

CITY OF CORAL GABLES, FLORIDA

ORDINANCE NO. 2021-__

AN ORDINANCE OF THE CITY OF CORAL GABLES, FLORIDA, AMENDING THE CITY OF CORAL GABLES CODE BY AMENDING CHAPTER 2 “ADMINISTRATION”, ARTICLE IX “SPONSORSHIP PROGRAM”, SECTION 2-1123 “ADMINISTRATION” PROVIDING FOR A REPEALER PROVISION, SEVERABILITY CLAUSE, CODIFICATION, AND AN EFFECTIVE DATE

WHEREAS, Article IX “Sponsorship Program” of the City Code of Coral Gables, Florida sets forth in detail a sponsorship program which provides opportunities for the City to work with outside third parties to enter into sponsorship agreements with the City; and

WHEREAS, the City has utilized the sponsorship program in the past in accordance with the previously adopted ordinance, Ordinance 2011-11; and

WHEREAS, currently all sponsorship programs are administered by the economic development department; and

WHEREAS, the City Commission would like to emphasize the sponsorship program opportunities for third parties to sponsor community recreation events, such as the Fourth of July programming, Tree Lighting, Literacy Festival, Pumpkin Patch, and Movies Under the Gables Moonlight; and

WHEREAS, the City Commission wishes to amend the existing Code provisions to specify that when a sponsorship program relates to sponsorship of an event organized by the City’s Community Recreation Department, the Community Recreation Department will be responsible for administering that sponsorship program in conjunction with the Economic Development Department; and

WHEREAS, as such, City Commission is amending the City Code as detailed below.

NOW THEREFORE, BE IT ORDAINED BY THE COMMISSION OF THE CITY OF CORAL GABLES, FLORIDA:

SECTION 1. That the foregoing “WHEREAS” clauses are hereby ratified and confirmed as being true and correct and are hereby made a specific part of this Ordinance upon adoption hereof.

SECTION 2. That Chapter 2, Article IX-Sponsorship Program, Section 2-1123 be amended as follows:

Sec. 2-1123. Administration.

- (a) Sponsorship program shall be administered by the economic development department , or in the event of a sponsorship program related to a public event, events, or program(s) organized by the community recreation department, the community recreation department shall administer the sponsorship program in conjunction with the economic development department. Sponsorships with a value of \$50,000.00 or less shall be subject to approval by the city manager or designee. Sponsorships of a value of \$50,000.00 or less will generally consist of single event sponsorships, or the donation of a product or services in exchange for sponsorship acknowledgement. Approval of this level of sponsorship opportunity shall be provided by the city manager or designee, following review by the city attorney's office, and consultation with the city's planning and zoning staff, if needed. Sponsorships with a value of greater than \$50,000.00 shall be subject to approval by the city commission. These are expected to be comprehensive partnerships, exclusive rights or a sponsorship period greater than a single event period.
- (b) A sponsorship arrangement shall be documented in a sponsorship agreement with the city, which agreement may be tailored to the specific circumstances and which shall be reviewed and approved by the city attorney prior to finalization. The type, location, size, content and duration of any sponsorship shall be subject to the approval of the city manager or designee to the extent permitted by law and shall be specified in the sponsorship agreement. All sponsorship agreements shall include, at a minimum:
 - (1) Signatures by authorized representatives of the city and sponsor;
 - (2) Term of the sponsorship agreement, including provisions for termination;
 - (3) Details of the exchange of benefits, including what will be provided to the city by the sponsor and what will be provided by the city to the sponsor;
 - (4) Due dates for in-kind consideration and/or monetary consideration to be provided by the sponsor;
 - (5) A provision that the consideration being provided by the sponsor is on a fixed fee basis, without regard to the city's actual cost of the activity;
 - (6) Appropriate insurance and indemnification; and
 - (7) A statement as to whether the sponsorship is exclusive or non-exclusive.
- (c) The city may revoke, suspend or modify any sponsorship arrangement or sponsorship agreement as necessary to comply with laws, to ensure the safety and convenience of the public, and to effectuate the city's goals and objectives. In the event an organization that has received a sponsorship is acquired by or merged into another organization, the city reserves

the right to discontinue the existing sponsorship. Refunds may be granted in the sole discretion of the city manager.

SECTION 4. All ordinances or parts of ordinances inconsistent or in conflict with the provisions of this Ordinance are hereby repealed.

SECTION 5. If any section, part of section, paragraph, clause, phrase or word of this Ordinance is declared invalid, the remaining provisions of this Ordinance shall not be affected.

SECTION 6. It is the intention of the Commission of the City of Coral Gables, Florida, that the provisions of this Ordinance shall become and be made part of the City of Coral Gables Code of Ordinances; and that the sections of this “ordinance” may be changed to “section”, “article”, or such other appropriate word or phrase in order to accomplish such intentions.

SECTION 7. If the Official Code of the City of Coral Gables Tables of Contents or other reference portions is affected by these provisions, then changes are approved as a part of this Ordinance.

SECTION 8. This Ordinance shall become effective immediately upon passage.

PASSED AND ADOPTED THIS _____ DAY OF _____, A.D. 2021.

APPROVED:

VINCE LAGO

MAYOR

ATTEST:

BILLY Y. URQUIA

CITY CLERK

APPROVED AS TO FORM
AND LEGAL SUFFICIENCY:

MIRIAM SOLER RAMOS

CITY ATTORNEY