

**CITY OF CORAL GABLES, FLORIDA**

**RESOLUTION NO. 2016-271**

A RESOLUTION AUTHORIZING CITY STAFF TO NEGOTIATE AND EXECUTE A COOPERATIVE PROMOTIONAL AGREEMENT WITH UBER, THE NATION'S LEADING PROVIDER OF RIDE-SHARING SERVICES.

**WHEREAS**, the City Commission has demonstrated an ongoing commitment to assisting businesses adversely affected by construction of the Miracle Mile / Giralda Avenue Streetscape Project; and

**WHEREAS**, loss of parking, roadway closures, and increased traffic congestion associated with Streetscape construction are contributing to a significant loss of business for Downtown merchants; and

**WHEREAS**, the City wishes to promote the use of ride-sharing services as a way of attracting customers to Downtown in support of businesses adversely affected by Streetscape construction; and

**WHEREAS**, Uber, the nation's leading provider of ride-sharing services, has expressed an interest in partnering with the City in a cooperative promotional campaign, as provided in the draft partnership proposal, included herein as Exhibit 1; and

**WHEREAS**, the City's Economic Development Department and Parking Department are supportive of this potential partnership with Uber; and

**NOW, THEREFORE, BE IT RESOLVED BY THE COMMISSION OF THE CITY OF CORAL GABLES:**

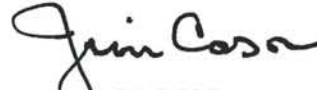
**SECTION 1.** The foregoing "Whereas" clauses are hereby ratified and confirmed as being true and correct and are hereby made a specific part of this Resolution upon adoption hereof.

**SECTION 2.** That the City Commission authorizes City Staff to negotiate and execute a cooperative promotional agreement with Uber, the nation's leading provider of ride-sharing services.

**SECTION 3.** That this Resolution shall become effective upon the date of its adoption herein.

PASSED AND ADOPTED THIS SIXTH DAY OF DECEMBER, A.D., 2016.  
(Moved: Lago / Seconded: Quesada)  
(Yeas: Lago, Quesada, Slesnick, Keon, Cason)  
(Unanimous: 5-0 Vote)  
(Agenda Item: C-4)

APPROVED:



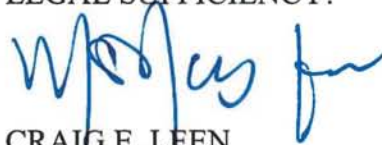
JIM CASON  
MAYOR

ATTEST:



WALTER J. FOEMAN  
CITY CLERK

APPROVED AS TO FORM AND  
LEGAL SUFFICIENCY:



CRAIG E. LEEN  
CITY ATTORNEY