

City of Coral Gables City Commission Meeting
Agenda Item C-2
February 11, 2020
City Commission Chambers
405 Biltmore Way, Coral Gables, FL

City Commission

Mayor Raul Valdes-Fauli
Vice Mayor Vince Lago
Commissioner Pat Keon
Commissioner Michael Mena
Commissioner Jorge Fors

City Staff

City Manager, Peter Iglesias
City Attorney, Miriam Ramos
City Clerk, Billy Urquia
Economic Development Director, Julian Perez

Public Speaker(s)

David Padilla

Agenda Item C-2 [9:32 a.m.]

A discussion regarding the sponsorship and funding for "La Feria de Sevilla" at Giralda Plaza.

Mayor Valdes-Fauli: And C-2 is a discussion regarding sponsorship for La Feria de Sevilla at Giralda Plaza. Do we have a tape here? Do we have anybody to present? Good morning.

Economic Development Director Perez: Mr. Mayor, good morning. Commissioners, good morning. My name is Julian Perez. I'm the Director of Economic Development for the City. This

morning before you we have Mr. David (INAUDIBLE) who will make a quick presentation regarding this proposed event. And thereafter, he's available to answer any questions that you may have as well as staff. With that, I'm going to pass on the presentation. Mr. (INAUDIBLE).

Mayor Valdes-Fauli: This is the first time Seville chooses to share its April Feria Sevilla with any city in the world, and they have chosen us as their partner. Go ahead.

David Padilla: Mr. Mayor, Commissioners. My name is David Padilla. I am representing a group of companies that we are organizing -- or we are bringing to Coral Gables this opportunity to have the Feria de Sevilla for the first time in history out of Spain. For those who don't -- are not familiar with the Feria de Sevilla, Feria de Sevilla is one of the most important events in Spain. Brings 3.6 million visitors every year to Sevilla. It is an investment of around 3 million euros that brings back around 900 million euros in return to the City of Sevilla. And for the first time in history, as I told you, they -- we've been working with the City of Sevilla, with the Mayor of (INAUDIBLE) Palace from October last year to bring this special signature event to the City of Coral Gables. So, a little bit of history. I told you the Feria de Abril is an event that started back in 19th century, started like a (UNINTELLIGIBLE) train fair. And not it's, as I told you, (UNINTELLIGIBLE) one of the intangible cultural heritage events UNESCO. Why Coral Gables? Because from the very beginning of this city, Coral Gables was meant to be a part of Spanish heritage in the United States. All the streets here, we have Alhambra, we have Giralda, we have, you know, a lot of different heritage from Spain in this city. Above that, we are sister cities with Seville. So, we think it's a very good opportunity to, you know, strength the ties that we both cities have. Our proposal is to have an event in May from the 8th to the 17th this year and it will have -- it will be the Feria de Abril at Coral Gables using Giralda Plaza as the real of the Feria, as the main street of the Feria. We offered the City of Coral Gables the chance to go to Seville to bring the light -- I mean, let me explain a little bit. The Feria de Sevilla starts with the encendido of façade that they do at the main entrance for the Feria. Okay, and the Feria ends when they turn on the -- off the lights. So, we propose our Mayor to go to Seville to take this symbolic light and bring it to Coral Gables at the next -- when the Feria de Sevilla ends, okay. So, this is the façade we are proposing

