



CITY OF DORAL
Office of the City Manager
Letter to Council

LTC No. 011-2024

To: The Honorable Mayor and Members of the City Council

From: Kathie Brooks, Interim City Manager

Date: May 1, 2024

Subject: **UHealth Secondary Naming Rights – Doral Cultural Arts Center and Downtown Doral Park**

This Letter to Council (LTC) is to update the Mayor and City Councilmembers on the Secondary Naming Rights & Sponsorship Agreement with UHealth/Sylvester Comprehensive Cancer Center for Doral Cultural Arts Center and Downtown Doral Park. The agreement, approved at the January 11, 2023, Council Meeting, is for an initial period of five (5) years with an additional five (5) one (1) year renewals, in the amount of \$175,000 annually. This sponsorship agreement will be at no cost to the City as UHealth will be covering all cost of signage and installation.

Either Party may terminate existing agreement or any statement of work executed pursuant to the agreement, in whole or in part, as follows: (1) at any time, for any reason, upon thirty (30) days' advance written notice to the other Party (2) because of the failure of the other Party to fulfill any contract obligation, upon twenty (20) days' prior written notice and opportunity to cure, which breach remains uncured following the twenty (20) day notice period, or (3) effective immediately upon written notice to the other Party, if any of the following events occur: (a) a Party becomes insolvent or bankrupt, or becomes the subject of any proceedings under state, federal, or foreign law for the relief of debtors, or makes any assignment for the benefit of creditors; or (b) a Party breaches the confidentiality obligations set forth in agreement. Additionally, either Party may terminate agreement with immediate effect upon written notice to the other Party where a Force Majeure Event (further defined herein) lasts longer than ninety (90) days.

The agreed upon amounts are in line with the findings of the sponsorship valuation report, conducted in 2021 as approved by Mayor and Council (Res. No. 21-161). Following this approval, staff began discussing park and facility sponsorship opportunities for existing park facilities and upcoming facilities such as the Doral Cultural Arts Center with various local businesses. With the addition of the Doral Cultural Arts Center, the City had discussions with Baptist Health South Florida and UHealth regarding naming rights opportunities for the cultural facility and Downtown Doral Park. With the addition of their new location in Downtown Doral, UHealth and the Sylvester Comprehensive Cancer Center expressed interest in the naming rights sponsorship for the Doral Cultural Arts Center and Downtown Doral Park and brought forth the best offer for the City.

In exchange for the sponsorship fee, UHealth receives various benefits such as signage throughout both facilities including at the entrances, sponsor recognition when the park/facility name is used on city marketing materials and publications as well on-site presence at certain events at Downtown Doral Park. The sponsor is responsible for the cost of all signage including maintenance and replacements. Corresponding artwork and material for all signage shall be approved by the City prior to production and installation. Benefits to Sponsor are detailed below:

Downtown Doral Park (DDP)

- Downtown Doral Park secondary naming rights (i.e., “Powered by, Presented by”)
 - UHealth mentioned in applicable promotional materials (i.e., digital, social, on-site events) as secondary naming partner of Downtown Doral Park.
- Permanent naming on Entrance Signage
- Name featured on digital kiosk (opportunity for a commercial)
As there is no longer a digital kiosk, this benefit was replaced by (10) additional light pole banners in the park.
 - Opportunity for UHealth commercial to run one (1) commercial and one (1) “static” placement
- Option for engagement/activation (i.e., four (4) signage placement opportunities)
 - Signage on Welcome Sign(s), Walking Path (decals) & Light Poles (15 total)
- Light poles located throughout the park: main entrance, courtyard, oval, playground
- Light pole banner placement to be agreed upon by both parties
- Sponsor Exposure in Additional Marketing Materials
- Sponsor ID on City of Downtown Doral Park Website
- Sponsor ID on Doral social media
 - One (1) post, per platform, per month (i.e., 12 total posts on each platform)
- Sponsor ID in Doral Parks E-Newsletters
 - Sponsor logo recognition in each quarterly e-newsletter
 - One (1) sponsor feature in e-newsletter per contract year

- Sponsor Ad/ID in Doral Parks Guides
 - One (1) full-page advertisement in each quarterly program

Doral Cultural Arts Center (DCAC)

- Cultural Arts Center naming rights option
 - Permanent naming on Entrance Signage/ at main entrance- visible to local traffic on NW (84th Ave & NW 53rd St.)
- Opportunity for signage engagement/activation
 - Potential areas include Lobby (interior within the center), Roof top Terrace, walkways/outdoor courtyard (leading to/from Downtown Doral Park)
 - ❖ Number of locations and type of signage to be agreed upon by both parties
- Sponsor ID/ name recognition on all promotional materials and advertisements for the Center and for all events held at the Cultural Arts Center.
- Sponsor ID/ name on City Website where park name is located & with any corresponding events/programs held at the facility.
- Sponsor ID/ name in Department quarterly publications and any City newsletters where facility name is listed (both electronic and printed).

EVENT OPPORTUNITIES

On-Site Activation at Annual & Future Events Hosted at DCAC & DDP

- Events are subject to change and new events can be planned at both locations
- Opportunity to Activate On-Site at the following planned events:
 - Mother's Day Artisan Market (1,000 people)
 - Hispanic Heritage Art Exhibit Opening Reception (150-200 people)
 - Holiday Bazaar (1,000 people)
 - Miami Symphony Orchestra MISO (600 – 1,000 people)

NAME UNVEILING

Photo Op to Promote Unveiling of Name Signage (Partnership)

- On-site photo-op with City Mayor & Council and UHealth Leadership
- Advertisement of name unveiling on all City social media platforms and City website
- City of Doral press release
- Possible media coverage of name unveiling

Agreed upon entrance signage at Downtown Doral Park and entrance signage at Doral Cultural Center are currently under design. UHealth will also be advising of potential dates in which to host a sign unveiling at Doral Cultural Arts Center with Mayor and Council.

