

ITEM #42A

ADDITIONAL MATERIAL

REGULAR MEETING

SEPTEMBER 4, 2025

SUBMITTED AT THE REQUEST OF

COMMISSIONER HAZELLE ROGERS



THE BROWARD COUNTY WAY

A REFERENCE GUIDE TO INTERNATIONAL PROTOCOL
FOR BROWARD COUNTY



Updated August, 2025

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THE BROWARD COUNTY WAY



A REFERENCE GUIDE TO INTERNATIONAL PROTOCOL FOR BROWARD COUNTY OFFICIALS AND STAFF

Protocol Introduction

What is Protocol?

"Protocol is the practice of using internationally recognized procedures to create a welcoming environment for people conducting business and diplomacy." (The International Center)

Your Protocol Officer

Broward County's protocol program is led by the Office of Economic & Small Business Development (OESBD). The International Chief Economic Development Officer - Trade & Protocol serves as the County's protocol officer. Questions related to protocol and this reference guide should be referred to OESBD at (954) 357-6400.



Examples of when to consult with your protocol officer include:

- Hosting an inbound visit /mission of an international delegation, elected official or dignitary
- Outbound visit /mission to a foreign country
- Organizing an international function or event including official visits of delegations to Broward County
- Letters to foreign officials and groups for the purpose of international diplomacy and international exchanges including memorandum of understanding (MOU)
- Attendance at international conferences or events, including talking points regarding bi-lateral international relations, diplomatic matters and any type of international exchange (see Appendix A: International Activity Request Form)
- Interaction with consulates, trade offices, bi-national chambers, foreign officials and other international groups

SECTION 1: INBOUND DELEGATION MISSIONS



Opening Ceremony at the 2022 Florida International Trade and Cultural Expo (FITCE)

What is an Inbound Mission?

Incoming (inbound) trade missions are missions that consist of foreign delegates being received and hosted by a local entity. The hosting of visiting dignitaries involves significant planning, and therefore requires sufficient lead time. A minimum 20-day notice is required.

Types of Inbound Missions

Inbound missions may include various types of delegates: foreign elected officials, businesses looking to expand their markets to Broward County, and reverse trade mission businesses looking to buy from Broward County companies.

Missions are designed to find new markets and representation for products and services, and can lead to export sales, joint ventures, licensing arrangements, and direct sales or direct investment opportunities for Broward businesses.

Examples of inbound missions include returning missions, new market or best product missions, missions by personal invitation of the Mayor or the Board of County Commissioners and missions by recommendation of OESBD. Port Everglades, Broward County Aviation Department, Greater Fort Lauderdale Convention and Visitors Bureau and Greater Fort Lauderdale Alliance, the county's

private sector partner for economic development, may independently receive inbound missions and follow their own protocol. Notice will be provided to OESBD, County Administration and the County Commission.

Who locally coordinates the Inbound Visit?

The protocol officer coordinates all high-level visits by overseas dignitaries on behalf of Broward County. All visits including foreign high-level government representatives, foreign elected officials, ambassadors and consuls general as well as business delegations must be organized through the protocol officer. The protocol officer can be contacted via the Broward County Office of Economic and Small Business Development. Please see Appendix B – Exhibit 1 for a sample inbound mission itinerary.

Why are Inbound Missions Important?

International visits are an important means for maintaining and developing mutual bonds with potential economic and cultural benefits. The protocol officer stands ready to provide a high-level of service in coordination of inbound missions in conjunction with other Broward County agencies. This is important to assure that the county maintains its positive international image through hosting visiting dignitaries and inbound delegation

missions.

Planning an Inbound Mission

Requests for support from OESBD and the protocol officer to plan an inbound mission may originate from different sources. If a county elected official or staff member (other than the protocol officer) initiates the request, the county elected official or staff member must follow these steps:

1. Complete the International Activity Request Form (Appendix A) 30-45 days prior to the inbound mission. This form is used to approve inbound/outbound missions and international large-scale events such as an expo or summit that is organized by the County. Please refer to Appendix A for a copy of the form.
2. Submit the completed International Activity Request form to the protocol officer via email to econdevinfo@broward.org to review for consistency with the international trade strategy adopted via Resolution 2002-1043.
3. OESBD will work with the inbound delegation to prepare the list of dignitaries. OESBD's protocol officer will research and verify the title of the international dignitaries prior to the inbound mission or ceremonial functions. Consultation with trusted sources such as foreign and national public entities is also part of the verification process.
4. The Director of OESBD will inform County Administration of the request. (Note: If an inbound mission request requires use of County resources which exceeds normal and customary use of resources as determined by standard operating procedures, approval of additional resources may be required by the Board of

County Commissioners. County Administration will determine when Board approval is required.)

