



# CITY OF CORAL GABLES INTERNATIONAL CULTURAL EVENTS INITIATIVE

A program focused on bringing five high-quality, international and culturally-enriching events to Coral Gables in 2022







# PROGRAM GOAL

Co-sponsor five (5) international cultural events in the City with international partners to create community-focused activities with the purpose of learning and experiencing the culture and ethnicity of other countries for the benefit of residents, businesses and visitors.





# PROGRAM OBJECTIVES

1. Honor our international partners' arts, cultural and relationship with the City of Coral Gables.
2. Enhance commercial trade and cultural exchange between local and regional businesses, and international partners to expand economic opportunities and job creation.
3. Celebrate and honor the countries participating in the Sister Cities program.
4. Celebrate the City's cultural diversity.
5. Attract people to the Downtown.



## TO QUALIFY

- Program applies to events proposed by foreign government agencies.
- A completed special events application is required.
- Proposed event must be approved by the City's Special Events Committee and must meet all special event guideline conditions.
- Proposed events should take place in the downtown.
- Proposed events must be free to attend and open to the public.
- Proposed events must provide a high-quality and culturally-enriching experience.

## BENEFITS

The City of Coral Gables will cover overhead costs which include but are not limited to:

- Special events application
- Parking
- Police
- Fire
- Barricades
- Inspections
- Street closings

**\$20,000 maximum value per application**



# PROCESS

- Foreign government agencies must submit a special events permit application.
- The Special Events Committee will evaluate if the proposed event qualifies for this program based on the established criteria.
- If more than five qualified events are identified, the International Affairs Coordinating Council will assist in selecting the top five recipients from the available submittals.







# ACTION ITEMS

1. Direct contact with the Consular Corps of Miami.
2. Individual meetings with members of the diplomatic corps and foreign agencies in Coral Gables and Miami-Dade County.
3. Letter to the consular corps inviting their respective consulate or foreign agencies to participate in the program.
4. Advertise the program through City's communication platforms.
5. Provide the City's Special Events Application and supporting documents to foreign agencies.





THE CITY OF CORAL GABLES  
Economic Development Department

December 6, 2021

Subject: City of Coral Gables International Cultural Event Program – Invitation to Participate

Dear Consul General,

Our best wishes for a happy and healthy 2022. We would like to inform you of a new City of Coral Gables initiative. This year, the City is launching its first *International Cultural Events Program*. Coral Gables would like to collaborate with foreign government agencies to bring five international cultural events to the downtown area of Coral Gables. The events would educate and expose the community to diverse cultural experiences.

The City is committing up to \$20k per event for this initiative to help cover the costs associated with parking, police, inspections and street closures, to name a few. All interested parties are required to complete the City's *Special Events Application* with information about the event. (Attached for your review please find a copy of the application & program flyer). Also, the event must be approved by the City's *Special Events Committee* and must meet all special event guideline conditions.

The schedule for hosting an event of this kind is from March 1, 2022 to September 30<sup>th</sup>, 2022. However, we encourage you to apply early as only five applications will be awarded. Should you have any questions or require additional information, please contact me at 305-722-8704 or [lperez@coralgables.com](mailto:lperez@coralgables.com).

Best regards,

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## CITY OF CORAL GABLES INTERNATIONAL CULTURAL EVENTS INITIATIVE

A PROGRAM FOCUSED ON BRINGING FIVE HIGH-QUALITY, INTERNATIONAL AND CULTURALLY-ENRICHING EVENTS TO CORAL GABLES IN 2022.

The City of Coral Gables will leverage its international relationships to partner with countries to create community-focused events with the purpose of learning about international cultures for the benefit of its residents, businesses and visitors.

### TO QUALIFY

- Program applies to events proposed by foreign government agencies.
- Complete a special events application.
- Proposed event must be approved by the City's Special Events Committee and meet all Special Events guidelines and conditions.
- Proposed events should take place in the downtown.
- Proposed events must be free to attend and open to the public.
- Proposed events must provide a high-quality and culturally-enriching experience.

### BENEFITS

THE CITY WOULD COVER OVERHEAD COSTS WHICH INCLUDE BUT ARE NOT LIMITED TO:

- Special events application
- Parking
- Police
- Fire
- Barricades
- Inspections
- Street closings

**\$20K**  
MAX VALUE PER APPLICATION

**CORAL GABLES**  
THE CITY BEAUTIFUL

For more information, contact Leticia Perez  
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