

MEMORANDUM

Agenda Item No. 11(A)(2)

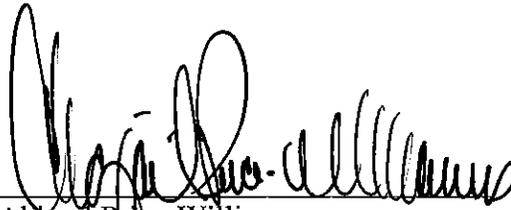
TO: Honorable Chairman Jean Monestime
and Members, Board of County Commissioners

DATE: November 15, 2016

FROM: Abigail Price-Williams
County Attorney

SUBJECT: Resolution urging the Florida
Legislature to allocate funding
to Miami-Dade County for the
South Dade Marketing Brand
Initiative

The accompanying resolution was prepared and placed on the agenda at the request of Co-Prime Sponsors Commissioner Daniella Levine Cava and Commissioner Dennis C. Moss.



Abigail Price-Williams
County Attorney

APW/smm

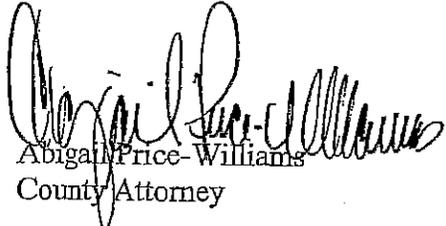


MEMORANDUM

(Revised)

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and Members, Board of County Commissioners

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Please note any items checked.

- "3-Day Rule" for committees applicable if raised
- 6 weeks required between first reading and public hearing
- 4 weeks notification to municipal officials required prior to public hearing
- Decreases revenues or increases expenditures without balancing budget
- Budget required
- Statement of fiscal impact required
- Statement of social equity required
- Ordinance creating a new board requires detailed County Mayor's report for public hearing
- No committee review
- Applicable legislation requires more than a majority vote (i.e., 2/3's ____, 3/5's ____, unanimous ____) to approve
- Current information regarding funding source, index code and available balance, and available capacity (if debt is contemplated) required

Approved _____ Mayor
Veto _____
Override _____

Agenda Item No. 11(A)(2)
11-15-16

RESOLUTION NO. _____

RESOLUTION URGING THE FLORIDA LEGISLATURE TO
ALLOCATE FUNDING TO MIAMI-DADE COUNTY FOR THE
SOUTH DADE MARKETING BRAND INITIATIVE

WHEREAS, the goal of the South Dade Marketing Brand Initiative is to brand the southern portion of Miami-Dade County as a dynamic, diverse, and highly attractive place for people to live, work, play, and visit; and

WHEREAS, for purposes of this marketing initiative, South Dade is defined as the area bordered on the north by SW 136th Street, on the west by the Miami-Dade County line, on the east by Biscayne National Park, and on the south by the county line separating Miami-Dade and Monroe Counties; and

WHEREAS, the need for a marketing initiative for this area first arose in the early 1990s after a series of events including Hurricane Andrew, the realignment and closure of the Homestead Airforce Base, and the ratification of the North American Free Trade Agreement, all of which negatively impacted three important industries in South Dade: tourism, military, and agriculture; and

WHEREAS, in the years that followed, there was an effort to develop, embrace, and implement a campaign to brand and position South Dade as a good place for people to live, work, play, and visit; and

WHEREAS, through those efforts since Hurricane Andrew, the South Dade community has seen diversification of the defense mission at the Homestead Air Reserve Base, including the construction of a new headquarters for the military's Special Operations Command South

(SOCSOUTH), a renewed investment in the nature-based tourism opportunities that South Dade has to offer, and growth of new and innovative agricultural industries such as wineries, aquaculture, agritourism, organic farming, and medicinal horticulture; and

WHEREAS, at the same time, however, population in South Dade has grown at a greater pace than the number of jobs in the area, with more than 70 percent of residents commuting to downtown and other areas of Miami for work; and

WHEREAS, interest in a new brand for South Dade arose again in late 2014 during public meetings held as a part of the *Tomorrow's South Dade* visioning effort; and

WHEREAS, the recommendations from those meetings included that South Dade develop a marketing plan that properly reflects its uniqueness and quality of life to reverse the long-held perception that the area is solely an affordably-priced housing community, and that South Dade become more sustainable from an economic perspective and work closer with all economic development organizations in Miami-Dade County to bring jobs to the area; and

