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CLERK OF THE BOARD
OF COUNTY COMMISSIONERS
MIAMI-DADE COUNTY, FLORIDA

MEMORANDUM

Agenda Item No. 11(A)(7)

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

DATE: September 1, 2011

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

SUBJECT: Resolution directing the County Mayor to develop and implement a marketing plan for the Port of Miami to showcase Miami-Dade County as a pre and post cruise destination for recreational and cultural activities

Resolution No. R-693-11

The accompanying resolution was prepared and placed on the agenda at the request of Prime Sponsor Chairman Joe A. Martinez and Co-Sponsor Commissioner Rebeca Sosa.

R. A. Cuevas, Jr.
County Attorney

RAC/up

MEMORANDUM
(Revised)

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

DATE: September 1, 2011

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

SUBJECT: Agenda Item No. 11(A)(7)

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**

Approved _____ Mayor
Veto _____
Override _____

Agenda Item No. 11(A)(7)
9-1-11

RESOLUTION NO. R-693-11

RESOLUTION DIRECTING THE COUNTY MAYOR OR MAYOR'S DESIGNEE TO DEVELOP AND IMPLEMENT A MARKETING PLAN FOR THE PORT OF MIAMI TO SHOWCASE MIAMI-DADE COUNTY AS A PRE AND POST CRUISE DESTINATION FOR RECREATIONAL AND CULTURAL ACTIVITIES

WHEREAS, the County owns certain lands located in Miami-Dade County, Florida (hereinafter the "County"), on which the Dante B. Fascell Port of Miami-Dade (hereinafter "the Port") is located; and

WHEREAS, the County operates the Port through the Miami-Dade County Seaport Department ("Seaport Department") which is a department of the County; and

WHEREAS, more than 4.1 million cruise passengers disembark and/or embark on cruises at the Port, the majority of whom reside outside South Florida; and

WHEREAS, the cruise lines reserve more hotel rooms in the County for their passengers than any other business; and

WHEREAS, the Port is a port of call for approximately eight (8) cruise ships per year, a number which the Port endeavors to grow; and

WHEREAS, approximately one million cruise vessel crewmembers work on vessels calling at the Port; and

WHEREAS, the Port is geographically close to both downtown Miami, Miami Beach, and other cities and sites of interest in the County; and

WHEREAS, there are numerous recreational and cultural activities close to the Port including boating activities, fishing activities, the Arsht Center for the Performing Arts, sporting events at the Miami Arena and the soon to be completed Marlins Stadium, the beaches of Miami Beach, Jungle Island, the Miami Seaquarium, Zoo Miami, and other retail and historical points of interest; and

WHEREAS, it is in the best interest of the County to generate revenue for businesses in the County including hotel, restaurants, stores, cultural centers, shopping malls and ground transportation providers, particularly during this economic downturn,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that this Board directs the County Mayor or the Mayor's Designee to direct the Seaport to develop and implement a marketing plan, to be presented to this Board within sixty (60) days, which, among other things, promotes the County as a destination to visit before and/or after boarding a cruise at the Port of Miami, promotes County recreational, cultural, commercial and historical venues as places to be visited by passengers on cruise vessels arriving at the Port as a port of call, promotes the County as an optimal venue for cruise vessel crewmembers to purchase retail goods, and incorporates a plan to work with the cruise line industry, the Downtown Development Authority, the Miami Chamber of Commerce, the Greater Miami Convention and Visitors Bureau, the Greater Miami and the Beaches Hotel Association and other businesses in the County to achieve the goals above.

The Prime Sponsor of the foregoing resolution is Chairman Joe A. Martinez, and the Co-Sponsor is Commissioner Rebeca Sosa. It was offered by Commissioner **Jose "Pepe" Diaz**, who moved its adoption. The motion was seconded by Commissioner **Audrey Edmonson** 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	**absent**	Lynda Bell	**aye**
Esteban L. Bovo, Jr.	**aye**	Jose "Pepe" Diaz	**aye**
Sally A. Heyman	**aye**	Barbara J. Jordan	**aye**
Jean Monestime	**aye**	Dennis C. Moss	**aye**
Rebeca Sosa	**aye**	Sen. Javier D. Souto	**absent**
Xavier L. Suarez	**absent**		

The Chairperson thereupon declared the resolution duly passed and adopted this 1st day of September, 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: **Christopher Agrippa**
Deputy Clerk

Approved by County Attorney as
to form and legal sufficiency.

Richard C. Seavey