

Memorandum



Date: October 1, 2021

To: Honorable Chairman Jose “Pepe” Diaz
and Members, Board of County Commissioners

From: Daniella Levine Cava *Daniella Levine Cava*
Mayor

Subject: Report on an Annual Parade of Heroes to Celebrate First Responders and Healthcare Workers – Directive 212180

On September 1, 2021, the Board of County Commissioners (Board) approved Resolution No. R-836-21, as amended, co-prime sponsored by Commissioner Danielle Cohen Higgins and Vice-Chairman Commissioner Oliver G. Gilbert III, directing the County Mayor or County Mayor’s designee to prepare a report on an annual “Parade of Heroes” to celebrate the sacrifices that first responders and healthcare workers have made for Miami-Dade County residents, including during the COVID-19 pandemic. In planning the parade, the report should include at a minimum:

1. Determine the most appropriate route and logistics for the parade, including virtual options, considering the effect that the COVID-19 pandemic continues to have on Miami-Dade County;
2. Develop information, methodologies and mediums to educate the community, prior to and during the parade, on the availability of the COVID-19 vaccines and consider offering vaccinations as a portion of the parade festivities;
3. Identify appropriate entities with whom to partner to develop an art contest among students in public, private, charter, and home schools in Miami-Dade County, with the winners to be presented as part of the parade festivities;
4. Identify legally available funds consistent with the Mayor’s delegated authority for the parade and related activities;
5. If such legally available funds are identified, to allocate and use such funds to pay for and to undertake the parade and related activities; and
6. An analysis of:
 - (a) the required costs of the parade, including, but not limited to, equipment, and staffing costs; and;
 - (b) the available, allocated and/or used funding source(s) for the parade or, alternatively, if such funds are not available, provide recommendations on how the parade may be effectuated, including but not limited to, possible alternative sources of funding and in-kind contributions.

The COVID-19 pandemic has had a devastating impact on communities globally and locally since March 2020, and has been a significant burden on first responders and healthcare professionals. The County appreciates the efforts these volunteer and professional workers have exhibited throughout the pandemic. The United States Senate and the House of Representatives have introduced resolutions expressing support for the designation of October 28th as “Honoring the Nation’s First Responders Day,” and stating that first responders, including professional and volunteer firefighters, police officers, emergency medical technicians, and paramedics deserve recognition for their commitment to safety, defense, and honor.

The County desires to publicly acknowledge first responders and healthcare workers by holding an annual Countywide Parade of Heroes. As directed by this Resolution, members of my office explored virtual options for the parade, as well as the option of a car caravan parade, with no gathering of crowds, nor food, vendors, activities, etc. In the past 2 weeks, staff met with potential partners, including the Miami Heat, and Baptist Health. The Parks, Recreation and Open Spaces Department (PROS) is assisting in the coordination of the planning and logistics for the parade. My Chief of Operations, along with my communications team, consulted on parade logistics with staff from Univision, on their process for their annual Three Kings Parade. The administration was also able to identify several potential local small business vendors for food, parade floats, parade cars, and entertainment. Additionally, staff has consulted with partners in Miami Beach and the School Board that would assist in creating the art contest in schools throughout the County, as well as in recruiting local high school marching bands for the parade itself. Needless to say, there was tremendous community interest in participating in such an event.

Ideally, the parade would be held on or around October 28, 2021, and on or around October 28 each year thereafter, in appreciation of the sacrifices first responders and healthcare workers have made for Miami-Dade County residents, including during the COVID-19 pandemic. However, after consulting with healthcare professionals, other municipalities, and various potential partners and sponsors for this event, many expressed reservations about hosting a large parade at this time, and many suggested pushing the event back. This would allow for the current COVID situation to improve, as well as allow for more time to plan and host an event that honors our local heroes. We would also stream and record the event so that people can watch and participate from home as well. **The administration has spoken separately with the prime sponsors for the item, Commissioner Cohen Higgins and Vice Chairman Oliver Gilbert and came to the agreement that due to the current situation, we would aim to host the event during the first quarter of 2022.**

At this time, the administration is exploring hosting the parade at Tamiami Park, but possibly beginning as caravans at four different points in the County to meet at Tamiami where the parade will begin. This would allow a greater majority of the County to participate closer to their homes, and have the opportunity to converge at Tamiami Park, where we can set up food trucks, vendors, make testing and vaccinations available, and provide entertainment. County departments can set up tents where they promote County Services and education campaigns, including, but not limited to, having Zoo Miami provide animal encounters, PROS sponsor children’s activities and Animal Services Department host an adoption event at the site. We are also considering having a separate caravan visit hospitals, fire stations and other locations where “Heroes” are working that day.