Official Welcome by Commission

Some inbound missions will also require organizing an official welcome at a Commission meeting or extending welcome remarks at an opening event delivered by the Mayor, Vice Mayor, immediate former Mayor and/or one of the commissioners. If the protocol officer and the Economic Development Manager determine that an official welcome by the Commission is necessary, the protocol officer will coordinate the following:

1. Notify County Administration and the Chief of Staff in the Mayor's office of an international inbound visit. Identify the purpose of the visit and request to have the Mayor deliver official welcome remarks before the Commission meeting during the visit or alternatively at another welcome event, whichever is optimal for the delegation.
2. The protocol officer will propose the best dates when a Commission Meeting is being held to conduct the official welcome of the delegation at the beginning of a Commission meeting. This allows the entire Board of County Commissioners to be present to greet the delegation.
3. If the Mayor is not available to deliver the official welcome remarks on the scheduled day and time for the inbound visit, the Mayor may direct the protocol officer to contact the Vice Mayor to present in his absence. Likewise, if the Vice Mayor is not available, the Mayor may direct the protocol officer to contact the immediate former Mayor to present. If the

**When appropriate,
international
delegations receive
an official welcome
at a Commission
Meeting**



Mayor, Vice Mayor or immediate former Mayor are not available, the Mayor's office will be contacted to provide direction on contacting the remaining Commissioners to determine who will deliver the welcome remarks.

4. In situations where limited advance notification of the visit is given and depending on the level of importance of the visit, the protocol officer may reach out via email to the Mayor's office (Chief of Staff), Vice Mayor's office (Chief of Staff), the immediate former Mayor (Chief of Staff), and all remaining Commissioners' Chiefs of Staff. The County Administration and OESBD Director must be copied on the email notifying the Board of County Commissioners and the request to provide welcome remarks.

The order of precedence remains the Mayor, Vice Mayor, immediate former Mayor and then all remaining Commissioners.

5. The protocol officer will also work with the office of the County official who will be receiving the visiting delegation to provide talking points for welcome remarks and provide specific protocol guidelines when applicable. The protocol officer will coordinate with the County Commission's Public Information Officer and the Office of Public Communications for media relations, photography/videography and other public information requests (e.g. Key to the County).



Cruise and Cargo Terminals at Port Everglades. Photo courtesy of Port Everglades

Organizing a Tour of Port Everglades and the Fort Lauderdale-Hollywood International Airport

For visits of international delegations or dignitaries, the request to have a tour of Port Everglades or Fort Lauderdale-Hollywood International Airport should initially be sent to the protocol officer who will determine if a visit of these locations is necessary for the purpose of the mission and if the visit would be beneficial to Port Everglades and the Broward County Aviation Department. If a visit is approved by the OESBD Director, the protocol officer will coordinate with Port Everglades and the Broward County Aviation Department to organize

the tour. Both agencies require a minimum 15-day prior notice to organize a tour. Port Everglades prefers a 30-day notice to allow sufficient time for delegation visit coordination and for security clearance procedures.

Accommodation and Air Travel

Accommodation and air travel requirements should be secured by the visiting delegation. Financial obligations are the full responsibility of the visiting delegation. The County is not responsible for air or land accommodations for the delegation. In the event that a delegation needs assistance with

booking travel, the protocol officer will contact the Vice President of Tourism Sales at the Greater Fort Lauderdale Convention and Visitors Bureau (CVB) to provide a copy of the visitors guide, which includes helpful travel information.

Transportation

Transportation arrangements by road, rail and sea may also need to be considered. However, arrangements and costs are always at the expense of the visitors.

