

RESOLUTION NO. R2022-XXX

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF NORTH MIAMI BEACH, FLORIDA, AUTHORIZING THE CITY MANAGER OR DESIGNEE TO DEVELOP A MARKETING CAMPAIGN TO PROMOTE TOURISM, INTERNATIONAL TRADE, AND TRANSPORTATION INITIATIVES IN THE CITY OF NORTH MIAMI BEACH; AUTHORIZING THE CITY MANAGER OR CITY ATTORNEY TO DO ALL THINGS NECESSARY TO EFFECTUATE THIS RESOLUTION; PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, Miami-Dade County is one of the top tourism and international trade destinations in the world; and

WHEREAS, tourism is an important economic sector for many local governments and a number of local governments are developing active and innovate polices to promote sustainable and inclusive tourism growth; and

WHEREAS, the tourist destinations like the Spanish Monastery and the beautiful state and local parks in the City should be promoted in a concerted marketing campaign to inform the general public about the benefits of visiting the City of North Miami Beach; and

WHEREAS, Miami-Dade County is recognized as a world class center for international trade; and

WHEREAS, international trade and tourism play a vital role in the economy of Miami-Dade County and a number of businesses in the City are playing a critical role in international trade in the County; and

WHEREAS, the City needs to promote tourism and international trade to foster economic growth and sustainability of businesses, education initiatives, the arts and leisure activities to provide an excellent quality of life for its residents; and

WHEREAS, to support tourism and international trade, the City must promote the transportation initiatives in the City and northeast Miami-Dade County that connect people with businesses and tourist attractions; and

WHEREAS, the City, local governments in the northeast Miami-Dade County, and Miami-Dade County have embarked on transportation initiatives to encourage mass transit to expand the travel options for residents and tourists through Brightline Train, Freebee On-Demand vehicle services, and trolley services; and

WHEREAS, the marketing campaign should focus on further developing programs to promote the City's appeal as a tourist and international trade destination by encouraging and

investing in outstanding projects, including transportation initiatives, that would foster economic growth in the City; and

WHEREAS, the City Commission believes it is in the best interest of the residents of the City to initiate a marketing campaign to promote tourism, international trade and transportation initiatives within the City of North Miami Beach and northeast Miami-Dade County.

NOW, THEREFORE, BE IT RESOLVED by the Mayor and City Commission of the City of North Miami Beach, Florida.

Section 1. The aforementioned recitals are true and correct.

Section 2. The City Commission hereby authorizes the City Manager or designee to develop a marketing campaign to promote tourism, international trade and transportation initiatives within the City of North Miami Beach and the City Manager or designee and City Attorney are authorized to do all things necessary to effectuate this resolution.

Section 3. This resolution is effective upon adoption.

APPROVED AND ADOPTED by the City of North Miami Beach City Commission at the regular meeting assembled this the **20th day of December, 2022**.

ATTEST:

ANDRISE BERNARD, MMC
CITY CLERK

ANTHONY F. DEFILLIPO
MAYOR

(CITY SEAL)

APPROVED AS TO FORM, LANGUAGE
AND FOR EXECUTION

HANS OTTINOT
CITY ATTORNEY

Sponsored By: Commissioner Daniela Jean