



# MIAMI BEACH

C: Jose Smith  
Hilda  
Max  
Bob

OFFICE OF THE MAYOR AND COMMISSION

## MEMORANDUM

TO: Jorge Gonzalez, City Manager

FROM: Matti H. Bower, Mayor 

DATE: November 24, 2008

SUBJECT: Agenda Item for December 10, 2008 Miami Beach City Commission Meeting

Please place on the December 10, 2008 Miami Beach City Commission meeting agenda a Resolution supporting the Greater Miami Convention and Visitors Bureau in Urging the Florida Legislature to Pass Legislation Allowing for Local Licensing of Tour Guides.

Thank you.

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2008 NOV 25 PM 3:20  
CITY OF MIAMI BEACH  
COMMUNICATIONS SECTION

Agenda Item 290  
Date 12/10/08

RESOLUTION NO. \_\_\_\_\_

**A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, SUPPORTING THE GREATER MIAMI CONVENTION & VISITORS BUREAU IN URGING THE FLORIDA LEGISLATURE TO PASS LEGISLATION ALLOWING FOR THE LOCAL LICENSING OF TOUR GUIDES.**

**WHEREAS**, Miami-Dade County is one of the country's preeminent business and leisure travel destinations; and

**WHEREAS**, more than 12 million visitors stayed at least one night in Miami-Dade County in 2007, according to the Greater Miami Convention & Visitors Bureau ("GMCVB"); and

**WHEREAS**, these overnight visitors spent approximately \$17.1 billion in direct expenditures; and

**WHEREAS**, historical and cultural tours are an important part of tourism in Miami-Dade County; and

**WHEREAS**, providing competent and accurate tours is important to a visitor's experience in our community; and

**WHEREAS**, the "GMCVB" believes licensing is an essential element in ensuring that tour guides are accurate and professional; and

**WHEREAS**, Florida law currently preempts local governments from licensing or regulating tour guides because state law includes "tour-guide services" under the definition of travel agents and other "sellers of travel;" and

**WHEREAS**, despite preempting local governments from regulating tour guide operators, the State of Florida does not itself impose any professional or ethical standards on individual tour guides; and

**WHEREAS**, the cities of New York, New Orleans, Charleston, Williamsburg, and Savannah, all currently license tour guides; and

**WHEREAS**, licensing tour guides locally will help to ensure that tour guides are accurate, professional, and ethical.

**NOW THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, that:**

1. The Greater Miami Convention & Visitors Bureau is supported in urging the Florida Legislature to pass legislation allowing for the local licensing of tour guides;
2. The City Clerk is hereby directed to transmit certified copies of this Resolution to the Governor, Senate President, and House Speaker for the State of Florida, the Chair and Members of the Miami-Dade State Legislative Delegation, and to the President and Chief Executive Officer of the Greater Miami Convention & Visitors Bureau; and
3. The City's state lobbyists are hereby directed to advocate for the issues identified in Section 1 above, and the City Manager is hereby directed to include this item in the City of Miami Beach's 2009 state legislative package.

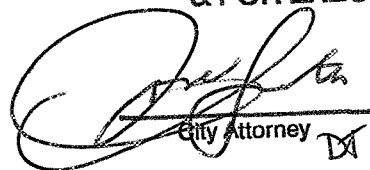
PASSED and ADOPTED this \_\_\_\_\_ day of \_\_\_\_\_, 2008.

ATTEST:

\_\_\_\_\_  
Matti Herrera Bower  
Mayor

\_\_\_\_\_  
Robert Parcher  
City Clerk

APPROVED AS TO  
FORM & LANGUAGE  
& FOR EXECUTION

  
\_\_\_\_\_  
City Attorney

11/14/08  
\_\_\_\_\_  
Date