Security

Any concerns about security should be discussed with the protocol officer. Major visits with security requirements require the protocol officer to notify

security at the Governmental Center by dialing extension 6000 (if the delegation will be visiting the Governmental Center).

Talking Points, Gifts and Proclamations

Talking points and background information are prepared and provided by the protocol officer for the Mayor, Vice Mayor or Commissioners, and customized for the person presenting the official welcome remarks. Gift giving and receiving can also be consulted with the protocol officer. The protocol officer is available to brief the County official prior to the event.

Other Considerations and Emergencies

The protocol officer should also be consulted to

SECTION 2: OUTBOUND INTERNATIONAL MISSIONS



Broward County Trade Mission to Canada (2023)

verify that no embargoes, special sanctions or travel restrictions (e.g. COVID-19) are imposed by the U.S. federal government in regards to the countries chosen for an inbound and outbound mission.

For more information on protocol procedures for gift giving and other documents, please consult with your protocol officer to receive further instructions and guidance.

What are Outbound Missions?

Outbound missions are designed to find new markets and representation for products and services that add to export opportunities for Broward businesses, can lead to foreign direct investment for Broward County and further strengthening of bilateral ties.

Types of Outbound Missions

Governor or State International Missions

Missions are organized by Select Florida and led



Broward County Trade Mission to Dubai (2021)

by the Governor or State Secretary to strengthen trade bilateral ties between Florida and top trading partners. Usually, all counties are invited to participate on these outbound missions to open trade relations. Businesses from Broward are also invited to participate in the matchmaking program called the “Gold Key” offered by the U.S. Commercial Service based on their eligibility. The Mayor or other Broward County elected officials usually participate in these missions as well.

Specialized Trade Missions

A specialized trade mission focuses on a specific industry or a select product line and an itinerary that appears to offer the best potential for export sales. Considering the detailed understanding that is required, planning for both publicity needs and collaboration with key foreign officials is customary. These arrangements are made by a trade specialist from Select Florida or U.S. Commercial Service staff in the foreign country.



Business Development Trips, Market Visitations or Briefing Missions

These are fact-finding missions designed to explore and evaluate new markets and business opportunities to generate trade leads. Components of

the mission could include workshops, visitations, briefings or promotion of local markets to foreign markets. These types of missions begin with a market analysis on a targeted industry within a particular

country. Once assessed, it is then determined if the country should be targeted for international trade. A country justification paper is prepared to include demographics, market analysis, trade statistics, and recommendations. Trips to inaugurate a new flight from the Fort Lauderdale-Hollywood International Airport or a new shipping line from Port Everglades are included as they open new markets.

Trade Exhibitions or International Trade Shows

A trade exhibition or international trade show provides the opportunity for potential buyers and sellers to showcase their goods and services in one location. The possibilities for direct leads or sales are therefore much greater.

Who Coordinates Outbound Missions?

An outbound trade mission is organized by a host entity [United States, State of Florida or Broward County] to a foreign nation. There are three principal organizers of outbound missions:

1. Select Florida – Governor or State Outbound Missions
2. Broward County – OESBD, Port Everglades, Broward County Aviation Department, Greater Fort Lauderdale Convention and Visitors Bureau, Broward County Aviation Department. (protocol may vary per agency)
3. Municipalities or other organizations

Why are Outbound Missions Important?

International outbound missions are an important means of maintaining and increasing bilateral trade with foreign countries for potential economic and cultural benefits.

Procedures to Approve Outbound Trade Missions Organized by the County or a Third Party

- Whenever a Commissioner is invited or initiates a trade mission, they should inform OESBD 90 days prior to the trade mission in order to provide sufficient time to prepare for the possible participation in the mission by completing the International Activity Request Form (Appendix A) that is then reviewed by the Director and the protocol officer for consistency

with the international trade strategy adopted via Resolution 2002- 1043. OESBD informs County Administration and the Mayor's office of an invitation to participate in an existing trade mission. OESBD will then begin its evaluation of the mission and prepare the necessary documents for board consideration. If interest in participation of a trade mission is initiated by a Commissioner or if staff is made aware of a trade mission, OESBD will follow the same procedure of evaluation of the mission and prepare the necessary documents for board consideration. An agenda item for Commissioner participation is required in all instances.

