

# Memorandum

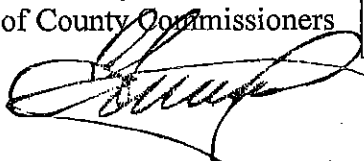
MIAMI-DADE  
COUNTY

**Date:** June 4, 2019

**To:** Honorable Chairwoman Audrey M. Edmonson  
and Members, Board of County Commissioners

Agenda Item No. 8(A)(1)

**From:** Carlos A. Gimenez  
Mayor



**Subject:** Resolution Approving the 2019 Marketing and Communications Host Agreement  
between Miami-Dade County and Airports Council International – North America

## **Recommendation**

It is recommended that the Board of County Commissioners (Board) adopt the attached resolution waiving the competitive bidding requirements of Section 2-8.1 of the Miami-Dade County Code, Section 5.03 of the Home Rule Charter and Implementing Order 3-38, by a two-thirds (2/3) vote of the Board members present, for the acquisition of goods and services by the County, through its Aviation Department (MDAD) to host the 2019 Marketing and Communications Conference (2019 Conference) from November 6-8, 2019 in Downtown Miami.

MDAD and the Airports Council International - North America (ACI-NA) entered into the attached agreement entitled: "2019 Marketing and Communications Conference Host Agreement" (Host Agreement) in April 2019. By doing so, the County will have the opportunity to showcase Miami International Airport (MIA), which continues to establish itself as America's Global Gateway, as well as the County's other general aviation airports. MDAD staff will benefit by meeting potential airport partners and industry leaders that may create new marketing opportunities for Miami's airports to bring in more visitors and business revenue to our community:

## **Scope**

The 2019 Conference will be hosted by MDAD at the Hilton Miami Downtown Hotel located at 1601 Biscayne Blvd, Miami, FL 33132 in District 3, which is represented by Chairwoman Audrey M. Edmonson. However, because the 2019 Conference involves the County's airport system, the impact is countywide.

## **Fiscal Impact/Funding Source**

MDAD will host the 2019 Conference in accordance with Administrative Order 7-32, which governs the use of MDAD's promotional funds. MDAD will authorize up to \$75,000 in expenditures and use operating revenues as a funding source in addition to providing in-kind services such as staff time.

## **Track Record/Monitor**

MDAD Deputy Policy Advisor Jeve Clayton will monitor this Host Agreement.

## **Background**

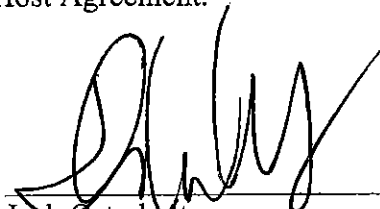
ACI-NA has a rich history as the oldest international airport owners' and operators' organization in the world. Formed in 1948, ACI-NA celebrated its 70th anniversary in 2018. The ACI-NA is the voice of North American airports, representing local, regional and state governing bodies that own

and operate commercial airports in the United States and Canada. MDAD has been a founding member of ACI-NA for over 70 years along with other U.S. airports including Baltimore, Boston, Chicago, Cleveland, Dallas, Denver, Detroit, Jacksonville, Kansas City, Los Angeles, Memphis, Minneapolis-St. Paul, New York-Newark, Philadelphia, Pittsburgh, St. Louis, San Francisco and Washington. MDAD and ACI-NA have a long and close working relationship in which MDAD has participated by exhibiting, sponsoring, hosting, and speaking in multiple forums at conferences throughout the years.

ACI-NA's annual marketing and communications conference is one of the largest and most successful airport events in all North America. Attendance at the 2019 Conference is anticipated to exceed more than 300 registered attendees and exhibitors. Industry professionals and world-renowned marketers will speak and discuss current issues affecting airports in the region as well as worldwide.

The 2019 Conference will be held at the Hilton Downtown Miami Hotel in an area that measures approximately 50,000 square feet with over 250 guest rooms reserved for conference attendees, representing a projected total of 500 room nights. With the addition of average daily expenditures for each conference attendee (as calculated by the Greater Miami Convention & Visitors Bureau), it is estimated that there will be a \$300,000 economic impact to the community.

The attached Host Agreement provides a unique opportunity for the County to market its aviation facilities to potential concessionaires and to promote new opportunities in Miami's tourism industry. The obligations and responsibilities of both parties (the County and ACI-NA) regarding the planning, management and execution of the 2019 Conference are delineated in the attached Host Agreement.



