

**RESOLUTION No. 18-202**

**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 23, 2019 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 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 of Doral 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 relationship with The Rhythm Foundation, as specified herein, and as further explained in the attached memorandum found in Exhibit "A", to create, produce, promote and hold "Ritmo Doral," a free community cultural event, economic development catalyst, regional tourism showcase and diplomatic summit in Downtown Doral Park, is hereby approved, subject to the formalizing of the relationship by the City Manager.

**Section 3. Authorization.** The City Manager is hereby authorized to enter into an agreement and other contractual documents, subject to approval as to form and legal sufficiency by the City Attorney, as may be necessary to formalize the City's relationship with The Rhythm Foundation, on the conditions specified herein and may be deemed necessary to protect and further the interests of the City.

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

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


PASSED AND ADOPTED this 15 day of November, 2018.

  
\_\_\_\_\_  
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:

  
\_\_\_\_\_  
LUIS FIGUEREDO, ESQ.  
CITY ATTORNEY

# EXHIBIT “A”

## **EXHIBIT "A"**

### **RITMO DORAL 2019**

**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 23, 2019**  
**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 local acts as well as representatives of some of the city's international partners.

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

Also planned for the week preceding the Concert are educational activities, an international art exhibition, reception of a trade mission, 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
- 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.