that will be placed at the beginning of Giralda Plaza, in the corner with Ponce de Leon. And the whole street will be decorated. It will be the Feria de Abril. Okay, all the restaurants, all the -- everything around will be decorated like Feria de Abril and -- like this, with the lanterns, lights, typical chairs, tents and everything like the fair, like this. Also, at the end of the street where is the parking lot in Giralda Plaza, we will install people's tent, which is a big tent with a stage where we will have activities for people all the weeklong, like flamenco classes, (INAUDIBLE). I mean, everything related to the cultural aspect of the fair will be hold there. This is the aspect of the people tent -- people's tent. And also, during all the week, we will be having activities like traditional food and beverages. We will have art and culture. We are in touch with the City of Seville, as I told you, and they are proposing their Chamber of Commerce to bring business people and companies from Spain that are related to fashion, to, you know, start agreements and to, you know, start working with the bride shops that we have in Miracle Mile and do like a fashion week using flamenco dresses and all around. We will have flamenco classes, sevillanas. We will have Los Del Rio will come here to sing for us. We spoke also with Estrella Morente. She's one of the -- yeah, those are the guys -- the macarena. Yeah, Estrella Morente is one of the most prominent flamenco singers in Spain, and we talked to her and she's happy to come also. And also, with Sara Baras. I know you probably know Sara Baras is also the most important bailara in flamenco today. And we will do also some exhibitions in the Coral Gables Museum. We spoke with Guitarras Ramírez. It's the most famous guitarra flamenco makers in the world. And they will come and exhibit their work for us. And well, we have some other companies that will come, you know, to entertain the people during the week and nights, all ages, children and adults and everyone. We will have Coro Rociero walking the street and singing during the day, you know, to entertain the people that are in the area. And we will like to organize activities for children with the Coral Gables Library. And well, we will have at the beginning of Giralda Plaza coche de caballos, like a stage to take pictures and, you know, and to do like a step and repeat. And -- well, this is the lights off event. As I told you, that will be from May the 8th to the 17th. So, in the 17th, we turn off the lights 'till the next year. The fair will start again in Seville. This is like a sister fair that will come every year, hopefully, after Seville's fair. We've been in touch with Uber and -- because we will like to -- we think this is -- the main challenge here is the communications. We need to

communicate to people of Coral Gables that this is a special event, this is something that can bring massive potential to the City in terms of revenue, in terms of people around -- from South Florida and even internationally. And what we have -- two strategic things that we want to do. For instance, Uber. We will like to decorate the Uber cars with everything like, you know, dots or whatever to show people that the fair is going to be here. And also, we've been in touch with Ola Television, who told us that they are happy to install a set permanently during the days of the fair to have one hour every day showcasing what are we doing in the fair. And you know, Ola Television is reaching 40 million households in the States and South America. So, I think the impact will be really good. Well, this is the plans of the façade. Well, that pretty much is -- that is all. If there is any question...

Mayor Valdes-Fauli: Thank you very much. Are there questions, comments?

Vice Mayor Lago: Mayor, my comments -- First of all, thank you for the presentation.

Mr. Padilla: Thank you.

Vice Mayor Lago: I think it's wonderful. There's a lot of rich culture and history from Spain and I think the event is an exceptional idea, especially when you incorporate a lot of the young people in this community. For example, my kids, my daughters take sevillana dancing. And it's not only a wonderful opportunity for them to learn a little bit about their heritage, but it's also a wonderful opportunity to get them away from these things, you know.

Mr. Padilla: Absolutely.

Vice Mayor Lago: And the TV and all kinds of things. So, it's a wonderful, you know, opportunity for them to get -- to learn a little bit about their culture. My questions are more geared towards, do you feel it's a little short notice to put together this type of endeavor, which is a pretty significant one?

Mr. Padilla: Well, yes. We've been working in this parade since October last year.

Vice Mayor Lago: Okay.

Mr. Padilla: The first time we present this to the Economic Development office here in Coral Gables. And since that very moment, we've been working in all the, you know, backstage part, let's say, okay. So, we are almost ready to start as soon as we have green light from you. We are 10 days to present you all the plans, all the technical stuff to start getting the permits to, you know, go ahead and move forward. And in terms of Seville, I've been in Seville like a month ago. I had a meeting with the Mayor Juan Espadas and all the staff in the City of Seville. And they are happy to help us in anything they can. They are going to involve the (INAUDIBLE), you know, is the regional authority. They're going to involve the Chamber of Commerce. They're going to involve tourism of Seville. I mean, there's going to be a lot of different institutions that will help and push this event for you to help us make it real and get this impact. We are -- we think it will (INAUDIBLE).

Vice Mayor Lago: And my second and final question is in regards to what would be the City's contribution and what would we be responsible for. Obviously, there's an underwriting cost associated with this.

Mr. Padilla: Of course.