- The protocol officer writes a justification paper on why County Commissioners and/or staff should attend. The agenda item will include an estimated budget to participate on an outbound trade mission. Please see example in Appendix B – Exhibit 5.
- The International Activity Request Form and justification paper are prepared by OESBD and presented to the Mayor's office with copy to County Administration to confirm participation by the Mayor. The Mayor can choose to appoint the Vice Mayor, immediate former Mayor or another Commissioner based on seniority of tenure on the board to participate on his/her behalf, in this sequential order. This designation of appointment does not require board approval and OESBD will check on the availability of participation on a mission by commissioners as stated above, in sequential order. An agenda item is required for Commissioner participation and travel in

the trade mission.

- Broward County missions are led by the Mayor. The Mayor can choose to appoint the Vice Mayor, immediate former Mayor or another Commissioner based on seniority of tenure on the board to participate on his/her behalf, in this sequential order. This designation of appointment does not require board approval and OESBD will check on the availability of participation on a mission by commissioners as stated previously, in sequential order. An agenda item is required for Commissioner participation and travel in the trade mission. Please see Appendix B-Exhibit 4 for a sample agenda item.

Planning

The protocol officer is responsible for the entire planning of the mission. Planning involves preparation of an itinerary and logistics for the entire trip. Please see Appendix B – Exhibit 2 and Exhibit 3 for sample outbound mission itineraries. In the case of county- organized missions, a pre-visit to the country of destination is necessary by the protocol officer 3-4 months prior to the mission to organize all aspects of the visit. Partners such as Select Florida and the U.S. Commercial Service are often called upon to assist in mission coordination and offer their programs such as "Gold Key" (a matchmaking service offered by the U.S. Department of Commerce).

The protocol officer will also be responsible for preparing a travel binder for the Mayor or other elected officials participating in the mission, and if this is a county- organized mission, for other participants as well. All necessary information

**Board approval
is required for
County Commissioners
to travel**



Fort Lauderdale-Hollywood International Airport

including travel arrangements, transportation logistics, final itinerary including description for each meeting with bios of key foreign representatives or groups that they will meet during the mission, talking points, background information on the location, a brief protocol and a commercial guide for the location and all other useful information including press clips and emergency phone numbers are included in the binder as well. The binder also includes a description of each of the Broward County companies participating in the mission and a list of other participants.

State of Florida Missions

At least once a year, Broward County participates in the State of Florida, Governor Team Mission. The State Missions serve an important purpose to visit trading partners and to increase bilateral ties as a State along with the Governor and other Florida counties. Florida businesses are also invited to participate in these missions. These missions are organized and coordinated by Select Florida, the official economic development organization for the State of Florida.

Registration

It is important to note that every mission has a specific deadline for registration. Usually, there is a deadline for the “Gold Key Package” and the “Delegate Package” registrations. It is recommended that Board Members work with the County’s protocol officer to ensure registration is submitted by the mission deadline registration date.

High Level Governor or State Official Meetings

Commissioners should consult with the County’s protocol officer to be included in some of the Governor’s private meetings during the mission. Governor high-level meetings are mostly restricted to elected officials, media, or specific attendees requested by the Governor. At times, the protocol officer may be allowed to participate. The protocol officer will consult with Select Florida’s staff to coordinate the presence of a Broward County Commissioner at these meetings. At no time, may a Broward County representative welcome other uninvited guests to attend those meetings. When in doubt, consult with the County’s protocol officer before the meeting. If the invited Commissioner

is unable to attend the meeting, it is important to provide proper notice (24 hours in advance, except for emergencies) to the protocol officer who will inform the Governor’s or Select Florida’s staff.

Etiquette and Other Considerations

It is also important to receive a briefing from your protocol officer before each meeting to review talking points and gift protocol, when applicable. Proper cultural conduct at the meeting such as handshaking or ways of communication including discussion topics with the meeting attendees is also an important consideration. On State-led missions, Select Florida generally provides transportation to meeting locations. It is important to arrive at least 15 minutes before the meeting or bus departure at the area designated by the organizers. For meetings/events where the entire delegation is present, it is highly recommended for the Broward County Commissioner to consult with the County’s protocol officer prior to the meeting to determine the role of the Commissioner at that meeting and to review cultural norms and protocol details.