WHEREAS, the need for a branding initiative was again raised during the *South Dade Solutions Summit* meetings, presented by Commissioners Moss and Levine Cava, in 2015 and was the focus of the *Summit* in 2016; and

WHEREAS, nationally recognized branding and marketing expert Bruce Turkel, with the assistance of the Greater Miami Convention of Visitors Bureau, facilitated a day-long session with more than 150 community representatives to work towards developing a brand and marketing program for the South Dade area; and

WHEREAS, it has been determined that the Economic Development Council of South Dade should take the lead in bringing businesses and community organizations together to facilitate the branding and marketing effort; and

WHEREAS, among other things, the Economic Development Council of South Dade will need to work with businesses and community organizations to implement and track the branding and subsequent marketing plan for tourism and economic development in South Dade, track the demographics for the South Dade area, prepare periodic reports that demonstrate how the area is changing, and serve as the collective voice for economic prosperity in South Dade; and

WHEREAS, this effort by the Economic Development Council of South Dade will require collaboration among a number of interested stakeholder, and governmental entities and representatives, including but not limited to the Greater Miami Convention and Visitor's Bureau; the Beacon Council; various chambers of commerce; private businesses representing the banking, real estate, hospitality, health care, and agricultural industries; the five municipalities located in the South Dade area; Miami-Dade College; the Miami-Dade County School Board; Miami-Dade County Commission Districts 8 and 9; the Miami-Dade County Mayor's Office; representatives from the military; state and federal legislative and agency representatives; and representatives from the community redevelopment agencies located in the South Dade area; and

WHEREAS, to facilitate the marketing and branding effort for South Dade, the Economic Development Council of South Dade needs to be properly funded to, among other things, pay for necessary support staff and cover the cost of initiatives surrounding the marketing effort such as benchmarking surveys and familiarization tours; and

WHEREAS, in addition, the South Dade Marketing Brand Initiative will require further funding from a variety of sources at the local and state levels in order to achieve the goal of branding the southern portion of Miami-Dade County as a dynamic, diverse, and highly attractive place for people to live, work, play, and visit; and

WHEREAS, this Board wishes to request that, in addition to contributions from Miami-Dade County and the private sector, funding be provided by the Florida Legislature to support this important initiative,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that this Board:

Section 1. Urges the Florida Legislature to allocate funding to Miami-Dade County or partnering organizations such as the Greater Miami Convention & Visitors' Bureau, the Beacon Council, or Economic Development Council of South Dade, for the South Dade Marketing Brand Initiative.

Section 2. Directs the Clerk of the Board to transmit certified copies of this resolution to the Governor, the Senate President, the House Speaker, and the Chair and Members of the Miami-Dade State Legislative Delegation.

Section 3. Directs the County's state lobbyists to advocate for the funding described in Section 1 above, and authorizes and directs the Office of Intergovernmental Affairs to include this item in the 2017 Federal Legislature Package when it is presented to the Board.

The Co-Prime Sponsors of the foregoing resolution are Commissioner Daniella Levine Cava and Commissioner Dennis C. Moss. It was offered by Commissioner _____, who moved its adoption. The motion was seconded by Commissioner _____ and upon being put to a vote, the vote was as follows:

Jean Monestime, Chairman	
Esteban L. Bovo, Jr., Vice Chairman	
Bruno A. Barreiro	Daniella Levine Cava
Jose "Pepe" Diaz	Audrey M. Edmonson
Sally A. Heyman	Barbara J. Jordan
Dennis C. Moss	Rebeca Sosa
Sen. Javier D. Souto	Xavier L. Suarez
Juan C. Zapata	

The Chairperson thereupon declared the resolution duly passed and adopted this 15th day of November, 2016. This resolution shall become effective upon the earlier of (1) 10 days after the date of its adoption unless vetoed by the County Mayor, and if vetoed, shall become effective only upon an override by this Board, or (2) approval by the County Mayor of this Resolution and the filing of this approval with the Clerk of the Board.

MIAMI-DADE COUNTY, FLORIDA
BY ITS BOARD OF
COUNTY COMMISSIONERS

HARVEY RUVIN, CLERK

By: _____
Deputy Clerk

Approved by County Attorney as
to form and legal sufficiency.

James Eddie Kirtley