Vice Mayor Lago: Can you give us an idea of what you're looking for in regards from the City and also what would be the total cost of the project?

Mr. Padilla: Well, we're asking the City to do like a minimum commitment. The commitment of the City will be to pay the cost of decorating the street, Giralda Plaza, okay. So, we need for the City to do the façade, the main entrance and all the decoration of the street.

Vice Mayor Lago: Is that a one-time fee that would be -- or it would be reoccurring on a yearly basis? Can we reuse that façade year in, year out, if we move forward?

Mr. Padilla: We can use it. Of course, yeah. The only thing we need to do is to unmount it.

Vice Mayor Lago: Storage.

Mr. Padilla: You know, storage. Right, exactly. And we can mount it the next year. Or the thing we can do is -- we've been talking with the Mayor and the City Manager the past weeks. We think it's pretty -- I mean, I think it's something feasible to find sponsors for the next year, you know, sponsor from the City probably to, you know, pay for the cost of this year by year cost. But this first year, we need the City, you know, to commit in this first expense. And we are going to do a lot of different things too because I mean, the minimum is to decorate the street and to have this real de la feria done, and you know, exactly the same that it needs to be. But above -- on top of that, we're going to do all the cultural activities. We're going to find Spanish sponsors. For example -- let me give you an example. We've been in touch with Estrella Galicia, one of the beers more famous from Spain and they love the project. They told me, okay, we love that. We're going to do a special beer for the project. So, we're going to print a special label and we're going to place this beer all around, Publix, Winn Dixie or whatever, all the supermarkets around to communicate that we're going to do this special event in Coral Gables. And also, we are talking with them how much they can put in money to, you know, support us, and you know, for example, to bring Los Del Rio to do something cultural on top of those (INAUDIBLE).

Commissioner Fors: So how...

Vice Mayor Lago: So, to go back to my question, what is the seed money that you're looking for in regards to the City?

Mr. Padilla: In terms of money...

Vice Mayor Lago: For the first year?

Mr. Padilla: Oh, I'm sorry. If we can go back to the presentation, I have a -- I think it was a 284.

Vice Mayor Lago: 284,000.

Mr. Padilla: Right.

Vice Mayor Lago: Is that reoccurring on a yearly basis or is that -- a big portion of that is a one-time fee, which again, you can reuse all these type of props and staging?

Mr. Padilla: We can reuse a lot because all the decoration, like chairs, tables and whatever, we can use in the next year. Let me show it to you. There you go. So, yes, to your question, I think this is something that maybe not the same amount of money, but pretty similar. You think that Seville invests every year around 3 million euros to, you know, organize all the far and that money brings back like 900 million, so it's massive, the return of investment, you know.

Commissioner Mena: Yeah, I think the...

Mr. Padilla: We don't think it's going to be the same here for the first year, but it's something we need to start, right?

Commissioner Mena: Is that based on an actual estimate from a contractor or is this...

Mr. Padilla: This is an actual estimate.

Commissioner Mena: Yeah.

Mr. Padilla: We have everything ready. I mean, we are ten days to have all the technical plans to start.

Commissioner Mena: Have you raised any funds to date? Like do you have any funding at all or is this...

Mr. Padilla: No, no, no. This is the part that we hope the City will approve and we can have green light to start moving forward on the cultural part. But yeah, we need some -- we had some conversations with (INAUDIBLE), with Pescanova, with a couple of banks. I mean, we have some sponsors that they are really interested in start, but we are stopped waiting for the green light from the City.

Commissioner Fors: Have you done this in another city before outside of Seville?

Mr. Padilla: This is the first time in history that the Feria de Abril is going to be organized outside Sevilla.

Mayor Valdes-Fauli: And we are...

Mr. Padilla: First time.

Mayor Valdes-Fauli: You know, they're -- it's our sister city. And I think that we should be very pleased that they have chosen us. The question is the monetary contribution.

Commissioner Mena: And the timing. My bigger concern is that this will be happening in less than three months.

Mr. Padilla: Yeah. Well, basically, as I told you, we have the plans ready. We are ten days to have all the plans at your table to start getting the permits. And after that we need three weeks to build and install the façade and the street decoration. So -- and for communication, April is going to be the month we need to use for communication.

