

RESOLUTION No. 21-40

A RESOLUTION OF THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, APPROVING AN AGREEMENT WITH THE RHYTHM FOUNDATION TO PRODUCE A VIRTUAL EDITION OF THE RITMO DORAL CULTURAL EVENT DURING MARCH 2021; IN AN AMOUNT NOT TO EXCEED \$7,500.00; AUTHORIZING THE CITY MANAGER TO EXECUTE THE AGREEMENT AND EXPEND BUDGETED FUNDS ON BEHALF OF THE CITY; PROVIDING FOR IMPLEMENTATION; AND PROVIDING FOR AN EFFECTIVE DATE

WHEREAS, The City of Doral seeks to engage The Rhythm Foundation to produce Ritmo Doral, a budgeted world music concert and livestreamed virtual event that serves as a strategic platform to attract consumers to Downtown Doral businesses, promote the City as a desirable regional and international destination, and strengthen ties with partners, for an amount not to exceed \$7,500 to be expended from Account # 001.40005.500482; and

WHEREAS, Ritmo Doral 2021 edition is scheduled for March 20, 2021 on Main Street in Downtown Doral and will feature live performances in compliance with all federal, state and local restrictions at the time of the event, to be livestreamed to an international audience online as a virtual branding event for the City of Doral and its partners; and

WHEREAS, The Rhythm Foundation is willing to produce, promote and hold the Ritmo Doral 2021 virtual event and to work in conjunction with the City to facilitate ancillary economic development activities as deemed appropriate at the time of the event; and

WHEREAS, the City is willing to support The Rhythm Foundation for producing and implementing the scheduled event by compensating The Rhythm Foundation in an amount not to exceed \$7,500.00 to implement production, programming, promotions, and for

securing the services of the headline artists, as set forth in Exhibit "A," whose expenses and artist fees shall be paid from said budget.; and

WHEREAS, The Rhythm Foundation was funded by the Mayor and the City Council during the Budget process in September 2020 and approved for funding in a \$7,500.00 line item in the Planning and Zoning Department's Promotional Activities Account, #001.40005.500482.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF DORAL AS FOLLOWS:

Section 1. Recitals. The above recitals are confirmed, adopted, and incorporated herein and made part hereof by this reference.

Section 2. Approval. The City Manager is authorized to enter the City into an agreement, for the term of the contract to engage The Rhythm Foundation to produce Ritmo Doral 2021 as a virtual event for an amount not to exceed \$7,500.00 per the contract's terms of service.

Section 3. Authorization. The City Council of the City of Doral, Florida hereby authorizes the City Manager to expend funds in an amount not to exceed \$7,500.00 from the Planning and Zoning Department's Promotional Activities Account, # 001.40005.500482.

Section 4. Effective Date. This Resolution shall take effect immediately upon adoption.

The foregoing Resolution was offered by Vice Mayor Cabrera who moved its adoption.

The motion was seconded by Councilman Puig-Corve and upon being put to a vote, the vote was as follows:

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 10 day of February, 2021.

ATTEST:

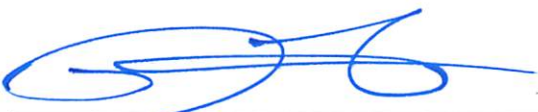


CONNIE DIAZ, MMC
CITY CLERK



JUAN CARLOS BERMUDEZ, MAYOR

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”

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RITMO DORAL 2021

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 attract visitors while promoting Doral as a culturally artistic, diverse and creative place to live, work, learn, play and invest. 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 business development, educational and promotional activities.

MARCH 20, 2021
SATURDAY

RITMO DORAL @ Downtown Doral Main Street, 6-10 p.m.

Ritmo Doral event will provide a platform for cultural presentations, economic development activities, international relations and art activations. It will serve as a regional and international tourism showcase of the City of Doral.

The proposed performers are salsa act Sonlokos and Colombian gypsy jazz group Tamboka, supported by cultural performances from locally based international artists. Sponsors include Baptist Health and The Doral Yard.

Planned event highlights and opportunities include:

- A HEADLINING APPEARANCE BY A LOCALLY BASED INTERNATIONAL ARTIST PRECEDED BY SUPPORTING ACTS FROM THE LOCAL COMMUNITY
- MARKETING CAMPAIGN AND PR IN SOUTH FLORIDA
- BRANDING AND ACTIVATION OPPORTUNITIES ONLINE
- BUSINESS DEVELOPMENT ACTIVITIES FOR DOWNTOWN DORAL BUSINESSES
- PROMOTIONAL ACTIVATIONS WITH DORAL'S SISTER CITIES

RITMO DORAL is produced by The City of Doral and The Rhythm Foundation, an award-winning South Florida cultural organization with 32 years' experience in presenting concerts and festivals with major international artists. The Rhythm Foundation has also been a pioneer in combining live and virtual performances during the COVID-19 era.