

**RESOLUTION No. 23-03**

**A RESOLUTION OF THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, AUTHORIZING THE CITY MANAGER TO EXECUTE A SECONDARY NAMING RIGHTS SPONSORSHIP AGREEMENT WITH UHEALTH / SYLVESTER COMPREHENSIVE CANCER CENTER FOR THE DORAL CULTURAL ARTS CENTER AND DOWNTOWN DORAL PARK FOR A PERIOD OF FIVE YEARS WITH THE OPTION FOR FIVE (5) ADDITIONAL ONE (1) YEAR RENEWALS FOR A TOTAL OF TEN (10) YEARS, IN AN AMOUNT OF \$175,000.00 ANNUALLY; PROVIDING FOR IMPLEMENTATION; AND PROVIDING FOR AN EFFECTIVE DATE**

**WHEREAS**, the sponsorship valuation report for naming rights and sponsorship for the Parks & Recreation Department was approved by Mayor and Council in 2021 (Res. No. 21-161) and following this staff began discussing park and facility sponsorship opportunities with various local businesses; and

**WHEREAS**, with the addition of their new location, UHealth expressed interest in the naming rights sponsorship for the new Doral Cultural Arts Center and Downtown Doral Park and brought forth the best offer for the City; and

**WHEREAS**, UHealth and city staff have negotiated and agreed on terms for this naming rights sponsorship for both facilities which are in line with the findings of the valuation study. UHealth will receive various benefits such as signage at the facilities, on-site presence at certain events and sponsor recognition when the facility names are used on city marketing material and publications; and

**WHEREAS**, this sponsorship will be beneficial for the City in helping the City be more fiscally sustainable by gaining additional sponsorship revenue and aligns with the department's mission of promoting a healthy lifestyle to the community; and

**WHEREAS**, the City Manager's Office respectfully requests the approval from the

Mayor and City Councilmembers to authorize the City Manager to execute the naming rights sponsorship agreement with UHealth for an initial period of five (5) years with the option to renew for an additional five (5) one (1) year renewals for a total of ten (10) years in the amount of \$175,000 annually.

**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 authorize the City Manager to execute the naming rights sponsorship agreement with UHealth for an initial period of five (5) years with the option to renew for an additional five (5) one (1) year renewals for a total of ten (10) years in the amount of \$175,000 annually. Revenue will be deposited into 001.9000.347401 (Recreation- Sponsorship).

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

Mayor Christi Fraga	Yes
Vice Mayor Rafael Pineyro	Yes
Councilwoman Digna Cabral	Yes
Councilwoman Maureen Porras	Yes
Councilman Oscar Puig-Corve	Yes

PASSED AND ADOPTED this 11 day of January, 2023.



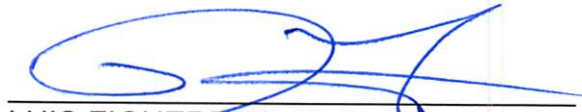
CHRISTI FRAGA, MAYOR

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