

RESOLUTION No. 18-23

A RESOLUTION OF THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, UPDATING THE RECREATION FEE SCHEDULE FOR THE CITY OF DORAL PARKS AND RECREATION DEPARTMENT SPECIAL EVENTS; PROVIDING FOR IMPLEMENTATION; AND PROVIDING FOR AN EFFECTIVE DATE

WHEREAS, the City of Doral (the “City”) Parks & Recreation Department (the “Department”) is currently offering a vast amount of programs and events pursuant to the fee schedule set by the department and approved by the City Council on June 14, 2017; and

WHEREAS, the Department’s special events have seen a significant annual growth in attendance and participation from both the community and local businesses; and

WHEREAS, there has also been enhancements to the activities offered during the events the majority of which continue to be free or at a low cost to the event attendees; and

WHEREAS, upon review of the existing fees, the department has identified minor adjustments that should be made to the fee schedule of special event fees; and

WHEREAS, Staff has recommended that the City Council adopt the updated fee schedule for the City of Doral Parks & Recreation Department Special Events as presented in Exhibit “A”, which is attached hereto and incorporated herein by this reference.

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 hereof by this reference.

Section 2. **Approval.** The updated fee schedule for the City of Doral Parks and Recreation Department Special Events, as presented in Exhibit “A”, attached hereto and incorporated herein by this reference, is hereby approved.

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 Councilmember Mariaca who moved its adoption. The motion was seconded by Vice Mayor Rodriguez and upon being put to a

The foregoing Resolution was offered by Councilmember Mariaca 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 13 day of February, 2018.



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 & BIERMAN, P.L.
CITY ATTORNEY

EXHIBIT “A”

PARKS AND RECREATION DEPARTMENT RECREATION FEES UPDATE TO SPECIAL EVENTS

BREAKFAST WITH SANTA

Item	NEW Rate Resident	NEW Rate Non-Resident	Notes	Previous Cost	Price Difference
Breakfast Admission	\$10-\$14	\$10-\$14	*Breakfast with Santa prices changed to an admission price per person, which will include a Meet & Greet Photo Experience with Santa and a Printed Picture in a decorative frame. It will also include a sit down Breakfast with Santa, story time with Mrs. Claus and holiday take-home bag and balloon. These items are valued at \$25.00. This will ensure a more intimate experience with Santa and will result in a better overall satisfaction rate for this event. The price range will also ensure more opportunity for Cost Recovery.	\$7 - Breakfast Ticket \$5 - Photo with Santa Print Total = \$12	\$2

HOLIDAY LIGHTS & ICE

Item	NEW Rate Resident	NEW Rate Non-Resident	Notes	Previous Cost	Price Difference
Ride Wristbands (Presale)*	\$5-\$10	\$5-\$10	* Price increased to compensate for the significant event growth in attendance and activities provided. Rates are comparable to other municipalities.	\$5	\$5
Ride Wristbands *	\$5-\$10	\$5-\$10		\$5	\$5
Santa Photos *	\$5-\$10	\$5-\$10		\$5	\$5

EGGSTRAVAGANZA

Item	NEW Rate Resident	NEW Rate Non-Resident	Notes	Previous Cost	Price Difference
Ride Wristbands (Presale)*	\$5-\$10	\$5-\$10	* Price increased to compensate for the significant event growth in attendance and activities provided. Rates are comparable to other municipalities.	\$5	\$5
Ride Wristbands *	\$5-\$10	\$5-\$10		\$5	\$5
Bunny Photos *	\$5-\$10	\$5-\$10		\$5	\$5

GENERAL PARKING

Item	NEW Rate Resident	NEW Rate Non-Resident	Notes	Previous Cost	Price Difference
General Event Parking for Signature Special Events*	\$5-\$10	\$5-\$10	* General Parking Price Range was added to our largest signature events (Independence Day Celebration, Holiday Lights & Ice and EGGstravaganza). Parking fees will help to alleviate the long wait times to enter and exit the facility and event due to significant growth in attendance as well as reduce parking wait times. The price range will also ensure more opportunity for cost recovery for each event.	N/A	\$5-\$10

PARKS AND RECREATION DEPARTMENT RECREATION FEES UPDATE TO SPECIAL EVENTS

DORAL 5K WALK/RUN

Item	Resident	Non-Resident	Notes	Previous Cost	Price Difference
Adult Registration (Early)	\$20	\$20	N/A	Same	N/A
Child Registration (Early)	\$15	\$15	N/A	Same	N/A
Adult Registration (Regular)	\$25	\$25	N/A	Same	N/A
Child Registration (Regular)	\$20	\$20	N/A	Same	N/A
Adult Registration (Last Call)*	\$30	\$30	*Additional Tier (Last Call) pricing added to encourage participants to register earlier in order to better prepare for the race. This would help the City's cost on staffing for registration as well as it would help the participants better prepare for the race (pre-event packet pick up).	\$25	\$5
Child Registration (Last Call)*	\$25	\$25		\$20	\$5
Race Day Registration Adult*	\$35	\$35	* Race Day Registration prices increased to encourage participants to register before the morning of the event. This would help the City's cost on staffing for registration as well as it would help the participants better prepare for the race (pre-event packet pick up). Due to the significant event growth, participants that register the morning of the race would have to wait in a long line the morning of the race, which would take time away from their pre-race warm ups.	\$30	\$5
Race Day Registration Child*	\$30	\$30		\$25	\$5
Discount - Active Special Olympics Athletes	Waive of Fee	Waive of Fee	N/A	Same	N/A
Discount - Silver Club Members	\$5 OFF (Early Registration)	\$5 OFF (Early Registration)	N/A	Same	N/A
Team Registration Discount*	15% Off	15% Off	* 15% discount given to groups of 10 or more participants that register using a code. It will also encourage local organizations and businesses to participate as teams and promote a healthy community.	N/A	N/A
Discount - Local School Running Club	Removed	Removed	Previous Discount was replaced with New Team Registration Discount	N/A	N/A
Discount - Early Bird Social Media	Removed	Removed	Previous Discount was replaced with New Tier Pricing Structure	N/A	N/A