Board Resolution No. R-836-21 was amended to allow the Mayor to spend funds on the parade consistent with the Mayor’s delegated authority: \$250,000 for non-competitive purchases and \$1,000,000 for competitive purchases. At this time, the estimated size and cost of the parade is \$125,000. That estimate includes the stage for Tamiami Park, tents and chairs for the public, portable toilets, barricades, police and fire rescue services, marketing and advertising, and video screen. This estimate does not include the cost of food vendors, float rentals, street closures, or additional staffing for police escort of the car caravans into Tamiami Park. We are exploring the possibility sponsorships for the event to offset the cost, as well as in-kind donations.

Honorable Chairman Jose “Pepe” Diaz
and Members, Board of County Commissioners
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In accordance with Ordinance No. 14-65, this memorandum will be placed on the next available Board meeting agenda. If additional information is needed, please contact Maria I. Nardi, Director, Miami-Dade County Parks, Recreation and Open Spaces Department, at 305-755-7903.

c: Geri Bonzon-Keenan, County Attorney
Gerald K. Sanchez, First Assistant County Attorney
Jess M. McCarty, Executive Assistant County Attorney
Office of the Mayor Senior Staff
Maria I. Nardi, Director, Parks, Recreation and Open Spaces Department
Jennifer Moon, Chief, Office of Policy & Budgetary Affairs
Adeyinka Majekodunmi, CPA, Commission Auditor
Melissa Adames, Director, Clerk of the Board Division
Eugene Love, Agenda Coordinator



Miami-Dade Legislative Item

File Number: 212180

File Number: 212180 **File Type:** Resolution **Status:** Adopted as amended
Version: 0 **Reference:** R-836-21 **Control:** Board of County Commissioners
File Name: PARADE TO HONOR FIRST RESPONDERS AND HEALTHCARE WORKERS **Introduced:** 9/3/2021
Requester: NONE **Cost:** **Final Action:** 9/1/2021
Agenda Date: 9/1/2021 **Agenda Item Number:** 14A2

Notes: THIS IS FINAL VERSION AS ADOPTED. ALSO SEE 212032 **Title:** RESOLUTION DIRECTING THE COUNTY MAYOR OR COUNTY MAYOR'S DESIGNEE TO: (A) PLAN, AND (B) IDENTIFY, ALLOCATE AND USE LEGALLY AVAILABLE FUNDS CONSISTENT WITH THE MAYOR'S DELEGATED AUTHORITY FOR, AN ANNUAL COUNTYWIDE PARADE AND ASSOCIATED EVENTS TO HONOR FIRST RESPONDERS AND HEALTHCARE WORKERS FOR SACRIFICES MADE FOR MIAMI-DADE COUNTY RESIDENTS, INCLUDING DURING THE CORONAVIRUS DISEASE 2019 ("COVID-19") PANDEMIC; FURTHER DIRECTING THE COUNTY MAYOR OR COUNTY MAYOR'S DESIGNEE TO PROVIDE A REPORT [SEE ORIGINAL ITEM UNDER FILE NO. 212032]

Indexes: FIRST RESPONDERS **Sponsors:** Danielle Cohen Higgins, Co-Prime Sponsor
 HEALTH CARE Oliver G. Gilbert, III, Co-Prime Sponsor
 HONORING

Sunset Provision: No **Effective Date:** **Expiration Date:**
Registered Lobbyist: None Listed

Legislative History

Acting Body	Date	Agenda Item	Action	Sent To	Due Date	Returned	Pass/Fail
County Attorney	9/3/2021		Assigned	Ashlee A. Pouncy			
Board of County Commissioners	9/1/2021	14A2 AMENDED	Adopted as amended				P

Legislative Text

TITLE

RESOLUTION DIRECTING THE COUNTY MAYOR OR COUNTY MAYOR'S DESIGNEE TO: (A) PLAN, AND (B) IDENTIFY, ALLOCATE AND USE LEGALLY AVAILABLE FUNDS CONSISTENT WITH THE MAYOR'S DELEGATED AUTHORITY FOR, AN ANNUAL COUNTYWIDE PARADE AND ASSOCIATED EVENTS TO HONOR FIRST RESPONDERS AND HEALTHCARE WORKERS FOR SACRIFICES MADE FOR MIAMI-DADE COUNTY RESIDENTS, INCLUDING DURING THE CORONAVIRUS DISEASE 2019 ("COVID-19") PANDEMIC; FURTHER DIRECTING THE COUNTY MAYOR OR COUNTY MAYOR'S DESIGNEE TO PROVIDE A REPORT [SEE ORIGINAL ITEM UNDER FILE NO. 212032]