At all times during the mission, it is important to follow and respect the rules, guidelines, and agenda developed by Select Florida’s staff. When in doubt or if there are questions, please consult with the County’s protocol officer who will obtain the information from the organizers.

Additionally, please be aware that other Florida counties may participate on those missions. Therefore, in speeches, it is essential to not overshadow other counties by singly promoting one’s county. Do include collaborative remarks as Broward County’s visiting the country as State representatives and not solely as representatives of Broward County.

Trade Missions Meetings/Events

Select Florida will be providing an agenda for each delegate listing the group’s meetings and activities. Some of these meetings/events are held at the host hotel, and some are at other locations.



U.S. Department of State's Experience Florida - Consuls General Official Visit to Broward County (2025)

SECTION 3: ORGANIZING OFFICIAL AND CEREMONIAL FUNCTIONS

Procedures to Request Authorization to Organize an Official or Ceremonial Function

The first step is to complete the International Activity Request Form (Appendix A) 120 days prior to the function to be approved by the OESBD Director and reviewed by the protocol officer for consistency with the international trade strategy adopted via Resolution 2002-1043. This form is then submitted to County Administration who will determine if approval by County Commission is necessary.

If OESBD is involved in organizing the function, the protocol officer will consult with the OESBD Community Relations and Outreach Manager to follow proper procedures set by Advantage Marketing for any county-sponsored or non-county sponsored event participation.

Requests for international visits or functions originating from the County Commission or County Administration should be submitted to the protocol

officer in writing - send the International Activity Request Form via email at least four (4) weeks prior to the visit or function to give the protocol officer sufficient time to receive approval from Advantage Marketing and to organize and plan the function.

SECTION 4: LETTERS TO INTERNATIONAL OFFICERS

Letters to Foreign Elected Officials

Letters are important instruments in foreign diplomacy. Whenever a letter needs to be written to a foreign elected official, it is important to consult with the County's protocol officer. This holds especially true when the letter has the purpose to forge or strengthen international bilateral ties. International events invitation letters for delegations are prepared by OESBD and transmitted through County Administration to the Mayor's Office for signature.

Memorandum of Understanding (MOU)

To further strengthen Broward County bilateral relationships with an international state/province, region, county or city, a memorandum of understanding is sometimes proposed to the foreign counterpart during an outbound mission or through a formal letter written by the Mayor. A



memorandum of understanding describes a bilateral or multilateral agreement between two or more parties. It is often used in cases where parties either do not imply a legal commitment or in situations where the parties cannot create a legally enforceable agreement. An MOU should not be confused with an MOA, Memorandum of Agreement. MOUs tend to be used for simple common-cause agreements which are not legally binding. MOAs, on the other hand, establish common legal terms that establish a “conditional agreement” where the transfer of funds for services are anticipated.

An MOU is usually drafted by OESBD; it is then sent to the County Attorney for review and then to the Mayor’s Office for final review. At times, it is necessary to translate the MOU to the foreign language of the international party. The international party reviews the MOU and provides comments and changes if necessary. The draft is then resent to OESBD who will send it to the County Attorney, County Administration and Mayor’s Office for final review if any changes were made by the international party. MOU require approval from the Board of County Commissioners. If possible, it is preferable if each party can sign the MOU in person. However, due to travel constraints, it is possible to have one party sign and officially stamp the MOU and courier the document to the international party for it to be

signed and stamped accordingly.

Commissioner’s Request

Whenever a member of the Board of County Commissioners would like OESBD to perform a task for international matters including doing significant research, organizing an event, welcoming an inbound mission or partaking in an outbound mission, the proper procedure is for the Commissioner’s office to submit the International Activity Request Form to OESBD.

For Inbound/Outbound Missions & International Functions

Complete the International Activity Request Form (Appendix A) and submit the form via email to the protocol officer at econdevinfo@broward.org. For outbound missions, submit the form at least 90 days before the mission. For inbound missions, submit the form 30-45 days prior to the delegation’s visit and for an international function, submit the form at least 120 days prior to the event’s date.

