



City of Coral Gables
CITY COMMISSION MEETING
October 8, 2024

ITEM TITLE:

A Resolution of the City Commission approving "La Feria de Sevilla" event as one of five events of the International Cultural Events Program.

BRIEF HISTORY:

The International Cultural Events Initiative is a program focused on bringing five high-quality, international, and culturally enriching events to Coral Gables with the purpose of learning and experiencing the culture and ethnicity of other countries for the benefit of residents, businesses, and visitors.

La Feria de Sevilla in Miami (Seville Fair) is a representation of Spain's iconic La Feria de Abril. The South Florida edition of La Feria de Abril was launched five years ago as an initiative of the "eXpats Club" to recreate a beloved event that is part of the cultural heritage of Seville for their families to enjoy. It also served to promote the cultural exchange between Spain and South Florida. Since its inception, it has been held in Key Biscayne.

In celebration of the City's centennial, this event would highlight the strong cultural and architectural bonds that exist between Coral Gables and Spain including the Sister City relationship between the two cities.

The event would replicate the format and feature traditional events that take place in Seville, providing participants with an authentic experience. Activities planned include live flamenco music and dances, tablados, classes to learn Sevillanas (the traditional dance of Seville), authentic Spanish food, horse carriage rides, Spanish vendors and classes on how to make paper flowers that women wear as headpieces. Attendees would wear Sevillian attire as is the tradition for those who attend the fair.

As part of Coral Gables' centennial year-long celebration, this fair would showcase the city's strong ties to Spain and the international community as a whole – both from a resident and business perspective. Currently more than 20 foreign government and trade offices are in Coral Gables, including the Spanish Consulate, its Tourism Office, Trade Commission and Office of Education. The Consul General of Spain, Jaime Lacadena e Higuera and the Director Tourism, Elvira Marcos Salazar strongly support moving the festival to Coral Gables.

La Feria de Sevilla would celebrate its sixth edition in 2025. As an established event, it benefits from a strong following. More than 2,500 people are projected to attend the event next year. In addition to celebrating its centennial in 2025, the city will also celebrate six years since the Sister Cities relationship with Seville was established.

La Feria de Sevilla has traditionally been a ticketed event with an entry fee estimated at the \$35 to \$50 range.

ATTACHMENT(S):

- 1. Draft Resolution**
- 2. Special Event Application & Permit**
- 3. Attendees Demographics Report**
- 4. International Cultural Events Flyer**

FINANCIAL INFORMATION:

No.	Amount	Account No.	Source of Funds
1.	\$20,000	001-6900-552-3106 Project Name: Feria de Sevilla	General Fund
Total:	\$20,000		

Fiscal Impact: Up to \$20,000 will be used to cover city services. The funding allows the Consulate of Spain to bring the event to Coral Gables which provides a culturally enriching experience for residents and visitors alike.

BUSINES IMPACT:

N/A