



City of Coral Gables
CITY COMMISSION MEETING
December 7, 2021

ITEM TITLE:

RESOLUTION. A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF CORAL GABLES, FLORIDA, AUTHORIZING THE CITY TO ACT AS HOST CITY AND FESTIVAL SPONSOR FOR THE JUNIOR ORANGE BOWL AND AUTHORIZING THE CITY'S IN-KIND CONTRIBUTIONS FOR THE JUNIOR ORANGE BOWL

BRIEF HISTORY:

The Junior Orange Bowl serves the South Florida community and all youth by providing competitive athletic, artist, and multicultural experiences and the inaugural Junior Orange Bowl Parade in 1948 proceeded through Coral Gables. The City has had a long standing relationship with the Junior Orange Bowl throughout the last seven decades and the City of Coral Gables wishes to be recognized as the host city of the Junior Orange Bowl for the 2021-2023 Junior Orange Bowl youth festival seasons.

The City will contribute \$33,250 annually during the term as host city and in return receive event recognition, marketing and branding at all festival events, and anticipates that the City will continue to see an impact from marketing, social media, and events held throughout the City. The City will also provide certain in-kind contributions to the Junior Orange Bowl including staffing, barricades, and other contributions as determined by the City Manager or his designee.

ATTACHMENT(S):

1. Draft Resolution