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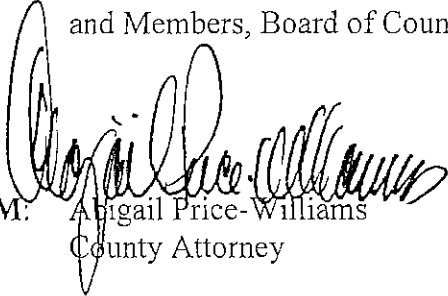
Jack Osterholt  
Deputy Mayor



**MEMORANDUM**  
(Revised)

TO: Honorable Chairwoman Audrey M. Edmonson  
and Members, Board of County Commissioners

DATE: June 4, 2019

FROM:   
Abigail Price-Williams  
County Attorney

SUBJECT: Agenda Item No. 8(A)(1)

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 present , 2/3 membership , 3/5's , unanimous , CDMP 7 vote requirement per 2-116.1(3)(h) or (4)(c) , CDMP 2/3 vote requirement per 2-116.1(3)(h) or (4)(c) , or CDMP 9 vote requirement per 2-116.1(4)(c)(2) ) 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. 8(A)(1)  
6-4-19

RESOLUTION NO. \_\_\_\_\_

RESOLUTION AUTHORIZING WAIVER OF FORMAL BID PROCEDURES PURSUANT TO SECTION 5.03(D) OF THE HOME RULE CHAPTER, SECTION 2-8.1 OF THE MIAMI-DADE COUNTY CODE, AND IMPLEMENTING ORDER 3-38 BY A TWO-THIRDS VOTE OF THE BOARD MEMBERS PRESENT; APPROVING THE 2019 MARKETING AND COMMUNICATIONS CONFERENCE HOST AGREEMENT BETWEEN MIAMI-DADE COUNTY AND AIRPORTS COUNCIL INTERNATIONAL - NORTH AMERICA AUTHORIZING THE MIAMI-DADE AVIATION DEPARTMENT TO SPONSOR THE 2019 MARKETING AND COMMUNICATIONS CONFERENCE TO BE HELD IN DOWNTOWN MIAMI FROM NOVEMBER 6-8, 2019, IN AN AMOUNT NOT TO EXCEED \$75,000.00 IN AVIATION DEPARTMENT PROMOTIONAL FUNDS AND THE PROVISION OF IN-KIND SERVICES; AND AUTHORIZING THE COUNTY MAYOR OR COUNTY MAYOR'S DESIGNEE TO EXECUTE SAME AND EXERCISE ALL PROVISIONS THEREIN, AND TO EXECUTE AND EXERCISE THE PROVISIONS WITHIN ANY RELATED AGREEMENTS ARISING FROM THE MIAMI-DADE AVIATION DEPARTMENT'S SPONSORSHIP AND HOST OBLIGATIONS AT THE 2019 MARKETING AND COMMUNICATIONS CONFERENCE

**WHEREAS**, this Board desires to accomplish the purposes outlined in the accompanying memorandum, a copy of which is incorporated herein by reference,

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

**Section 1.** Finds it is in the best interest of Miami-Dade County to waive the formal bid procedures pursuant to section 5.03(d) of the Home Rule Charter, section 2-8.1 of the Code of Miami-Dade County, and Implementing Order 3-38, by a two-thirds vote of the Board members present.

**Section 2.** Approves the 2019 Marketing and Communications Conference Host Agreement between Miami-Dade County and Airports Council International - North America authorizing the Miami-Dade Aviation Department to sponsor the 2019 Marketing and Communications Conference to be held in Downtown Miami from November 6-8, 2019, in an amount not to exceed \$75,000.00 in promotional funds and the provision of in-kind services.

**Section 3.** Finds that the expenditure of Airport funds for the purposes stated above promotes the Miami-Dade County Airports, provides direct benefits to the Miami-Dade County Airports, and is consistent with the guidelines of the Federal Aviation Administration relating to use of airport property.

**Section 4.** Authorizes the County Mayor or County Mayor's designee to execute the 2019 Marketing and Communications Conference Host Agreement and exercise all provisions therein, and to execute and exercise the provisions within any related agreements arising from the Miami-Dade Aviation Department's sponsorship and host obligations for the 2019 Marketing and Communications Conference.

The foregoing resolution 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:

Audrey M. Edmonson, Chairwoman

Rebeca Sosa, Vice Chairwoman

Esteban L. Bovo, Jr.

Jose "Pepe" Diaz

Eileen Higgins

Joe A. Martinez

Dennis C. Moss

Xavier L. Suarez

Daniella Levine Cava

Sally A. Heyman

Barbara J. Jordan

Jean Monestime

Sen. Javier D. Souto

The Chairperson thereupon declared this resolution duly passed and adopted this 4<sup>th</sup> day of June, 2019. 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.

CL

Cynji A. Lee

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## 2019 Marketing and Communications Conference

### Host Agreement

The Airport's Council International – North America (ACI-NA) is pleased to invite Miami-Dade County, by and through their Miami-Dade Aviation Department, to host the ACI-NA Marketing and Communications Conference, to be held November 6 – 8, 2019. The participation of the airport host is a key component of the success of this annual event.

