

**RESOLUTION No. 22-03**

**A RESOLUTION OF THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, APPROVING AN AGREEMENT WITH THE RHYTHM FOUNDATION TO PRODUCE A HYBRID LIVE AND VIRTUAL EDITION OF THE RITMO DORAL CULTURAL EVENT DURING MARCH 2022; IN AN AMOUNT NOT TO EXCEED \$10,000.00; AUTHORIZING THE CITY MANAGER TO EXECUTE THE AGREEMENT AND EXPEND BUDGETED FUNDS FROM ACCOUNT No. 001.40005.500482 ON BEHALF OF THE CITY; PROVIDING FOR IMPLEMENTATION; AND PROVIDING FOR AN EFFECTIVE DATE**

**WHEREAS**, the City of Doral seeks to engage The Rhythm Foundation to produce the sixth annual edition of Ritmo Doral, a budgeted world music concert and livestreamed virtual event that serves as a strategic platform to attract consumers to Downtown Doral businesses, promote the City as a desirable regional and international destination, and strengthen ties with partners, for an amount not to exceed \$10,000 to be expended from Account # 001.40005.500482; and

**WHEREAS**, the Ritmo Doral 2022 edition is scheduled for March 12, 2022 on The Doral Yard Stage in Downtown Doral and will feature live performances in compliance with all federal, state and local restrictions at the time of the event, to be livestreamed to an international audience online as a virtual branding event for the City of Doral and its partners; and

**WHEREAS**, The Rhythm Foundation is willing to produce, promote and hold the Ritmo Doral 2022 virtual event and to work in conjunction with the City to facilitate ancillary economic development activities as deemed appropriate at the time of the event; and

**WHEREAS**, the City is willing to support The Rhythm Foundation for producing and implementing the scheduled event by compensating The Rhythm Foundation in an amount not to exceed \$10,000.00 to implement production, programming, promotions,

and for securing the services of the headline artists, as set forth in Exhibit "A," whose expenses and artist fees shall be paid from said budget; and

**WHEREAS,** The Rhythm Foundation was funded by the Mayor and the City Council during the Budget process in September 2021 and approved for funding in a \$10,000.00 line item in the Planning and Zoning Department's Promotional Activities Account, #001.40005.500482.

**NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, AS FOLLOWS:**

**Section 1. Recitals.** The above recitals are confirmed, adopted, and incorporated herein and made as part hereof by this reference.

**Section 2. Approval.** The City Manager is authorized to enter the City into an agreement, for to engage The Rhythm Foundation to produce Ritmo Doral 2022 as a hybrid live and virtual event for an amount not to exceed \$10,000.00 per the contract's terms of service.

**Section 3. Authorization.** The City Council of the City of Doral, Florida hereby authorizes the City Manager to expend funds in an amount not to exceed \$10,000.00 from the Planning and Zoning Department's Promotional Activities Account, # 001.40005.500482.

**Section 4. Effective Date.** This Resolution shall become effective immediately upon its adoption.

The foregoing Resolution was offered by Councilmember Mariaca who moved its adoption. The motion was seconded by Vice Mayor Cabral and upon being put to a vote, the vote was as follows:

Mayor Juan Carlos Bermudez	Yes
Vice Mayor Digna Cabral	Yes
Councilman Pete Cabrera	Yes
Councilwoman Claudia Mariaca	Yes
Councilman Oscar Puig-Corve	Yes

PASSED AND ADOPTED this 12 day of January, 2022.

  
\_\_\_\_\_  
JUAN CARLOS BERMUDEZ, MAYOR

ATTEST:

  
\_\_\_\_\_  
CONNIE DIAZ, MMC  
CITY CLERK

APPROVED AS TO FORM AND LEGAL SUFFICIENCY  
FOR THE USE AND RELIANCE OF THE CITY OF DORAL ONLY:

  
\_\_\_\_\_  
LUIS FIGUEREDO, ESQ.  
CITY ATTORNEY

# EXHIBIT “A”

## **EXHIBIT "A"**

### **RITMO DORAL 2022**

**Ritmo Doral** is a free, family-friendly cultural and economic development event celebrating the rich diversity and international scope of the Doral community through live music, culture, food, and entertainment. This event is intended to engage Doral residents and attract visitors while promoting Doral as a culturally artistic, diverse and creative place to live, work, learn, play and invest. Ritmo Doral seeks to further the goals of the City of Doral's cultural, economic development and diplomatic initiatives by serving as a catalyst for business development, educational and promotional activities.

**MARCH 12, 2022**  
**SATURDAY**

**RITMO DORAL @ Doral Yard Stage, 6-10 p.m.**

Ritmo Doral event will provide a platform for cultural presentations, promotion of Downtown Doral's business district, branding of the city as an international cultural and business destination. It will serve as a regional tourism showcase of the City of Doral.

The proposed performers are Puerto Rican neo-roots ensemble Zona de Bomba and traditional Cuban music act Cortadito, supported by cultural performances from locally based international artists. Final performers may vary depending on availability. The Doral Yard will sponsor the event stage.

Planned event highlights and opportunities include:

- A HEADLINING APPEARANCE BY A LOCALLY BASED INTERNATIONAL ARTIST PRECEDED BY SUPPORTING ACTS FROM THE LOCAL COMMUNITY
- MARKETING CAMPAIGN AND PR IN SOUTH FLORIDA
- BRANDING AND ACTIVATION OPPORTUNITIES ONLINE
- BUSINESS DEVELOPMENT ACTIVITIES FOR DOWNTOWN DORAL BUSINESSES

RITMO DORAL is produced by The City of Doral and The Rhythm Foundation, an award-winning South Florida cultural organization with 34 years' experience in presenting concerts and festivals with major international artists. The Rhythm Foundation has also been a pioneer in combining live and virtual performances during the COVID-19 era.