Phase 2 of signage is currently being discussed and negotiated by UHealth and City staff to identify purposeful and aesthetically pleasing areas at both facilities for signs that highlight the strategic partnership. We invite Mayor and Councilmembers to provide any feedback to the City Manager's Office by Wednesday, May 8, 2024.

UHealth has already been identified in the "Doral Life" Quarterly City newsletter for Spring and Parks & Recreation quarterly playbook as the sponsor for Downtown Cultural Arts Center and Downtown Doral Park. Additionally, the first check was received on March 22, 2024. Payment will be made to the City of Doral once a year during the length of the agreement.


UHealth has also offered to include a branded sunscreen dispenser in playground area for Downtown Doral Park, as part of a pilot program. This feature is not part of the naming rights agreement. As this is a pilot program, it is not long term and usage and the benefit to the community will be evaluated by City staff.

Together with the leadership of the Mayor and Council we look forward to a successful and mutually beneficial partnership with UHealth.


cc: Francisco Rios, Deputy City Manager
Erin Sullivan, Parks & Recreation Director

PHASE I


Light pole Banners



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UHealth
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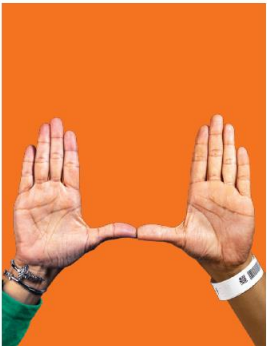


Downtown
Doral Park


Sponsored by



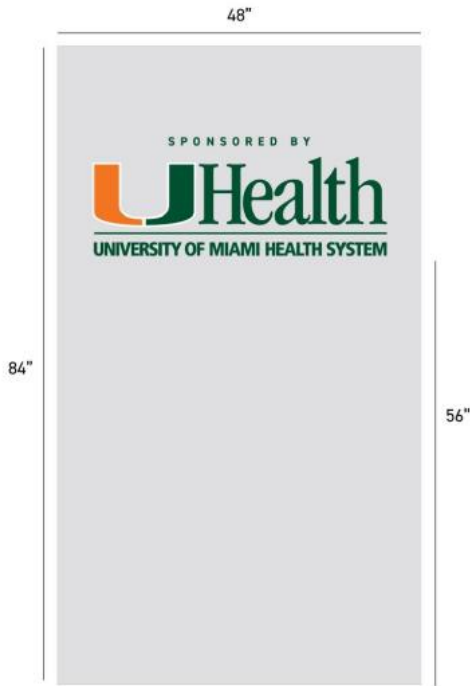
UHealth
UNIVERSITY OF MIAMI HEALTH SYSTEM



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SYLVESTER
COMPREHENSIVE CANCER CENTER
UNIVERSITY OF MIAMI HEALTH SYSTEM



Doral Park Entrance

Double Sided LED Illuminated Monument Sign with Base Powder Coated Paint with Routed out backed up Acrylic



Corner of NW 84th Ave and NW 53rd Street



Doral Park Entrance

Double Sided Monument Sign with Base Powder Coated Paint with Routed out backed up Acrylic



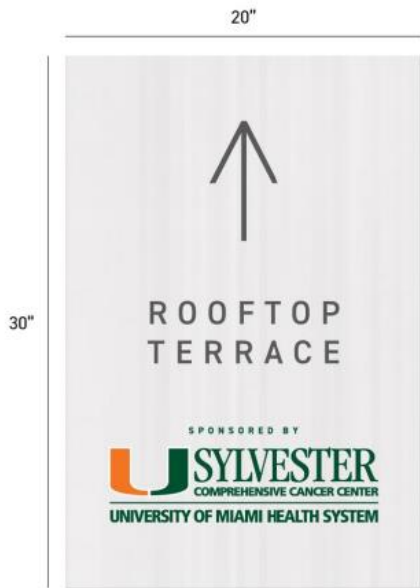
Corner of NW 84th Ave and NW 53rd Terrace



PHASE 2 OPTIONS (all signage in this phase is currently being discussed and negotiated)

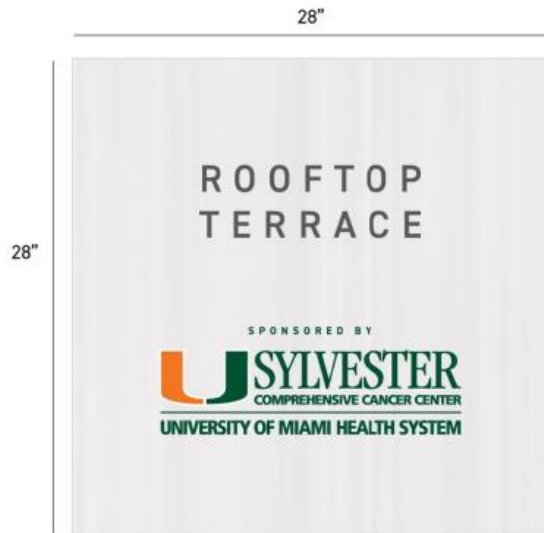


Sunscreen Panel
 Fence: 48"W x 46"H
 Sign: 46"W x 46"H
 Material: Aluminium Panel



**Doral Cultural
Arts Center (Interior)**

Non Illuminated 1/4" Flat brushed
aluminum panel with painted finish
letters mounted to front of sign



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Arts Center (Interior)**

Non Illuminated 1/4" Flat brushed
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