



City of Coral Gables
CITY COMMISSION MEETING
December 6, 2016

ITEM TITLE:

A Resolution authorizing City Staff to negotiate and execute a cooperative promotional agreement with Uber, the nation's leading provider of ride-sharing services.

DEPARTMENT HEAD RECOMMENDATION:

Approval

BRIEF HISTORY:

The City wishes to promote the use of ride-sharing services as a way of attracting customers to Downtown in support of businesses adversely affected by construction of the Miracle Mile / Giralda Avenue Streetscape Project.

Uber, the nation's leading provider of ride-sharing services, has expressed an interest in partnering with the City in a cooperative promotional campaign, as provided in the draft partnership proposal, included as Exhibit 1 to the accompanying Resolution.

This item authorizes the City to negotiate and execute a cooperative promotional agreement with Uber.

APPROVED BY:

Department Director	City Attorney	Assistant City Manager	City Manager

ATTACHMENT(S):

1. Proposed Resolution authorizing contract negotiation and execution with Uber