Commissioner Mena: Because you're -- sorry -- and they may have -- when they introduced you, I apologize if they said this. So, are you part of a certain organization that puts on events like this? Like what is...

Mr. Padilla: Yeah. Well, we are...

Commissioner Mena: Your background and experience doing this...

Mr. Padilla: Of course, yeah.

Commissioner Mena: Kind of event?

Mr. Padilla: Sure, sure. I represent a Spanish group. We are a group of companies that are leaders in Spain for library industry. We serve libraries. In terms of -- we do consultancy, we do management of libraries. We have like more than 3,600 libraries in Spain we manage. So, we serve cultural activities for the libraries. This is the part we do. And our partner in this event is (INAUDIBLE). He's around here. And he's an event manager/expert in these installations. He's been working with Heineken here in the States -- Heineken and Microsoft. He's working at this very moment in the Food & Wine Festival installing different structures easier than this one. Basically, this is like a decoration. It's not something that you have to visit. I mean, it's pretty simple in terms of time for -- to install it.

Commissioner Mena: The sample or the renderings, excuse me, that you showed in your presentation with like tents sort of running up and down. I mean, how would that work here with our storefronts? In other words, you're not going to be able to...

Mr. Padilla: No, no, of course. It's not the same.

Commissioner Mena: Right. So, is it just the...

Mr. Padilla: We're going to do something similar.

Commissioner Mena: So, there's a stage at the end and then...

Mr. Padilla: Yeah.

Commissioner Mena: The façade on the other side?

Mr. Padilla: We will do the façade at the very beginning. We will do the carriage at the end to, you know, take pictures and whatever. We will do the (INAUDIBLE) stand at the end...

Commissioner Mena: Right.

Mr. Padilla: In the parking lot. And we will do some tents all around the street, all along the street, okay, using the space that they have with the umbrellas right now. We will use that space like with the tents and the same colors and with the lanterns. You know, it's like a decoration to make it as much similar as possible to the real de la feria in Sevilla.

Mayor Valdes-Fauli: When we had the Dia de los Puercos, the Mexican festival very early in November, I think every merchant was very, very pleased about the number of people it attracted.

Commissioner Mena: Have we heard from the...

Vice Mayor Lago: That's what I was going to ask right now.

Commissioner Mena: From the BID or from the subcommittee for Giralda or anybody associated with the actual businesses? I got an email, I think, from the owner of La Dorada, obviously.

Mr. Padilla: Well, we proposed...

Commissioner Mena: I see the synergy there. That's pretty obvious.

Mr. Padilla: Yeah, absolutely. There's a synergy, of course.

Commissioner Mena: Yeah, right. But have we...

Mr. Padilla: You know, I think that...

Commissioner Mena: Heard from anybody else?

Vice Mayor Lago: Have you gone -- you haven't gone...

Commissioner Mena: Have they seen this?

Vice Mayor Lago: Have you spoken to the...

Mr. Padilla: Of course.

Vice Mayor Lago: To the representatives of the...

Mr. Padilla: Yeah, yeah, yeah.

Vice Mayor Lago: Business Improvement District and...

Mr. Padilla: We spoke to her at the very beginning, to the owner of El Dorada. And she introduced us to the Economic Development Office.

Vice Mayor Lago: Yeah, but...

Commissioner Keon: No, the BID.

Mr. Padilla: And you know...

Vice Mayor Lago: But that's -- the business...

Commissioner Keon: The Business Improvement District.

Mr. Padilla: No, not yet.

Economic Development Director Perez: Not yet.

Commissioner Fors: And...

Economic Development Director Perez: That's one of the -- again, Julian Perez. That's one of the recommendations that we initially made to him, that he needed to contact the BID; he needed to contact the Chamber and all of those stakeholders that have an interest in this whole program. And -- so that everybody's on board. It's -- remember, it's a signature project. It's a project that is going to have a tremendous impact not only in our community but throughout the region. So, it's very important and we have pointed it out to him.

