

**RESOLUTION No. 17-205**

**A RESOLUTION OF THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, APPROVING A SPONSORSHIP BY THE CITY FOR THE “RITMO DORAL” SPECIAL EVENT AT DOWNTOWN DORAL PARK ON MARCH 31, 2018 IN AN AMOUNT NOT TO EXCEED \$40,000.00; AUTHORIZING THE CITY MANAGER TO EXECUTE A SPONSORSHIP AGREEMENT BETWEEN THE RHYTHM FOUNDATION AND THE CITY; PROVIDING FOR IMPLEMENTATION; AND PROVIDING FOR AN EFFECTIVE DATE**

**WHEREAS**, the City of Doral (the “City”) desires to further the goals of its cultural, economic development and diplomatic initiatives by serving as a catalyst for top-notch cultural presentations and related economic development activities throughout the municipality; and

**WHEREAS**, the City desires to collaborate with The Rhythm Foundation, a renowned non-profit presenter of world music and cultural events in South Florida, to create, produce, promote and hold the second annual “Ritmo Doral,” a free community cultural event, economic development catalyst, regional tourism showcase and diplomatic summit in Downtown Doral Park featuring the concert event set forth in Exhibit “A” attached hereto and incorporated herein by reference; and

**WHEREAS**, the Rhythm Foundation is willing to produce, promote and hold the “Ritmo Doral” event in Downtown Doral Park and to work in conjunction with the City to facilitate ancillary economic development, diplomatic and educational activities in City or nearby facilities; and

**WHEREAS**, the City is willing to support RF for producing and implementing the scheduled event by reimbursing RF in an amount not to exceed \$40,000.00 (Forty

Thousand Dollars) as a total budget to implement production, programming, promotions, and for securing the services of the headline artists, set forth in Exhibit "A", whose expenses and artist fees shall be paid from said budget.

**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 here of by this reference.

**Section 2. Approval.** A sponsorship by the City for the for the "Ritmo Doral" Special Event at Downtown Doral park on March 31, 2018, in an amount not to exceed \$40,000.00, is hereby approved for the purpose of creating, producing, promoting and hosting "Ritmo Doral," a free community cultural event, economic development catalyst, regional tourism showcase and diplomatic summit in Downtown Doral Park.

**Section 3. Authorization.** The City Manager is hereby authorized to enter into an agreement and other contractual documents in furtherance of the attached memorandum found in Exhibit "A", subject to approval as to form and legal sufficiency by the City Attorney, to formalize the sponsorship relationship specified herein and to protect and further the interest of the City. Funding will come from account #001.11605.500481

**Section 4. Implementation.** The City Manager and City Attorney are hereby authorized to take such further action as may be necessary to implement the purpose and provisions of this Resolution.

**Section 5. Effective Date.** This Resolution shall take effect immediately upon adoption.

The foregoing Resolution was offered by Councilmember Cabrera who moved its adoption. The motion was seconded by Vice Mayor Rodriguez 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 SUFFIENCY  
FOR THE USE AND RELIANCE OF THE City OF DORAL ONLY:

  
\_\_\_\_\_  
WEISS, SEROTA, HELFMAN, COLE & BIERMANN, P.L.  
City ATTORNEY

# EXHIBIT “A”

## **EXHIBIT "A"**

### **RITMO DORAL**

**Ritmo Doral** is a free, family-friendly cultural and economic development event celebrating the rich diversity and international scope of the Doral community through live music, culture, food, and entertainment. This event is intended to engage Doral residents and visitors while promoting Doral as a culturally artistic, diverse and creative place to live, work, learn and play. Ritmo Doral seeks to further the goals of the City of Doral's cultural, economic development and diplomatic initiatives by serving as a catalyst for top-notch cultural presentations and related economic development, educational and diplomatic activities throughout the municipality

**MARCH 31  
SATURDAY**

#### **RITMO DORAL @ Downtown Doral Park, 6-10 p.m.**

Ritmo Doral event in Downtown Doral Park will provide a platform for cultural presentations, economic development activities, international relations and educational workshops. It will serve as a diplomatic summit and a regional tourism showcase of the City of Doral.

