

RESOLUTION No. 21-130

A RESOLUTION OF THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, AUTHORIZING THE CITY MANAGER TO ENTER INTO AN ADVERTISING AGREEMENT WITH VOICE MEDIA GROUP FOR A “BEST OF DORAL” MULTIMEDIA CAMPAIGN IN CONJUNCTION WITH THE MIAMI NEW TIMES “BEST OF MIAMI 2021” CAMPAIGN IN AN AMOUNT NOT TO EXCEED \$18,500.00; PROVIDING FOR IMPLEMENTATION; AND PROVIDING FOR AN EFFECTIVE DATE

WHEREAS, the City of Doral seeks to promote its businesses to the local and regional community through a summer-long “Best of Doral” multimedia marketing campaign in a variety of platforms and formats; and

WHEREAS, the “Best of Doral” program will highlight several business sectors in the City, increasing visibility throughout the summer months and engaging the community to participate by voting for their favorite Doral business in the respective categories; and

WHEREAS, the intent of the program is to encourage foot traffic for Doral businesses by engaging consumers in Doral and beyond to visit Doral businesses and then vote for their favorite in each category; and

WHEREAS, the “Best of Doral” multimedia campaign can create excitement on a larger scale by dovetailing with Miami New Times’ countywide “Best of Miami 2021” campaign to reach a larger regional audience for the City’s businesses; and

WHEREAS, this media alliance is intended to amplify positive messaging about the City of Doral’s growing business community and provide a high-profile kick-off to the “Best of Doral” program; and

WHEREAS, the total cost for the campaign is \$18,500.00, consisting of \$13,500.00 for a “Best of Doral” multimedia campaign ranging from June 15 to

September 15, including the release of the “Best of Miami” edition in September, and \$5,000.00 for sponsorship of a “Best of Doral” pop-up at the “Best of Miami” winners’ celebration at Riverside in Downtown Miami on September 8, 2021 in conjunction with up to five Doral businesses.

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

Section 1. Recitals. The foregoing recitals are confirmed, adopted, and incorporated herein and made a part hereof by this reference.

Section 2. Authorization. The Mayor and City Council, on behalf of the City Of Doral, hereby authorizes the City Manager to enter into an agreement with Voice Media Group to engage in a multimedia “Best of Doral” marketing campaign in conjunction with *Miami New Times*’ “Best of Miami 2021” campaign from June through September 2021 as indicated in Exhibit A for the purpose of promoting the City of Doral’s businesses and attracting customers to its business establishments.

Section 3. Implementation. The City Manager and City Attorney are hereby authorized to take such additional action as may be necessary to implement the purpose and provision of this Resolution.

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

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

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

PASSED AND ADOPTED this 9 day of June, 2021.



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”



“Best of Doral” Integrated Marketing Program



Kristi Kinard
Senior Account Manager
New Times
Kristi.Kinard@MiamiNewTimes.com
305.992.1941 - Direct



New Times - Who We Are

A local multimedia company that helps small, medium and large businesses build brand awareness and increase sales through custom integrated campaigns using a blend of traditional advertising and digital marketing.

30,100

Weekly print circulation reaching local Miamiites with a passion for food, events, music, news and more.



6 Events

Signature *Miami New Times* events held every year



2.3m+

Total reach across print and digital



250+

Awards for editorial excellence



278k+

Email subscribers across 13 email newsletters



175k+



217k+



139k+



Source: Media Audit 2020, Google Analytics Q4 2020



Services Overview

PRINT

- Weekly Publication
- Glossy Special Issues
- Holiday Event Listings
- Belly Bands
- Premium Placements
- Inserts / Coupons
- Custom Pull-outs
- Rack Cards
- Employment
- Real Estate
- Medical Research

DIGITAL

- Online Publication with daily content
- Email Blasts
- Display Banners
- Reskins
- Desktop Sticky Ads
- Mobile Sticky Ads
- Corner Peels
- Native Advertising
- Video Ads
- Voice Daily Deal

EVENTS & PROMOTIONS

- Sponsorships
- Custom Event Creation
- Street Team
- B2B Programs
- Guerilla Marketing
- Product Distribution
- Vendor Opportunities
- Drive to Retail
- Register-to-Win
- Lead Generation

AGENCY SERVICES

- Local SEO
- Organic SEO
- Programmatic Banners
- Re-Targeting
- Search Engine Marketing
- Website Development
- Social Media Management
- Geo-Fence Targeting
- Press Releases
- Native Advertising
- Paid Social media
- YouTube Video Ads
- Device ID Targeting
- Pay Per Click



Competitive Advantages

3 Reasons We Are Better Than The Rest

1

Our Audience

Print

430,061 monthly readers

Online

2,011,463 monthly page views

1,026,167 monthly unique visits

Non-Duplication Rate: 33.8%

Total Reach

Total: 1,456,228

Non-Duplicated Reach: 1,109,645

2

Our Content

The Miami New Times is South Florida's largest alternative newsweekly and the go-to resource for event calendars, restaurant news, and concert listings for over **1.5 million** South Floridians. Our award winning editorial coverage of local and state events is complemented by our comprehensive approach to arts and entertainment.