Conclusion

It is the intention that this international protocol serves as a reference guide of fundamental norms, procedures and administrative requirements to the County’s protocol for international matters. This guide is a compilation of best practices from the federal government and other counties. International protocol can be complex and therefore, it is essential to always consult with the County’s protocol officer who can provide advice on a case-by-case basis on the appropriate protocol steps to take for a given situation.

REFERENCES

1. The International Center: Office of Protocol.
http://www.internationalcenter.org/index.php/programs_services/protocol
2. Miami-Dade County Protocol Procedures Manual, Miami-Dade County, 2004-05.
3. A Guide to Virginia Protocol and Traditions, State of Virginia Governor's Office, 2002.
4. Protocol for the Modern Diplomat, Foreign Service Institute, U.S. Department of State, 2012.
5. International Protocol: A Practical Guide for International Visitor Management, the Office of International Engagement, Communications and Protocol, University of Illinois at Urbana-Champaign, 2008.
6. Protocol: The Complete Handbook of Diplomatic, Official, and Social Usage, McCaffree, Innis, and Sand. Dallas: Durban House, 2002.
7. Protocol Handbook: A Guide for Queensland Government Officers, Protocol Queensland, Queensland Government Department of Premier and Cabinet, 2009.



Appendix A – International Activity Request Form

International Activity Request Form

In order to allow for efficient coordination of the event proposed, please complete and submit this form no later than four weeks prior to the event date

Type of International Activity:

- ☐ Inbound Mission - Country: _____
- ☐ Outbound Mission - Country: _____
- ☐ International Event (Seminar/Workshop/Summit/Expo) Specify: _____
- ☐ Other: _____

Proposed Activity Title: _____

Proposed Activity Date: _____
(Day, Month, Year – Ex. Friday, June 17, 2011)

Start Time: _____ A.M. / P.M. End Time: _____ A.M. / P.M.

1. Activity Description:

Purpose

2. How does this activity promote the International goals of Broward County?

3. Indicate the primary message of the event:

Activity Details

4. List any proposed speakers/topics:

Name/Title: _____

Organization: _____

Topic: _____

Name/Title: _____

Organization: _____

Topic: _____

Name/Title: _____

Organization: _____

Topic: _____

Name/Title: _____

Organization: _____

Topic: _____

Name/Title: _____

Organization: _____

Topic: _____

5. Event Location: _____

a. Has the event location been secured? __Yes (If yes, complete i and ii.) __No

i. County Facility? __Yes __No

ii. How was the event location secured?

☐ Agency Expenditure - which agency? _____

☐ In-Kind (Attach written agreement)

☐ Other: _____

6. Are food and beverage being provided? __Yes __No (If yes, attach a sample menu and complete iii and iv)

iii. Is alcohol being served? __Yes __No

iv. How is food & beverage being purchased?

☐ Agency Expenditure - which agency? _____

☐ In-Kind (Attach written agreement)

☐ Other: _____

Funding

7. Are there any anticipated expenses (hard costs)? __Yes __No (If yes, please attach a projected budget.)

8. Has the available budget been determined? __Yes __No (If yes, please note budget amount)

9. List potential, proposed, or secured sponsors (includes partners and/or collaborators). Attach written agreement, clearly identifying the relationship, benefits and financial value for all involved parties.

10. Could there be any perceived conflicts with Broward County policies? __Yes __No If yes, explain below:

11. Could there be any potential risks involved? “ __Yes __No If yes, explain below:

12. Explain any negative aspects of the proposed activity:

Marketing Objective/Goal

13. What is the target audience for this event?

14. What is the expected attendance?

15. How is the event expected to be promoted?

Evaluation

16. Explain how success can be measured for this event:

Responsibilities

17. List county staff that may participate in the event:

18. Explain what is required of participating county staff in order to execute this event:

19. Explain what may be requested of proposed partners:

Additional Details:

Attach additional documentation as needed.