BODY

WHEREAS, the coronavirus disease 2019 ("COVID-19") pandemic has had a devastating impact on communities globally and locally since March 2020; and

WHEREAS, this Board acknowledges that the COVID-19 pandemic has been a significant burden on first responders and healthcare professionals, and appreciates the efforts these volunteer and professional workers have exhibited throughout the pandemic; and

WHEREAS, during the 116th United States Congress, Sen. Elizabeth Warren (D-MA) introduced Senate Congressional Resolutions 15 and 48, Rep. Mark Meadows (R-NC-11) introduced House Congressional Resolution 37, and Rep. Rosa L. DeLauro (D-CT-3) introduced House Congressional Resolution 99 ("Concurrent Resolutions"), expressing support for the designation of October 28th as "Honoring the Nation's First Responders Day"; and

WHEREAS, the Concurrent Resolutions state that first responders, including professional and volunteer firefighters, police officers, emergency medical technicians, and paramedics deserve recognition for their commitment to safety, defense, and honor; and

WHEREAS, the Concurrent Resolutions acknowledge that the people of the United States have depended on the service and sacrifices of first responders during the national emergency relating to the COVID-19 pandemic, and encourage the people of the United States to observe Honoring the Nation's First Responders Day with appropriate ceremonies and activities that promote awareness of the contributions of first responders in the United States; and

WHEREAS, doctors, nurses, and other healthcare workers have also spent countless hours treating those affected by COVID-19, often sacrificing their own health to treat others; and

WHEREAS, this Board shares the sentiments of the Concurrent Resolutions and desires to publicly acknowledge first responders and healthcare workers, by holding an annual Countywide Parade of Heroes on or around October 28, 2021, and on or around October 28 each year thereafter, in appreciation of the sacrifices they have made for Miami-Dade County residents, including during the COVID-19 pandemic; and

WHEREAS, in December 2020, the United States Food and Drug Administration issued Emergency Use Authorizations ("EUA") for two COVID-19 vaccines, and issued an EUA for a third vaccine in February 2021; and

WHEREAS, considering that the COVID-19 pandemic continues to have a significant impact on Miami-Dade County, this Board believes that encouraging members of the community to take the COVID-19 vaccine can benefit the county residents, individually and collectively; and

WHEREAS, this Board believes that informing the community about the COVID-19 vaccines and including a COVID-19 vaccine site in the parade festivities may aid in reducing the number of persons hospitalized in Miami-Dade County with COVID-19; and

WHEREAS, this Board also seeks the engagement of Miami-Dade County students in an art contest to educate the community about the availability and benefits of COVID-19 vaccines,

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 plan an annual Countywide "Parade of Heroes" on or around October 28, 2021, and on or around October 28, for each year thereafter, to celebrate the sacrifices first responders and healthcare workers have made for Miami-Dade County residents, including during the coronavirus disease 2019 ("COVID-19") pandemic. In planning the parade, the County Mayor or County Mayor's designee shall, at a minimum: (a) determine the most appropriate route and logistics for the parade, including virtual options, considering the effect that the COVID-19 pandemic continues to have on Miami-Dade County; (b) develop information, methodologies and mediums to educate the community, prior to and during the

parade, on the availability of the COVID-19 vaccines and consider offering vaccinations as a portion of the parade festivities; and (c) identify appropriate entities with whom to partner to develop an art contest among students in public, private, charter, and home schools in Miami-Dade County, with the winners to be presented as part of the parade festivities.

Section 2. Directs the County Mayor or County Mayor's designee to: (a) identify legally available funds consistent with the Mayor's delegated authority for the parade and related activities referenced in section 1 above; and (b) if such legally available funds are identified, to allocate and use such funds to pay for and to undertake the parade and related activities referenced in section 1 above.

Section 3. Directs the County Mayor or County Mayor's designee to provide, within 30 days of the effective date of this resolution, a written report to this Board on the actions referenced in sections 1 and 2 above, to include, at a minimum, an analysis of: (a) the required costs of the parade, including, but not limited to, equipment, and staffing costs; and (b) the available, allocated and/or used funding source(s) for the parade or, alternatively, if such funds are not available, provide recommendations on how the parade may be effectuated, including but not limited to, possible alternative sources of funding and in-kind contributions. The County Mayor or County Mayor's designee is further directed to place the completed report on an agenda of this Board pursuant to Ordinance No. 14-65.

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