

CITY OF CORAL GABLES, FLORIDA

RESOLUTION NO. 2021-298

A RESOLUTION OF THE CITY COMMISSION DIRECTING THE CITY MANAGER AND CITY STAFF TO ESTABLISH SPONSORSHIP PACKAGES FOR CERTAIN CITY EVENTS AND FURTHER DIRECTING STAFF TO SECURE SPONSORSHIP FOR THOSE EVENTS.

WHEREAS, the City of Coral Gables has an established sponsorship program which provides opportunities for third parties to provide monetary or in-kind contributions for the City and provides that as a part of those sponsorship packages sponsors can receive certain delineated benefits including naming opportunities; and

WHEREAS, in September of 2021 the City Commission is considering an ordinance amending the relevant code provisions, Chapter 2- Administration, Article IX- Sponsorship, to clarify that the community recreation department is to administer and oversee sponsorships related to community recreation events; and

WHEREAS, as the City moves back to regular operations and begins once again hosting City events and programming open to the public the City Commission wishes to direct City staff to establish sponsorship packages for certain City events and to secure sponsorships for those events; and

WHEREAS, the City Commission wishes to express a preference for Coral Gables- based businesses and organizations as sponsors as detailed in the City Code; and

WHEREAS, the City Commission directs that City staff establish sponsorship packages, in accordance with the City Code and all other applicable laws and regulations for City events and programming, including the Fourth of July programming, Tree Lighting, Literacy Festival, Pumpkin Patch, and Movies Under the Gables Moonlight and pursue other sponsorship opportunities as they become available;

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 hereby directs the City Manager and City staff to establish sponsorship packages, in accordance with the City Code and applicable laws and regulations for City events and programming including the Fourth of July programming, Tree Lighting, Literacy Festival, Pumpkin Patch, and Movies Under the Gables Moonlight event and directs City staff to attempt to secure sponsorships for those events and any other sponsorship opportunities that arise.

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

PASSED AND ADOPTED THIS TWELFTH DAY OF OCTOBER, A.D., 2021.


(Moved: Menendez / Seconded: Anderson)

(Yeas: Anderson, Fors, Jr., Mena, Menendez, Lago)

(Unanimous: 5-0 Vote)


(Agenda Item: F-6)


APPROVED:

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VINCE LAGO
MAYOR

ATTEST:

APPROVED AS TO FORM AND
LEGAL SUFFICIENCY

DocuSigned by:

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BILLY Y. URQUIA
CITY CLERK

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MIRIAM SOLER RAMOS
CITY ATTORNEY