

RESOLUTION No. 17-197

A RESOLUTION OF THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, APPROVING THE MASCOT APPEARANCE GUIDELINES AND FORM FOR PUBLIC REQUESTS OF THE CITY OF DORAL MASCOT “ALEX THE EGRET”; PROVIDING FOR IMPLEMENTATION; AND PROVIDING FOR AN EFFECTIVE DATE

WHEREAS, the City of Doral (the “City”) recently had a custom mascot created for the City’s use; and

WHEREAS, Mascots are branding elements that can help the public better remember the City by being able to better identify, remember and understand the City; and

WHEREAS, Mascots are ageless brand representatives that help the public develop a closer relationship with the City; and

WHEREAS, Should the public request an appearance from Alex the Egret, the Parks and Recreation Department conducted research and established guidelines and request form for special appearances; and

WHEREAS, Staff has recommended that the City Council approve the Mascot Appearance Guidelines and Form, which include the mascot pricing and fees.

NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, AS FOLLOWS:

Section 1. Recitals. The above recitals are confirmed, adopted, and incorporated herein and made a part hereof by this reference.

Section 2. Approval. The Mascot Appearance Guidelines, attached hereto as Exhibit “A”, which are incorporated herein and made a part hereof by this reference, are hereby approved.

Section 3. Implementation. The City Manager and the City Attorney are hereby authorized to take such action as may be necessary to implement the provisions of this Resolution.

Section 4. Effective Date. This resolution shall take effect immediately upon adoption.

The foregoing Resolution was offered by Vice Mayor Rodriguez who moved its adoption. The motion was seconded by Councilmember Mariaca and upon being put to a vote, the vote was as follows:

Mayor Juan Carlos Bermudez	Yes
Vice Mayor Ana Maria Rodriguez	Yes
Councilman Pete Cabrera	Yes
Councilwoman Christi Fraga	Yes
Councilwoman Claudia Mariaca	Yes

PASSED AND ADOPTED this 8 day of November, 2017.



JUAN CARLOS BERMUDEZ, MAYOR

ATTEST:



CONNIE DIAZ, CMC
CITY CLERK

APPROVED AS TO FORM AND LEGAL SUFFICIENCY
FOR THE USE AND RELIANCE OF THE CITY OF DORAL ONLY:



WEISS, SEROTA, HELFMAN, COLE & BIERMAN, P.L.
CITY ATTORNEY

EXHIBIT “A”



EXHIBIT B

CITY OF DORAL “ALEX THE EGRET” MASCOT APPEARANCE REQUEST GUIDELINES

Alex the Egret, Doral’s very own mascot!

Thank you for your support of the City of Doral’s Mascot, Alex! Alex loves to make appearances for Doral events, Doral sponsored events, local non-profit organizations, and events held in the surrounding community. The fees charges for mascot appearances directly benefit the maintenance of the mascot, travel, cleanings, refurbishments and other expenses to help Alex represent the City of Doral. If you are interested in having Alex the Egret mascot make an appearance at your event, please read the following guidelines and submit your request online.

MASCOT AVAILABILITY AND REQUIREMENTS

All requests should be received at least three (3) weeks prior to the event. If any mascot request is made with less than three (3) week notice, there will be an additional charge to rush the booking process. Requests will be responded to in five (5) business days. Submitting a request does not guarantee an appearance. In the event that an appearance must be cancelled, Parks and Recreation Department personnel will give three (3) days prior notice.

Staff will determine if any appearance conflicts with the best interests of the Department and City. The City of Doral reserves the right to refuse any appearance. All requests will be left to the discretion of the Parks and Recreation Department staff.

Water **MUST** be provided to the mascot at ALL Events. For events lasting longer than two (2) hours and/or taking place during “normal” meal hours, it is highly recommended that reasonable refreshments be provided for the mascot, especially in the case of events taking place outdoors.

EVENT REQUIREMENTS

Time Restrictions

Alex will require two (2) 10 minute breaks per hour period, and three (3) during a particularly hot day. Appearances are for one hour unless requested otherwise. There are no discounts for shorter appearances.

Changing Room Requirements

Alex will need a secure place to change. This location will need to be somewhere they can leave their personal belongings during the appearance. While changing, he/she cannot be visible to the public. The changing space must not be a public bathroom.

Parking Accommodations

Please provide reasonable parking for the mascot attending your event. Please provide a parking pass if required for event.

Day of Event

If alcohol is being served while our team is at the event, team members must be stationed away from the area where it is being served. Also, please note that if guests become inappropriate, the team member(s) are instructed to leave the event immediately and no refund will be provided.



MASCOT PRICING

Level One Pricing

Non-Profit/ Charitable Organizations
\$50 per hour

Level Two Pricing

External Organizations, Local Businesses and Corporate Events
\$100 per hour

CANCELLATION POLICY

If You Cancel- if you cancel within one (1) week of your event, you will be refunded 75% of your payment.
If We Cancel- in the rare case that we become unable to fulfill a request that has been confirmed, we will refund your account completely and notify you as soon as we are aware of the change. Please understand that Mascot appearances at City events take priority.

*For more information, please contact Ashley Barcena
at Ashley.Barcena@cityofdoral.com or call (305) 593-6600.*