

MEMORANDUM

Agenda Item No. 14(A)(3)

TO: Honorable Chairman Oliver G. Gilbert, III
and Members, Board of County Commissioners

DATE: February 6, 2024

FROM: Geri Bonzon-Keenan
County Attorney

SUBJECT: Resolution directing the County Mayor (1) to engage with the Greater Miami Convention and Visitors Bureau to develop a marketing plan that further markets all parts of the County; and (2) to provide a report

Resolution No. R-127-24

The accompanying resolution was prepared and placed on the agenda at the request of Prime Sponsor Chairman Oliver G. Gilbert, III



Geri Bonzon-Keenan
County Attorney

GBK/jp



MEMORANDUM

(Revised)

TO: Honorable Chairman Oliver G. Gilbert, III
and Members, Board of County Commissioners

DATE: February 6, 2024

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Gen Bonzon-Keenan
County Attorney

SUBJECT: Agenda Item No. 14(A)(3)

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. 14(A)(3)
2-6-24

RESOLUTION NO. _____ R-127-24

RESOLUTION DIRECTING THE COUNTY MAYOR OR COUNTY MAYOR'S DESIGNEE (1) TO ENGAGE WITH THE GREATER MIAMI CONVENTION AND VISITORS BUREAU TO DEVELOP A MARKETING PLAN THAT FURTHER MARKETS ALL PARTS OF THE COUNTY; AND (2) TO PROVIDE A REPORT

WHEREAS, Miami-Dade County (the "County") is a diverse County encompassing 34 different municipalities, 13 commission districts, and an unincorporated area with approximately 1.2 million residents who all contribute to the unique fabric of this community; and

WHEREAS, while the County is famous for its beautiful beaches, other parts of the County offer unique and fascinating culinary experiences, artistic performances, outdoor activities, and cultural events; and

WHEREAS, the Greater Miami Convention & Visitors Bureau ("GMCVB") is a sales and marketing organization for Greater Miami and Miami Beach; and

WHEREAS, the GMCVB's mission is to generate travel demand to Greater Miami and Miami Beach, to maximize economic impact to our community, ensure industry resiliency, and elevate the resident quality of life; and

WHEREAS, the County has partnered with the GMCVB in the past to coordinate event marketing and programming for activities across the Greater Miami area; and

WHEREAS, one such partnership was *MIAMILAND* which encouraged visitors to engage with the unique natural and outdoors activities found across Miami-Dade County; and

WHEREAS, another successful partnership between Miami-Dade County and the GMCVB is the recent establishment of the month of November as Miami-Dade Farmers Month aimed at attracting visitors to the southern portions of the County, affectionately referred to as *Miami's Countryside*; and

WHEREAS, encouraging and focusing resources to promote activities across all Miami-Dade County is advantageous to the regional economy; and

WHEREAS, because there have been a number of new businesses openings, developments, points of interest, and expansion of tourism infrastructure in recent years, it is timely for a review of new and improved assets throughout the County that can be leveraged in the expanded storytelling of unique and diverse experiences; and

WHEREAS, this Board seeks to direct the County Mayor or County Mayor's designee to engage with the GMCVB to develop a marketing plan that further highlights the diverse culinary, artistic, and cultural offerings of the entire County,

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

Section 1. Directs the County Mayor or County Mayor's designee to engage the Greater Miami Convention and Visitors Bureau ("GMCVB") to develop a marketing plan to highlight cultural, culinary, outdoor and/or artistic events throughout all parts of Miami-Dade County.

Section 2. Further directs the County Mayor or County Mayor’s designee to provide a written report to this Board within 120 days of the effective date of this resolution setting forth the County’s plan with the GMCVB to effectuate the purpose laid out in section 1. The completed report shall be placed on an agenda of the full Board without committee review pursuant to rule 5.06(j) of the Board’s Rules of Procedure.

The Prime Sponsor of the foregoing resolution is Chairman Oliver G. Gilbert, III. It was offered by Commissioner **Raquel A. Regalado** , who moved its adoption. The motion was seconded by Commissioner **Keon Hardemon** and upon being put to a vote, the vote was as follows:

	Oliver G. Gilbert, III, Chairman	aye	
	Anthony Rodríguez, Vice Chairman	aye	
Marleine Bastien	aye	Juan Carlos Bermudez	aye
Kevin Marino Cabrera	aye	Sen. René García	absent
Roberto J. Gonzalez	aye	Keon Hardemon	aye
Danielle Cohen Higgins	aye	Eileen Higgins	aye
Kionne L. McGhee	aye	Raquel A. Regalado	aye
Micky Steinberg	aye		

The Chairperson thereupon declared this resolution duly passed and adopted this 6th day of February, 2024. 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

JUAN FERNANDEZ-BARQUIN, CLERK

By: Basia Pruna
Deputy Clerk

Approved by County Attorney as
to form and legal sufficiency.

SMG

Sophia Guzzo