This Agreement is intended to detail the responsibilities that the Miami-Dade Aviation Department will be expected to uphold as the host airport, as well as the responsibilities that will be fulfilled by ACI-NA and the planning committee.

#### **Section 1: Miami-Dade Aviation Department Host Airport Responsibilities**

- a) Assistance with marketing the conference
- b) Assistance with marketing host airport conference event
- c) Assist in identifying and inviting a local or relevant opening keynote speaker
- d) Program a general session highlighting a relevant initiative important to the host airport
- e) Secure a local media personality to emcee the awards gala dinner
- f) Provide a host airport gift to all conference attendees
- g) Host an evening event at the end of the first full day of the conference for all conference attendees (Wednesday, November 6)
- h) Responsible for securing the location & venue for Host Airport event (including all fees, cost, etc. associated)
- i) Responsible for providing transportation for all conference attendees to Host Airport event
- j) Responsible for all food and beverage, catering and entertainment associated with Host Airport event

#### **Section 2: Miami-Dade Aviation Department Host Airport Benefits**

- a) Miami-Dade Aviation Department logo displayed on ACI-NA conference website with link to the Airport's website
- b) Host Airport signage in the registration area
- c) Miami-Dade Aviation Department logo displayed in on-site program as Host Airport
- d) Verbal thank you at the general sessions
- e) Recognition on display screen at the general sessions
- f) Special Host Airport designation on the badges of attendees from the Host Airport

**Section 3: ACI-NA Responsibilities**

- a) ACI-NA will determine the conference location at a local hotel and the meeting space.
- b) ACI-NA will manage all contracts associated with the conference hotel and the meeting space (excluding the Host Airport event if it is held there).
- c) ACI-NA will manage all food and beverage orders for events taking place at the hotel (excluding the Host Airport event if it is held there)
- d) ACI-NA will create all conference graphics and website.
- e) ACI-NA will maintain the website, including posting relevant and current information.
- f) ACI-NA will develop and implement a conference marketing campaign.
- g) ACI-NA will provide agenda and speaker updates and ideas for promotions by Host.
- h) ACI-NA will secure sponsorships and exhibitors for the Conference (but not the Host event).
- i) ACI-NA will manage all conference registration activities and payments.
- j) ACI-NA will produce basic directional signage as well as sponsor recognition signage.

**Section 4: Coordination**

- a) ACI-NA and Miami-Dade Aviation Department recognize that a successful conference is a team effort and agree to coordinate all facets of the event through written communication, including e-mail to ensure the highest level of understanding.

**Section 5: Default**

- a) The parties agree that, in the event either party is in the default of its obligations under the Agreement, the non-defaulting party shall provide to the defaulting party thirty (30) days written notice to cure the default.

**Section 6: Liability**

- a) The parties to this Agreement shall not be deemed to assume any liability for the negligent or wrongful acts, or omissions of the other party. Nothing contained herein shall be construed as a waiver, by either party, of the liability limits established in Section 768.28 of the Florida Statutes.

**Section 7: Termination**

- a) Upon termination of this Agreement pursuant to this section, no party shall have any further liability or obligation to the other party except as expressly set forth in this Agreement; provided that no party shall be relieved of any liability for breach of this Agreement for the events or obligations arising prior to such termination.
- b) This agreement may not be terminated by either party after approved by the Miami-Dade County Board of Commissioners and executed by the Miami-Dade County Mayor or the County Mayor's Designee, unless approved, in writing, by both parties.



**Section 8: Miscellaneous**

- a) Miami-Dade Aviation Department may solicit corporate contributions to defray its sponsor obligations, including the host airport event. In order to avoid direct competition with ACI-NA for sponsorship dollars, the Host is encouraged to solicit only local companies, vendors, and organizations. If the Host does choose to solicit or collect sponsorships to offset costs, those sponsors will not be accorded ACI-NA sponsor benefits unless they also sponsor directly through ACI-NA.
- b) In the event the Miami-Dade Aviation Department does not comply with this Agreement, the host airport conference benefits outlined above may be revoked.



4/3/2019

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Deirdre Clemmons

Date:

Senior Vice President, Events and Strategic Partnerships

ACI-NA

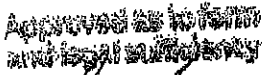
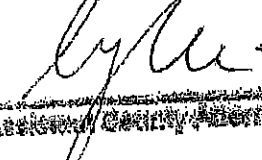
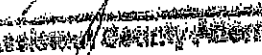
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Airport Representative

Date:

Miami-Dade Aviation Department

Miami-Dade County

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