Name of Person Completing this Form: _____ Email: _____

OESBD Event Coordinator (PRINT): _____

(COUNTY AGENCY): _____

Date Submitted: _____

Approved (protocol officer): _____ Date: _____
☐ Yes
☐ No

Protocol Officer Signature: _____

Protocol Officer Name (PRINT): _____

Approved (Manager): _____ Date: _____
☐ Yes
☐ No

Manager Signature: _____

Manager Name (PRINT): _____

Approved (Director): _____ Date: _____
☐ Yes
☐ No

Director Signature: _____

Director Name (PRINT): _____

For further information, please contact the County Protocol Officer at the Office of Economic and Small Business Development 954-357-6400.

Appendix B – Sample Documents

Exhibit 1 – Sample Inbound Mission Itinerary



**Inbound Mission- [Country Name]
[City, Country] Official Visit to Broward County and Business Mission
[Date]**

Agenda

- X:XX am - X:XX am Activity 1 [Ex. Official Welcome at Commission Meeting]
- X:XX am - X:XX am Activity 2 [Ex. Tour of Port Everglades]
- X:XX am - X:XX am Activity 3 [Seminar: Doing Business with Broward County]
- X:XX pm - X:XX pm Activity 4 [Ex. Tour of Fort Lauderdale – Hollywood International Airport]
- X:XX pm - X:XX pm Activity 5 [Tour of Broward College Incubator]

Please note that an inbound mission itinerary may expand over more than one day.

Activities may vary per delegation type.

Inbound mission itinerary samples are available upon request to the
Broward County Office of Economic and Small Business Development.

**Exhibit 2 – Sample Outbound Mission Itinerary
(Third Party Mission: Select Florida)**

[LOGO]	
[DATE]	FORT LAUDERDALE, USA/[CITY, COUNTRY]
<i>[Information on City, Country Time Zone can be added here]</i>	
XX:XX am	<u>CHECK-IN TO [Hotel, City]</u> Location: [Address] Phone: (XXX)-XXX-XXXX
[DATE]	[CITY, COUNTRY]
XX:XX am-XX:XXam	ACTIVITY 1 [EX. MEETING WITH U.S. AMBASSADOR] Location: [Name of location] ROOM: XXX Address: [Address] Phone: (XXX)-XXX-XXXX
XX:XX am-XX:XXam	WELCOME BREAKFAST & MISSION BRIEFING Location: [Name of location] ROOM: XXX Address: [Address] Phone: (XXX)-XXX-XXXX
XX:XX am-XX:XXam	ACTIVITY 2 [Ex. MEETING WITH THE MINISTER OF INDUSTRY AND COMMERCE] Note: Elected Official Only Location: [Name of Location, Address]
XX:XX am-XX:XXam	ACTIVITY 3 [Ex. MEETING WITH THE BOARD OF DIRECTORS OF THE AMERICAN CHAMBER OF COMMERCE] Note: Elected Official Only Location: [Name of Location, Address]
XX:XX am-XX:XXam	ACTIVITY 4 [Ex. LUNCH WITH THE AMERICAN CHAMBER OF COMMERCE] Location: [Name of location] ROOM: XXX Address: [Address] Phone: (XXX)-XXX-XXXX

Outbound mission itinerary samples are available upon request to the Broward County Office of Economic and Small Business Development.

Exhibit 3 – Sample Outbound Mission Itinerary
(County-Organized Mission)



BROWARD COUNTY *BUSINESS MISSION TO [COUNTRY]* *[DATE]* [CITY, COUNTRY]

