



MEMORANDUM

Agenda Item No. 11(A)(19)

TO: Honorable Chairman Joe A. Martinez
and Members, Board of County Commissioners

DATE: May 3, 2011

FROM: R. A. Cuevas, Jr.
County Attorney

SUBJECT: Resolution directing the County Mayor to pursue a marketing campaign aimed at 'rebranding' Miami-Dade County as a "friendly place to do business" and "a great place to open a new business"

Resolution No. R-374-11

The accompanying resolution was prepared and placed on the agenda at the request of Prime Sponsor Commissioner Rebeca Sosa, and Co-Sponsors Commissioner Lynda Bell, Commissioner Jean Monestime and Commissioner Dennis C. Moss.

A handwritten signature in black ink, appearing to read "R. A. Cuevas, Jr.", is written over a horizontal line.

R. A. Cuevas, Jr.
County Attorney

RAC/up



MEMORANDUM

(Revised)

TO: Honorable Chairman Joe A. Martinez
and Members, Board of County Commissioners

DATE: May 3, 2011

FROM: R. A. Cuevas, Jr.
County Attorney

SUBJECT: Agenda Item No. 11(A)(19)

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**
- Ordinance creating a new board requires detailed County Manager'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**

2

Approved _____ Mayor
Veto _____
Override _____

Agenda Item No. 11(A)(19)
5-3-11

RESOLUTION NO. R-374-11

RESOLUTION DIRECTING THE COUNTY MAYOR TO PURSUE A MARKETING CAMPAIGN AIMED AT ‘REBRANDING’ MIAMI-DADE COUNTY AS A “FRIENDLY PLACE TO DO BUSINESS” AND “A GREAT PLACE TO OPEN A NEW BUSINESS”

WHEREAS, it is imperative to recognize that private business and entrepreneurs drive the research and development, jobs, and opportunities of tomorrow, thereby forming the backbone of the United States’ economy; and

WHEREAS, especially during the current economic downturn, entrepreneurs in Miami-Dade County must be encouraged to form new businesses, and existing business entities must be encouraged to relocate operations to Miami-Dade County; and

WHEREAS, in reflection of Miami-Dade County’s attractiveness to a potential workforce, including a year-round warm climate, excellent public and private schools, outstanding centers for the arts, and ease of access to a wide-array of diverse recreational activities, business entities currently seeking to relocate their operations should therefore consider Miami-Dade County as a top site alternative,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that this Board directs the County Mayor or Mayor’s designee to pursue a marketing campaign centered on ‘rebranding’ Miami-Dade County as a “friendly place to do business” and a “great place to open a new business” and submit a status report regarding said campaign to this Board within sixty (60) days

of the effective date of this resolution. The County Mayor or Mayor's designee shall provide bi-monthly updates to the Board until the campaign is fully implemented.

The Prime Sponsor of the foregoing resolution is Commissioner Rebeca Sosa, and the Co-Sponsors are Commissioner Lynda Bell, Commissioner Jean Monestime and Commissioner Dennis C. Moss. It was offered by Commissioner **Sally A. Heyman**, who moved its adoption. The motion was seconded by Commissioner **Rebeca Sosa** and upon being put to a vote, the vote was as follows:

	Joe A. Martinez, Chairman	aye
	Audrey M. Edmonson, Vice Chairwoman	aye
Bruno A. Barreiro	aye	Lynda Bell aye
Jose "Pepe" Diaz	absent	Sally A. Heyman aye
Barbara J. Jordan	aye	Jean Monestime aye
Dennis C. Moss	aye	Rebeca Sosa aye
Sen. Javier D. Souto	aye	

The Chairperson thereupon declared the resolution duly passed and adopted this 3rd day of May, 2011. This resolution shall become effective ten (10) days after the date of its adoption unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board.



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

HARVEY RUVIN, CLERK

By: **DIANE COLLINS**
Deputy Clerk

Approved by County Attorney as
to form and legal sufficiency.

DF.

Daniel Frastai