The headliner will be a well-known international artist who will be preceded by supporting acts on the main stage. A secondary performance area will feature folkloric and local acts from Doral and the surrounding community representing its rich diversity, as well as representatives of some of the city's international partners.

The event will feature local vendors, arts and crafts, business development activities, an interactive virtual reality

Also planned for the week preceding the Concert are educational activities, an international art exhibition, reception of a trade mission, a dine-around and other promotional, diplomatic and economic development activities.

Planned event highlights and opportunities include:

- A HEADLINING APPEARANCE BY A MAJOR INTERNATIONAL ARTIST PRECEDED BY SUPPORTING ACTS FROM SISTER CITIES AND THE LOCAL COMMUNITY
- MAJOR MARKETING CAMPAIGN AND PR IN SOUTH FLORIDA
- BRANDING AND ACTIVATION OPPORTUNITIES AT FESTIVAL
- BUSINESS & DIPLOMATIC EVENTS COORDINATED WITH CITY
- DINEAROUND AT DOWNTOWN DORAL RESTAURANTS
- EDUCATIONAL ACTIVITIES

RITMO DORAL is produced by The City of Doral and The Rhythm Foundation, an award-winning South Florida cultural organization with 30 years' experience in presenting concerts and festivals with major international artists.




## Memorandum

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Date: November 8, 2017

To: Honorable Mayor & Council

Via: Edward Rojas, City Manager 

From: Manuel Pila, Economic Developer

Subject: Rhythm Foundation – Ritmo Doral 2018

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### **Introduction:**

Ritmo Doral is a free, family-friendly community cultural and economic development event in Downtown Doral designed to bring life and vitality to the new urban core of this diverse young municipality through music, art, technology and citizen diplomacy. A world music concert produced by The Rhythm Foundation serves as a strategic platform to attract diverse audiences, build civic pride, educate attendees about good citizenship, stimulate business development and strengthen global ties. The event will further Doral's economic development goals by connecting the local creative class, businesses, institutions and community members with peers in Doral's Sister Cities and its many other international partner communities, creating a truly international event that promotes the city locally and throughout strategic locations around the world. Ritmo Doral 2018 is scheduled for Saturday, March 31, 2018 in Downtown Doral Park. This event production contract with The Rhythm Foundation is budgeted at \$40,000 in the approved City of Doral FY2018 budget. Ritmo Doral is a Knights Arts Challenge Grant finalist. If received, the grant would provide an additional \$20,000 of matching funds tied to an equal commitment that must be funded from sponsors only.

### **Background:**

The concept for Ritmo Doral emerged from the City of Doral's Strategic Planning sessions in Spring 2016 as a way of activating international relations and stimulating business development in the emerging urban core under the umbrella of an economic development-oriented cultural event. Ritmo Doral was designed to bring this diverse and rapidly growing community together for a celebration of universal friendship, serving as a communal bonding ritual that unifies disparate threads and builds cohesion and civic pride. It was conceived with the added goal of providing a technologically innovative arts-oriented platform for collaborative cultural exchanges between local musicians, artists, students, and entrepreneurs and their counterparts throughout the world, serving as a pioneering model for other cities to emulate. The event is intended to showcase Doral's growing importance as an international hub by showcasing the city's rich multicultural heritage, activating its network of global connections and fostering international cooperation through the arts and economic development activities.

In November 2016, the City of Doral partnered with renowned non-profit concert producer The Rhythm Foundation to implement a signature event that could incorporate world-class performances by international and local acts, attract attention to the city's emerging downtown, stimulate business development, and offer a platform for Sister Cities activities, trade missions and diplomatic interactions. The debut of Ritmo Doral in March 2017 delighted attendees with free world music presentations and diverse cultural programming featuring performers from the growing city's creative communities and its sister cities. It was headlined by Barranquilla's legendary vallenato musician Anibal Velasquez, an icon of Colombian culture, as well as Aruban pianist Johnny Scharbaay and Carnaval de Barranquilla USA. The concert was preceded by a Sister Cities signing ceremony and reception with the Mayor of Armenia, Colombia, as well as a large trade mission from Armenia, a preview event in the Shops of Downtown, a signing event between universities in Armenia and Doral and a visit from a group of more than 20 Barranquilla journalists.

