Agenda Item #: 3I-5

PALM BEACH COUNTY **BOARD OF COUNTY COMMISSIONERS**

AGENDA ITEM SUMMARY

Department:	Department of Economic Sustainability			
Meeting Date:	September 11, 2012	[X] Consent [] Ordinance	[] Regular [] Public Hearing	

I. EXECUTIVE BRIEF

Motion and Title: Staff recommends motion to adopt: a Resolution by the Board of County Commissioners of Palm Beach County, Florida, providing support in the form of inkind services for the Link Up 2012® international trade event to be held October 10, 2012 in West Palm Beach, Florida, and approving use of the Palm Beach County Logo by Orbis Strategy Group in promotional and program materials produced for this event.

Summary: Orbis Strategy Group (Orbis) has organized Link Up 2012®, an international business event scheduled for October 10, 2012 in West Palm Beach. The event will provide a forum for Florida companies to introduce their businesses, products and services to foreign trade commissioners from nations all over the world and for those trade commissioners to promote their home countries, their products and industry opportunities. Foreign trade commissioners from 72 countries, having consulate offices located in Miami, Florida have been invited to participate in this event.

Orbis is working in coordination with the Palm Beach County Convention & Visitors Bureau to plan presentations and functions in connection with the event. Additionally, Orbis has requested to use the County Logo in its promotional and program materials to convey Palm Beach County's support and participation in Link Up 2012®. No County funding will be provided. Countywide (DW)

Background and Justification: Palm Beach County, which is situated in the Miami Customs District, has continuously supported efforts to establish new channels of commerce and strengthen existing relationships through the exchange of information with trade delegations in order to solidify Palm Beach County as an international business On October 12, 2011, Orbis' organization of Link Up 2011 brought the INTRADE Delegation of North American and Latin American trade commissioners to Palm Beach County in order to expand trade relations. Link Up 2012® is being targeted to more than 70 countries around the world that have consulate offices in Miami, FL. County PPM #CW-L-046 provides for the use of the County Logo as a symbol to clearly define those facilities, programs, services, events and publications which are under the auspices of or occurring with the support of the Board of County Commissioners.

Attachments: 1. Resolution		
Recommended By:	Department Director	8-23-10- Date
Approved By:	Hann B. By Assistant County Administrator	9-4-12 Date

II. FISCAL IMPACT ANALYSIS

A. Five Year Summary of Fiscal Impact:

Fise	cal Years	2012	2013	2014	2015	2016
Cap	oital Expenditures					
Оре	erating Costs					
Exte	ernal Revenues					
Pro	gram Income					
In-K	(ind Match (County)	,				
NE	T FISCAL IMPACT	*				
	DDITIONAL FTE SITIONS (Cumulative)					
	em Included In Curre	nt Budget?	Yes	No		
Fund	I	nit Obj	ect	Program Coo	le/Period	·········
В.	Recommended So	urces of Fund	ds/Summa	ry of Fiscal I	mpact:	
	County support is to Visitors Bureau in to connection with the	ne coordinatio event. [⊬] No cou	n and plar unty funding	nning of prese g will be provi	entations and ded.	d functions in
C.	Departmental Fisca	al Review:	Shairette M	Major, Fiscal N	ਿਤਤ <u>ਾਟ</u> lanager l	
			IEW COM			
A.	OFMB Fiscal and/o	r Contract De	evelopmen	at and Contro	ol Comments	5 :
В.	OFMB Legal Sufficiency:	1-5/27// 01 3/24/12	Con	tract Develop	ment and Co	8/3/1/3
S	Gr. Chief Assistant Oou	nty Attorney	12—			
C.	Other Department	Review:				

Department Director

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RESOL	UTION	NUMBER	2012-	

A RESOLUTION BY THE BOARD OF COUNTY COMMISSIONERS OF PALM BEACH COUNTY, FLORIDA, PROVIDING SUPPORT IN THE FORM OF IN-KIND SERVICES FOR THE *LINK UP 2012* INTERNATIONAL TRADE EVENT TO BE HELD OCTOBER 10, 2012 IN WEST PALM BEACH, FLORIDA; AND APPROVING USE OF THE PALM BEACH COUNTY LOGO BY ORBIS STRATEGY GROUP IN PROMOTIONAL AND PROGRAM MATERIALS PRODUCED FOR THIS EVENT.

BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF PALM BEACH COUNTY, FLORIDA, AS FOLLOWS:

WHEREAS, Palm Beach County seeks to establish new channels of commerce and strengthen existing relationships through the exchange of information with trade delegations in order to solidify Palm Beach County as an international business destination; and

WHEREAS, Palm Beach County appreciates the interest of its foreign trade partners to establish closer and deeper links between the business community in Palm Beach County and its foreign trade partners in order to strengthen the local economy, expand business opportunities and create jobs; and

WHEREAS, Palm Beach County, which is situated in the Miami Customs District, has positioned itself as an effective trade partner and seeks to support international business as a key component in the growth of Florida's economy; and

WHEREAS, Palm Beach County has experienced an increase in foreign investment in biotech and manufacturing industries; and

WHEREAS, Orbis Strategy Group has organized *Link Up 2012®*, an international business event which will provide a forum for Florida companies to introduce their business, products and services to foreign trade commissioners from all over the world and for those trade commissioners to promote their home countries and their best products and industry opportunities; and

WHEREAS, foreign trade commissioners from 72 countries around the world having consulate offices located in Miami, Florida have been invited to participate in *Link Up 2012®*; and

WHEREAS, Palm Beach County is providing in-kind support for *Link Up 2012*® through the Palm Beach County Convention & Visitors Bureau in the coordination and planning of presentations and functions in connection with this event; and

WHEREAS, Orbis Strategy Group as organizer of Link Up 2012® has requested to use the County Logo in its promotional and program materials to convey Palm Beach County's support and participation in this event.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF PALM BEACH COUNTY, FLORIDA, that the Board provides Palm Beach County's support in the form of in-kind services for the *Link Up 2012*® international trade event to be held October 10, 2012 in West Palm Beach, Florida.

BE IT FURTHER RESOLVED, that the Board approves the use of the Palm Beach County Logo by Orbis Strategy Group in promotional and program materials produced for this event.

The foregoing Resolution was offered by Commissioner _____ who moved its adoption.
The motion was seconded by Commissioner ____ and, being put to a vote, the vote was as follows:

COMMISSIONER SHELLEY VANA, CHAIR
COMMISSIONER STEVEN L. ABRAMS, VICE CHAIRMAN
COMMISSIONER KAREN T. MARCUS
COMMISSIONER PAULETTE BURDICK
COMMISSIONER BURT AARONSON
COMMISSIONER JESS R. SANTAMARIA
COMMISSIONER PRISCILLA A. TAYLOR

The Chair thereupon declared the Resolution duly passed and adopted this _____ day of _____, 2012.

APPROVED AS TO FO	ORM AND
LEGAL SUFFICIENCY	

PALM BEACH COUNTY, FLORIDA, BY ITS BOARD OF COUNTY COMMISSIONERS

ATTEST: SHARON R. BOCK, CLERK & COMPTROLLER

Ву:	Ву:
County Attorney	Deputy Clerk

This Resolution shall take effect immediately upon its adoption.