



City of Coral Gables
CITY COMMISSION MEETING
JULY 7, 2026

ITEM TITLE:

A Resolution of the City Commission of the City of Coral Gables, Florida, authorizing the City to act as the Official Host City and Festival Sponsor for the 2026-2027 Junior Orange Bowl Festival Season and authorizing the City's annual financial and in-kind contributions as determined by the City Manager or his designee to the Junior Orange Bowl; and providing for an effective date.

BRIEF HISTORY:

The Junior Orange Bowl serves the South Florida community and youth by providing competitive athletic, artistic, academic, and multicultural experiences through a variety of programs and events conducted throughout the year.

Since the inaugural Junior Orange Bowl Parade in 1948, which proceeded through Coral Gables, the city has maintained a longstanding partnership with the organization and has supported its mission and programming for more than seven decades.

The proposed resolution authorizes the City of Coral Gables to continue serving as the Official Host City and Festival Sponsor for the 2026-2027 Junior Orange Bowl Festival Season. As part of this partnership, the city will provide an annual sponsorship contribution of \$33,250 and continue its longstanding support of Junior Orange Bowl events and activities.

In return, the City will receive recognition as the Official Host City and Festival Sponsor, including marketing and branding opportunities at festival events, designation of a City representative as the official VIP Parade Host, parade grandstand branding, livestream and social media integration, a City feature video segment, forty (40) complimentary VIP parade tickets, an official City float in the annual parade, and participation opportunities with VIP access to designated tennis and golf tournaments.

In addition to the annual sponsorship contribution, the city provides significant in-kind support for Junior Orange Bowl events, including the waiver of tournament fees and exclusive use of municipal tennis facilities at the Salvadore Tennis Center and Biltmore Tennis Center during tournament operations, as well as staffing resources dedicated to tournament planning, coordination, and operations.

The city also provides substantial in-kind support associated with the annual Junior Orange Bowl Parade, including permit fee waivers, parking accommodations, barricades, public safety and operational support, staff overtime, and other miscellaneous municipal services.

The Junior Orange Bowl remains one of the community's longest standing and most recognized youth organizations and events, generating regional visibility for Coral Gables while supporting educational, athletic, artistic, and cultural opportunities for youth.

ATTACHMENT(S):

1. Resolution
2. JOB Sponsorship Slide Deck

FINANCIAL INFORMATION:

No.	Amount	Account No.	Source of Funds
1.	\$33,250	001-7000-519-8203	General Fund
Total:	\$33,250	<i>Planned in the FY 2026-2027 Annual Budget</i>	

Fiscal Impact: Approval of this resolution authorizes the city's annual sponsorship contribution of \$33,250 and recognizes the city's continued commitment to provide approximately \$205,000 in annual in-kind support associated with Junior Orange Bowl events and activities, including tennis facility use, staffing resources, operational support, permit fee waivers, public safety services, barricades, parking accommodations, and parade-related services. The City's total annual contribution is subject to available budgeted funds and operational resources.

BUSINES IMPACT:

The Junior Orange Bowl Festival Season generates significant community engagement, regional visibility, and economic activity within Coral Gables through youth sporting events, cultural programming, visitor spending, and related activities that support local businesses and reinforce Coral Gables' position as a premier host community for regional and international youth events.