*[XX:XX] = Format for Time

Day 1, [Date]	Arrival Time [XX:XX]* [Time] Delegation Breakfast Depart [City] on [Airline] At [XX:XX] arrive [City] at [XX:XX] Depart [City] on [Airline] at [XX:XX]
Day 2, [Date]	Arrive [City] at [XX:XX] At [XX:XX] transfer to [Hotel] – Free evening
Day 3, [Date]	[XX:XX] Breakfast at Hotel [XX:XX] Broward County Delegation Meet in Hotel Lobby [XX:XX] Activity 1 [Ex. Country Trade Development Council Meeting] [XX:XX] Activity 2 [Ex. Country briefing by Trade Development Council] [XX:XX] Activity 3 [Ex. Country briefing by U.S. Commercial Service] [XX:XX] Activity 4 [Ex. One on One Business meetings] [XX:XX] Transfer to Hotel [XX:XX] Broward County Delegation Meet in Hotel Lobby [XX:XX] Bus Departs from Hotel [XX:XX] Activity 5 [Ex. City Tour w/Dinner] [XX:XX] Broward County Delegation transfer to Hotel
Day 4, [Date]	[XX:XX] Breakfast at Hotel [XX:XX] Activity 1 [Ex. Business/Governmental Meetings & Presentations] [XX:XX] Break for lunch (Free time) [XX:XX] Activity 2 [Ex. Visit to Port and Commerce Officials] [XX:XX] Activity 3 [Ex. Reception with the United States Consul General]
Day 5, [Date]	[XX:XX] Breakfast at Hotel [XX:XX] Departure to Airport by private bus

Outbound mission itinerary samples are available upon request to
the Broward County Office of Economic and Small Business Development.

Exhibit 4 – Sample County Agenda Item
(Outbound Mission)

Broward County Commission Regular Meeting

Meeting Date: [M/D/Y]

Director's Name: [Mayor's Name]

Department: County Commission

Information

Requested Action

MOTION TO APPROVE international travel to [City, Country] on [Date] for [Mayor's Name]. This mission is to accompany [Governor's Name] to [City, Country] to promote Florida-[Country] Trade and Investment.

Why Action is Necessary

Board approval is required for travel outside of the continental United States

What Action Accomplishes

Provides approval of travel arrangements for participation in Team Florida's International Trade and Investment mission to [City, Country].

Is this Action Goal Related

Previous Action Taken

None

Summary Explanation/ Background

The Broward County Board of County Commissioners established in its Commission Goals its interest in expanding international trade as a method of enhancing economic opportunity in Broward County.

In the county's International Trade Policy that was adopted on November 12, 2002, the Board agreed to collaborate with other international partners and participate in trade missions, and to implement strategic goals through the utilization of the Office of Economic Development, Port Everglades, Fort Lauderdale-Hollywood International Airport and the Convention & Visitors Bureau.

[Include information on the following: trade statistics, description of trade mission including goals and planned meetings]

Fiscal Impact

Fiscal Impact/Cost Summary:

Cost to Broward County is approximately [Estimated Total Cost in U.S dollar amount]

Attachments

Exhibit 1 - Trip Summary

Exhibit 2 - Mission Information and Justification

Exhibit 5 – Justification Paper Section

- Introduction and Background Information
Information on Broward County's role as a gateway to the world and key reasons why this trade mission is conducted in this particular country
- Trade Numbers for Florida with the Mission Country
Trade statistics for the Miami Customs District (which Broward County is part of) and Florida's trade ranking with the mission country
- Trade Numbers for Port Everglades with the Mission Country
Trade statistics for Port Everglades with the mission country and main shipping line services to the mission country
- Best Export Opportunities
A list of the top products, commodities and service sectors that are being traded with the mission country
- Flights from Fort Lauderdale-Hollywood International Airport to Mission Country
Frequency and number of flights between the Fort Lauderdale-Hollywood International Airport and the mission country
- Broward County OESBD Export Seminar
Seminar organized by OESBD with its partners to brief Broward businesses on export opportunities to the mission country
- Benefits to Broward County for Participating on the Mission
Justification on why participation from Broward County's Mayor (or Commissioner) and staff would be beneficial to Broward County and businesses in our community
- Tentative Meetings and Agenda for the Mission
Preliminary agenda and meetings that are planned for the Mayor (or Commissioner) and general meetings open to all attendees
- Estimated Costs
Approximate costs including registration fees, tourist visas (if required), flight, hotel, meals, brochures/gifts for dignitaries and transportation
- Protocol and Approval Procedures (Registration Deadline)
Deadline for registration and procedures for agenda item approval

Sample justification papers are available upon request to the
Broward County Office of Economic and Small Business Development.



A Service of the Broward County Board of County Commissioners

Mark D. Bogen • Alexandra P. Davis • Lamar P. Fisher • Beam Furr • Steve Geller • Robert McKinzie • Nan H. Rich • Hazelle P. Rogers • Michael Udine