

ORDINANCE No. 2022-02

AN ORDINANCE OF THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, CREATING ARTICLE II, SECTION 2-79 ENTITLED “SPONSORSHIPS”, IN CHAPTER 2 “ADMINISTRATION” OF THE CITY’S CODE OF ORDINANCES, TO CREATE PROCEDURES FOR CITY COUNCIL TO SPONSOR PROGRAMS AND SPECIAL EVENTS; PROVIDING FOR INCORPORATION INTO THE CODE; PROVIDING FOR SEVERABILITY; PROVIDING FOR CONFLICTS; AND PROVIDING FOR AN EFFECTIVE DATE

WHEREAS The City of Doral provides sponsors a select number of events and programs that are consistent with the City of Doral Strategic Plan; and.

WHEREAS the City desires to distribute public resources in a manner that furthers the City’s governmental and public purposes, such as the sponsorships for special events; and

WHEREAS the City of Doral finds it in the best interest of the community and residents to identify and assist our nonprofit and community partners that are dedicated to promoting programs for the community at large; and.

WHEREAS the city of Doral is committed to developing a streamlined sponsorship process to establish procedures that allow for disbursement of discretionary funds approved by City Councilmembers to serve our nonprofit and community partners better, but also measure the impact our sponsorships are having in our community.

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

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Section 1. Recitals. The foregoing “WHEREAS” clauses are hereby ratified and confirmed as being true and correct and are hereby made a part of this Ordinance upon adoption hereof.

Section 2. Code Amended. Chapter 2 of the City of Doral Code of Ordinances is hereby amended as follows:

CHAPTER 2 - ADMINISTRATION

Article 2-79: Municipal Sponsorships

Section 1: Purpose The purpose of this ordinance is to establish procedures for all municipal sponsorships including the disbursement of discretionary funds approved by City Councilmembers to sponsor programs, services, and special events and charitable and civic events that serve a public purpose.

The City will consider entering into sponsorships that further the City’s mission by providing monetary support for special events conducted by external groups in the City. However, the City recognizes that the public trust and perception of its integrity and impartiality may be damaged by sponsorships that:

- a) establish, or are perceived as establishing an inappropriate association;
- b) are perceived to be politically oriented;
- c) are offensive to segments of its citizenry; or
- d) are aesthetically displeasing.

Therefore, the City reserves the right to only consider sponsorships in limited circumstances as outlined in this ordinance.

Section 2: Definitions

Sponsorship: A sponsorship is any financial support from the City to the organizing agency that helps offset the costs of the event operations.

Sponsor: A company, organization, or individual who provides the City with financial support of an event or program that helps offset the costs of event operations.

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Sponsorship Agreement: A negotiated agreement between the City and a company, organization, or individual to pay a fee, provide services, share products or any combination thereof, including advertising and promotional opportunities between the City and a company, organization, or individual.

Event: a local celebration, fundraiser, athletic, cultural, or educational activity that demonstrates a public benefit that meets the criteria established below. Event Types shall include the following:

1. Events providing a benefit to Doral residents.
2. Events that contribute positively to the recognition and image of the City of Doral.
3. Events that are open to the general public.
4. Events and organizations that demonstrate that they can meet the necessary requirements of the Sponsorship Agreement.
5. The organization's goals must align with established Council goals.

Section 3: Sponsorship Opportunities

A. **Available Funds** - Each Councilmember will be allotted \$1,000 per fiscal year (contingent upon annual City Budget approval), to sponsor Special Events for eligible applicants whose events and programs support the City's mission and provide a community benefit. The respective Councilmember will submit the sponsorship requests to the City Manager no later than thirty days before the scheduled event and staff will process the sponsorship request(s) accordingly. Councilmembers will not be required to use their allotment to attend events related to city memberships or events/sponsorships specifically approved in the city budget.

B. Sponsorships include but are not limited to:

1. Advertising: Advertising provides the sponsor with the opportunity to advertise through a variety of City marketing materials, including print and digital advertising.
2. Programs: Sponsorship of programs provides the opportunity for the sponsor's name and logo to appear in advertising and marketing materials related to the program.
3. Events: Event sponsorship is offered through various sponsorship packages, each package benefit's varying in relation to the level of sponsorship.