For the second annual edition, Ritmo Doral will expand cultural programming, encourage civic pride, educate attendees about good citizenship and incorporate Augmented and Virtual Reality components that will stimulate attendees and virtually connect Doral to its Sister Cities around the globe. The second year of Ritmo Doral should build on the debut edition by providing two stages to enable more cultural representation from a broader group of community members and international performers. A main stage will feature major world music headliners, while a second stage will offer eclectic programming from local cultural groups and visiting artists. Preliminary discussions are underway with a salsa star living in Doral, who may incorporate songs in Papiamento to celebrate Doral's Sister Cities relationship with Aruba. A follow-up Sister Cities-themed concert may be planned for Aruba. The sophomore event will also ramp up the technology component by incorporating Virtual and Augmented Reality elements intended to attract young people to the arts, stimulate creativity, educate attendees about the city's multicultural heritage and virtually connect Doral to its Sister Cities. A bigger technological footprint will also help brand Doral as a modern Smart City with a forward-thinking commitment to developing its complex tapestry of diverse traditions into a singular modern New World identity. It will also help promote the city's recent Smart City certification.

Aside from the main concert and corresponding cultural and technological event, there shall be ancillary art, business development, cultural, diplomatic and educational activities occurring in the city during the general timeframe of the Ritmo Doral event. The Rhythm Foundation-produced concert will be used to inspire creativity and civic pride, engage diverse audiences through related performances and art exhibitions, encourage diplomatic and trade missions, stimulate educational exchanges, and develop innovative ways to connect young people to their community through the inventive use of advanced technology. Building on the template of the debut Ritmo Doral event, the municipality will work with its Sister Cities to plan trade missions and welcome high-level diplomatic delegations to the city. City officials will travel to Doral's Sister Cities in advance and invite government officials, cultural representatives and business organizations to participate in Ritmo Doral. Through the event, Doral will actively seek to strengthen municipal cooperation with its Sister Cities and develop specific collaborative projects for the mutual benefit of all the involved communities.

The City of Doral will leverage its award-winning in-house Public Affairs division and the wealth of Doral-based media headquarters to promote, document and broadcast the event to a wide local and international audience. Its team of videographers, photographers and communications experts will work with partners like The Rhythm Foundation, event sponsors and Doral's sister cities to create positive impressions around the world. The team will document the performances through live streams and post-concert films, capture artist interviews and broadcast highlights through social media, the web, and Doral TV. The event will also serve as a platform to deliver messaging about civic pride, citizenship and commitment to important community values.

Ritmo Doral organizers will work with local and international community members to encourage art exhibitions, flash mobs, sporting events, educational interactions and cross-cultural exchanges in public and private venues throughout the city. City staff will seek partnerships that bring added value to the event and that establish potential long-term relationships that further the city's cultural and economic development. Local performers will deliver brief previews of Ritmo Doral among the restaurants and shops of Downtown Doral and throughout the city, promoted through live streaming on social media to create excitement about the upcoming concert and build awareness of Doral's growing cultural, dining and entertainment amenities. The Ritmo Doral team will work with the local tourism and hospitality industry to welcome foreign journalists for a pre-event familiarization tour, as well as leverage the city's considerable media power by coordinating artist interviews, behind-the-scenes coverage, diplomatic and business news stories, and other opportunities for international media entities to promote the Ritmo Doral initiative to a global audience. The City of Doral will use its media resources to reach residents, businesses and institutions in the city as well as reach out to a broader regional and international audience. It will partner with The Rhythm Foundation to craft a comprehensive mass-audience media campaign that will shine a savvy spotlight on the city's ongoing metamorphosis from a sleepy suburb to an impressive international hub for trade, technology, culture, education and the arts. TouchPoll will provide valuable feedback from attendees and offer metrics that will be evaluated to improve future events.

**Recommendation:**

Staff respectfully seeks approval of the budgeted funding to secure the services of The Rhythm Foundation and engage the artists that will attract audiences and focus attention on Ritmo Doral.

*Attachments:*

- AgendatemCoverMemo-Rhythm Foundation
- Reso Rhythm Foundation-Ritmo Doral 2018
- Rhythm Foundation agreement
- Exhibit A-Rhythm Foundation-Ritmo Doral 2018