Vice Mayor Lago: So, if you'd like -- I mean, I'm the representative for the Commission for the Business Improvement District. If you'd like, after this Commission...

Mr. Padilla: Of course, yes.

Vice Mayor Lago: Meeting today or we can schedule anytime this week, you can sit down and have a discussion and we'll schedule a meeting with the BID.

Mr. Padilla: As soon as possible, I mean, yeah.

Vice Mayor Lago: I'd like to see if staff could come back up. Just I have a few questions. When you consider the umbrellas, for example, which was an incredible, wildly successful project that we undertook and it drew thousands of people, and when you look at the financial numbers in regards to the parking revenue that it brought in, it paid for itself and then some. It's my understanding, correct?

(COMMENTS MADE OFF THE RECORD)

Vice Mayor Lago: Yeah. So, you know, my big issue -- my big concern here is it's almost \$300,000. This is a significant amount of money. Where are we going to get that money from? Is this coming from Art in Public Places? Is this coming from -- where -- what are we looking at exactly?

Economic Development Director Perez: That would come from the budget that we have for the Giralda. That will be the...

City Manager Iglesias: We have -- Vice Mayor, we have -- we used \$100,000 from Giralda to -- for the Illuminate project. We still have \$200,000 left for an event on Giralda or on the Mile.

Vice Mayor Lago: But I want to make sure...

City Manager Iglesias: So, we are short.

Vice Mayor Lago: That money was money that was allocated for Art in Public Places. That money was for the purchase of -- because there's a little bit of confusion on that. So, I want to make sure...

City Manager Iglesias: It was event...

Vice Mayor Lago: That's for event planning or was that monies that was allocated as per our obligation for Art in Public Places?

City Manager Iglesias: That's the monies that we've been using for the events on Giralda.

Vice Mayor Lago: Okay.

City Manager Iglesias: So, it was 300,000. We are -- we used 100,000 for Illuminate. We have \$200,000 left for an event on Giralda or really, on...

Commissioner Mena: Multiple, right?

City Manager Iglesias: Or mul -- well, we only have 200, so you probably can have maybe one more.

Vice Mayor Lago: So...

City Manager Iglesias: And maybe we have a little bit leftover.

Vice Mayor Lago: So, I think that when we sit down and have a conversation in regards to -- I'm not ready to vote on this proposal today, and I'm going to tell you why. I think we need to kind of have a schedule of the costs and what we're looking at, not only in year one. I'm in favor of the project. I think it'd be something great for the City, obviously for the merchants and for our downtown. We just continue to get better and better and better. But I need to see something a little bit more concrete. I need to see what will be year two's expected costs for the City. Because you're not going to do this for one year. This is going to be a reoccurring event that hopefully will grow, and it'll be a signature event, not only for the City of Coral Gables, for Miami-Dade County as a whole. And I want to make sure that we do it right and we don't want to start off saying \$284,000 and what you really need is a lot more than that, and then you've got to come back to the Commission. And I want to know what the second year, the third year, what will be the cost associated with that? Do you understand that? I think that's something...

Mr. Padilla: Sure.

Vice Mayor Lago: It's a simple request.

Mr. Padilla: Yeah. We can work on that.

Commissioner Mena: I -- yeah. I love this event. I like the idea of it. I like the renderings. I like...

Mr. Padilla: Thank you.

Commissioner Mena: I think the timetable is more than ambitious. And the last thing I would want is for us to put that kind of money in. I talked a little bit about this at our last meeting or the one prior. My preference would be, frankly, if this is something that got planned out with a real amount of time, possibly for next year, where you had, you know, commitments from sponsors to

invest a certain amount of money and we were investing money into a project that had those types of commitments. This to me makes me a little uncomfortable because the last thing I would want is to put on an event like this in a rushed fashion and have it not fulfill its potential when I think it has the potential, if done right, to be something we could maybe do every year. And so, I don't want to rush into something a little haphazardly here and have it not be the type of event that we'd like to see, which is a successful one. So...

Mayor Valdes-Fauli: So, we...

Commissioner Mena: Where I am right now is I would be in favor of planning this event for...

Vice Mayor Lago: 2021.