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Section 4: Eligible Applicants

1. Nonprofit Organizations: Qualifying nonprofit organizations that are incorporated as a nonprofit charitable organization that is tax exempt under section 501(c)(3) of the Internal Revenue Code are eligible for sponsorship funds.
2. Neighborhood Associations: In the absence of 501(c)(3) status, City recognized neighborhood associations may be eligible for sponsorship funds.
3. Promoters of charitable and civic events.

Section 5: Eligibility Criteria

The City shall consider the following non-exclusive criteria for all sponsorship events:

1. Whether the expenditure is normal and customary.
2. The relationship and importance of the event to the City's mission.
3. Whether, and the extent to which, the event furthers one or more of the City Council's adopted focus areas.
4. Whether and the extent to which the event will create financial or administrative burdens on the City or require additional personnel.
5. The extent and prominence of communications to the public regarding the event.
6. The aesthetic characteristics of communications to the public regarding the event.
7. Whether the sponsorship will establish or will be perceived as establishing an inappropriate association.
8. Whether the event is or will be perceived to be politically oriented.
9. Whether the event is or will be perceived to be religiously oriented.
10. Whether the event is or will be perceived to be offensive to segments of the City's citizenry.
11. Whether the persons or organizations affiliated with the event manufacture products, take positions, or otherwise engage in activity that is/are inconsistent with local, state, or federal law, or city policies, city mission, or council's focus areas.
12. Other factors that might undermine public confidence in the city's impartiality or interfere with the efficient delivery of city services or operations.
13. All sponsorship opportunities shall benefit the city of Doral and its residents.

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Section 6: Procedure

1. Applicants and Members of the City Council may submit sponsorship requests to the City Manager's Office for review no later than thirty days prior to the scheduled event. The request must be accompanied with background documentation sufficient to permit the city manager to determine whether the event satisfies the criteria set forth in this ordinance.
2. If the City Manager determines the event does not meet the city's eligibility criteria in section 5, the manager shall promptly advise the councilmember or applicant.
3. All sponsorships are subject to City Council approval.
4. Any sponsorship request that does not meet the eligibility criteria delineated in section 5 must be placed on the agenda as a discussion item.

Section 3. Implementation. The City Manager, City Clerk, and City Attorney are hereby authorized and directed to implement the provisions of this Ordinance and to take any and all necessary administrative actions as may be appropriate by their position to execute the purpose of this Ordinance.

Section 4. Incorporation into the Code. The provisions of this Ordinance, to the extent appropriate, shall become and be made a part of the Code of Ordinances of the City of Doral. The City Clerk is authorized to take all actions necessary to incorporate the provisions of this Ordinance into the Code of Ordinances, including, but not limited to, renumbering or relettering sections and to change the word "ordinance" to "section," "article," or such other appropriate word or phrase in order to accomplish such intention.

Section 5. Severability. The provisions of this Ordinance are declared to be severable and if any section, sentence, clause or phrase of this Ordinance shall for any reason be held to be invalid or unconstitutional, such decision shall not affect the validity of the remaining sections, sentences, clauses, and phrases of this Ordinance but they

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shall remain in effect, it being the legislative intent that this Ordinance shall stand notwithstanding the invalidity of any part.

Section 6. **Conflicts.** All ordinances or parts of ordinances, resolution or parts of resolutions, in conflict herewith, are repealed to the extent of such conflict.

Section 7. **Effective Date.** This Ordinance shall become effective immediately upon passage by the City Council on second reading.

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The foregoing Ordinance was offered by Councilmember Mariaca who moved its adoption. The motion was seconded by Councilmember Puig-Corve 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

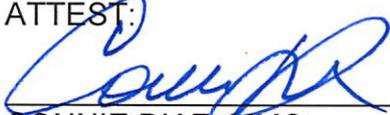
PASSED AND ADOPTED on FIRST READING this 12 day of January, 2022.

PASSED AND ADOPTED on SECOND READING this 9 day of February, 2022.



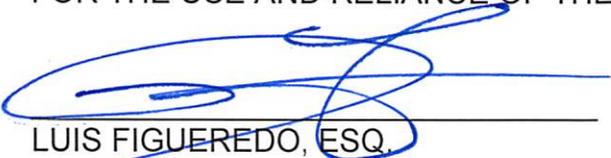
JUAN CARLOS BERMUDEZ, MAYOR

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

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