

RESOLUTION No. 21-161

A RESOLUTION OF THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, APPROVING SPONSORSHIP VALUATIONS AS RECOMMENDED IN THE PHASE 1 ASSET INVENTORY AND VALUATION ASSESSMENT CONDUCTED BY THE SUPERLATIVE GROUP; PROVIDING FOR IMPLEMENTATION; AND PROVIDING FOR AN EFFECTIVE DATE

WHEREAS, the City of Doral (the “City”) awarded and entered into an agreement with The Superlative Group for the provision of professional services for sponsorship naming rights, sales and implementation, as outlined in the awarded RFP 2020-10; and

WHEREAS, the Superlative Group Valuation Methodology conducted in Phase I uses a combination of impressions-based valuation of media exposure and benchmarking to generate valuations that will form the opening negotiating position with target companies during the sales process; and

WHEREAS, the Superlative Group have since completed Phase I Asset Inventory and Valuation Assessment and the value ranges provided will be used when soliciting naming rights for Parks and Recreation facilities, programs, events and projects associated with the Parks Bond; and

WHEREAS, in addition value ranges were also identified for individual sports fields, and category partnerships; and

WHEREAS, the City Manager’s Office respectfully requests approval from the Mayor and City Councilmembers to approve the sponsorship valuations as recommended by The Superlative Group in the Phase One Asset Inventory and Valuation Assessment.

NOW THEREFORE, BE IT RESOLVED BY THE MAYOR AND THE 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 & Authorization. The Mayor and City Councilmembers hereby approve the sponsorship valuations as recommended by The Superlative Group in the Phase One Asset Inventory and Valuation Assessment.

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 Councilmember Puig-Corve who moved its adoption. The motion was seconded by Councilmember Mariaca and upon being put to a vote, the vote was as follows:

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|------------------------------|-----|
| Mayor Juan Carlos Bermudez | Yes |
| Vice Mayor Pete Cabrera | Yes |
| Councilwoman Digna Cabral | Yes |
| Councilwoman Claudia Mariaca | Yes |
| Councilman Oscar Puig-Corve | Yes |

PASSED AND ADOPTED this 11 day of August, 2021.



JUAN CARLOS BERMUDEZ, MAYOR

ATTEST:



CONNIE DIAZ, MMC
CITY CLERK

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



LUIS FIGUEREDO, ESQ.
CITY ATTORNEY