Commissioner Mena: 2021, if there's interest in doing that. I'm a little uncomfortable committing this kind of money without any notice, and respectfully, with not a ton of planning. I know you've been working on it since October, but even that is not an incredible amount of time for an event of this magnitude. And I can -- and I'll tell you now that I would give you my word that I would be committed to investing this kind of money next year if I see that there's sponsorship behind it. There's already commitments from I'm hearing a lot of this company has expressed potential interest; this artist has expressed potential interest, but we just don't know if that's going to happen.

Mr. Padilla: (INAUDIBLE).

Commissioner Mena: Right, right.

Mr. Padilla: (INAUDIBLE) first time, as I told you. Never -- they never gave their more volume franchise (INAUDIBLE).

Commissioner Mena: Right.

Mr. Padilla: And they gave that to us.

Commissioner Mena: Right.

Mr. Padilla: (INAUDIBLE) choose Coral Gables to be, you know, the spot to do the fair.

Commissioner Mena: Which is wonderful.

Mayor Valdes-Fauli: Shall we ask him...

Mr. Padilla: It is.

Commissioner Mena: Yeah.

Mr. Padilla: And also, all the conversations we had so far with potential sponsors has been very good. I mean, (INAUDIBLE), Ola Television, Pescanova. Every one is interested. Even with the short notice, they want to be part of the event.

Mayor Valdes-Fauli: Shall we ask him to come back at the next meeting with a much more detailed presentation and why it can happen and...

Commissioner Mena: Sure.

Mayor Valdes-Fauli: Some of the donors. I mean, that's what the Vice Mayor was suggesting.

Vice Mayor Lago: And I think like the first point...

Mayor Valdes-Fauli: Yeah.

Vice Mayor Lago: That I mentioned, which falls in line with Commissioner Mena's is the simple fact that, I mean, I do scheduling for a living, construction projects. I mean, this is...

Mr. Padilla: Right.

Vice Mayor Lago: A very ambitious event that you're trying to put together. And I commend you for it because I think it's going to be great for the City. I think we need to meet with the Business Improvement District. We need to get their buy-in. They're going to be interested. They're going to want to do it. Anything that drives people to the downtown is something that's spectacular, especially at this caliber of quality. I think it's something that's going to be very well received. But let's get buy in from them. Let's see if they can put some skin into the game. They have a budget, a pretty significant budget where I think they can use maybe some of those funds which are leftover every single year to potentially, you know, underwrite an event -- to help the City underwrite this type of event. So, I give you my commitment to meet with you this week.

Mr. Padilla: Okay.

Vice Mayor Lago: Have a sit down meeting with...

Mr. Padilla: Sure.

Vice Mayor Lago: The chairman of the BID, sit down with staff and take a serious look. Because I also agree that I think 20 20, like I mentioned before, is a little aggressive in regards to delivery. And I want this to be a home run. I want this to be something that, again, when it starts, everybody's looking forward to the next year and the following year and to the following year.

Mayor Valdes-Fauli: So, let's come back at the next meeting with a much more detailed schedule of why it can happen. Some of the donors -- you've met with a BID, met -- meet with the Chamber of Commerce and come back to the next meeting.

Vice Mayor Lago: We'll get some...

Mayor Valdes-Fauli: Thank you for the presentation.

Commissioner Keon: Right.

Vice Mayor Lago: We'll get some letters of intent.

Commissioner Keon: Yeah, I...

Vice Mayor Lago: We'll get some letters of intent from...

Mayor Valdes-Fauli: Yeah.

Vice Mayor Lago: From the sponsors.

Mr. Padilla: Of course, yeah, absolutely.

Vice Mayor Lago: Some, you know, interest.

Mr. Padilla: Have some more conversations with them and get (INAUDIBLE).

Vice Mayor Lago: I'd like to see a sponsorship package.

Mayor Valdes-Fauli: Yeah.

City Commission Meeting

February 11, 2020

Agenda Item C-2 - A discussion regarding the sponsorship and funding for "La Feria de Sevilla" at Giralda Plaza.

Vice Mayor Lago: I'd like to see a sponsor package. I'd like to see a total project budget.

Mr. Padilla: Of course, yeah.

Vice Mayor Lago: I'd like to see all these kind of things broken down by schedule...

Mr. Padilla: Okay.

Vice Mayor Lago: With an understanding of what are -- what's...

Mr. Padilla: (INAUDIBLE) because we wanted...

Vice Mayor Lago: I understand.

Mr. Padilla: (INAUDIBLE).

Vice Mayor Lago: I understand, but that's -- but having a budget is critical.

Mr. Padilla: Yeah.

Vice Mayor Lago: Just like having a critical path, understanding what needs to be done first and, you know, what is your last item on that schedule?

Commissioner Fors: And also, in that -- when you're preparing that budget, I think it would be helpful for us, if possible, to not only speak about the budget of launching it, but also how much of that will be reusable...

Commissioner Mena: Yeah.

Commissioner Fors: The next year. And also, discuss the possibility of, since we're all talking about what we can reuse and can't use the next year and how much of it will be investment recurring, to talk about possibly having some kind of contractual relationship where we know that you commit to do it for X amount of years at the City's option.

Mr. Padilla: Sure.

Mayor Valdes-Fauli: Alright.

Commissioner Keon: I'm, you know -- how much do you anticipate the event will cost in total, the total cost of this event?

Mr. Padilla: It's not easy to say at this point.

Commissioner Keon: Yeah, but you have to know those numbers. You have to know how much this event is going to cost in order for the City to make a commitment of any funds because then we need to know how much you need to raise and we need to see where you are in that commitment to raising money. Because we're not going to -- I would not support our going down that path until we know the total amount the event is going to cost...

Mr. Padilla: Okay.

Commissioner Keon: The commitments that you have from other groups to help sponsor that event, and then what we're going to do. I would really urge you to look at April of 2021. I don't think you have time to do all that now. We don't have that money budgeted for just one event. Usually, we try and reserve dollars for something on Giralda in the summer because it's when it's a very quiet time and we need to invest in Giralda at -- in those quiet months to bring people to the area to support the businesses on Giralda. So, I think that it's beautiful. I think it's beautiful and I

-- I am going to go to Europe in April. I may wait till the end. I may go to Sevilla and see it myself.

Mayor Valdes-Fauli: But I...

Commissioner Keon: But I think it's lovely. I think it's a wonderful idea. You know, Sevilla is our sister City. I think it's -- you know, I...

Mr. Padilla: It's the right moment to do it.

Commissioner Keon: Thank you. Absolutely. Thank you for bringing it to us.

Mr. Padilla: Happily.

Commissioner Keon: But I don't think six weeks is enough time to do everything that you need to do and to give staff the opportunity to really go through the processes with you as to what needs to be done and what needs to be permitted and everything else.

Mr. Padilla: It's not April, I'm sorry.

Commissioner Keon: Until you have the...

Mayor Valdes-Fauli: Commissioner, let's see what they come up...

Mr. Padilla: It's May. It's going to be May.

Commissioner Keon: Of that commitment, so I...

Mayor Valdes-Fauli: Let's see what they come up with at the next meeting.

Commissioner Keon: Fine, but...

Mayor Valdes-Fauli: I agree.

Commissioner Keon: I...

Mayor Valdes-Fauli: And so far, I haven't heard that there's anything planned for, I mean, umbrellas or anything else for Giralda this year.

Commissioner Keon: Well, there is something -- they always plan something in the summer.

Mayor Valdes-Fauli: There's nothing yet.

Commissioner Keon: There's always --

Vice Mayor Lago: Nothing.

Commissioner Mena: Nothing yet.

Commissioner Keon: I don't where they are with that yet. I would have to talk with the BID and the Chamber to see where they are with that because I think that there is and I think that they usually -- you know, that's why that money is...

Mayor Valdes-Fauli: Okay, please...

Commissioner Keon: Budgeted.

Mayor Valdes-Fauli: Please come back at the next meeting.

Mr. Padilla: Sure.

Mayor Valdes-Fauli: All right. Thank you.

Mr. Padilla: Thank you.