3

Our Opportunities

With our sister company, V Digital Services®, the Miami New Times is a full-service media company offering traditional media and digital marketing solutions for small and medium-sized businesses. We are your local one-stop shop for all your marketing needs.

Traditional Advertising + Digital Agency Services = Your One-Stop Shop

Source: Media Audit 2020
Google Analytics Q2 2020



Print Overview

Behavior

280,399

attended a **concert** in the past 12 months



72,742

Attended the **theater** in the past 12 months



554,254

attended a **bar or club** in the past 4 weeks



361,059

attended a **movie** in the past 4 weeks



399,464

went to a full-service **restaurant** 4+ times in the past 2 weeks



Gender

Demographics

43.3%

57.7%



1,350

Pickup Locations

The Miami New Times is distributed to over 1,350 locations every Thursday. Pickup spots: Chipotle, Spec's Wingstop, Freebirds, Potbelly and select locations of Central Market and Whole Foods

20k

Copies Printed Weekly

Over 30,200 issues are printed every week. Sections include Night & Day, Film, Art & Stage, Music, Dish, Employment, Real Estate, and more!

34

Years in Business

The Miami New Times has maintained a loyal and active readership for over a four decades

11

Annual Special Issues

The Miami New Times features holiday special issues and sections. Read all of the special issues at miaminewtimes.com/about/flipbooks

Age Group

18-24

25-34

35-44

45-54

55+

8.1%

29.7%

36.3%

9.7%

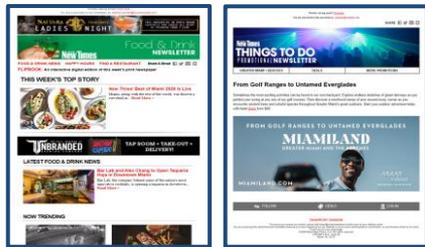
16.3%

Source: Media Audit 2020

| miaminewtimes.com



Digital Overview



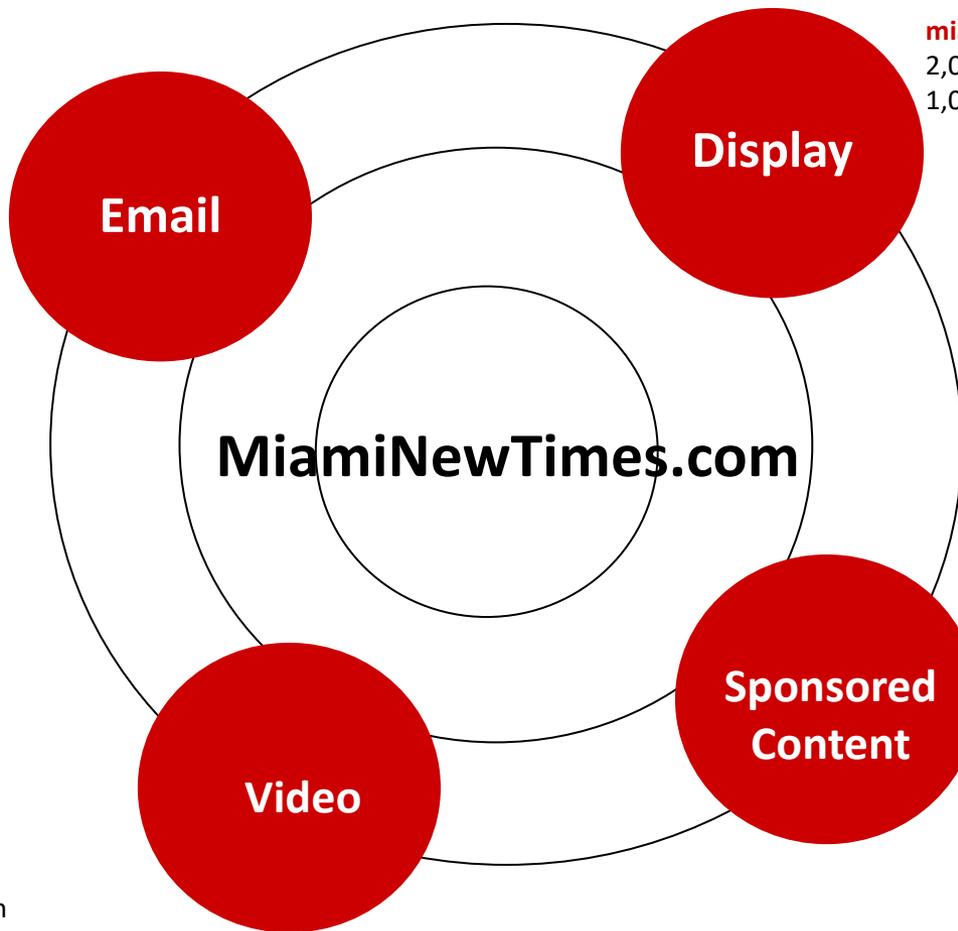
Email Newsletters

14 email newsletters sent to 279,091 opt-in subscribers



100% Viewable

No need to worry about ad blockers or paying for unseen impressions



miaminewtimes.com

2,011,463 Monthly Pageviews
1,026,167 Monthly Unique Visits



Desktop



Mobile

Native Advertising

Integrate client provided content into the stories and article sections on miaminewtimes.com



Source: Media Audit 2020
Google Analytics Q2 2020



Digital Readership

Behavior

193,867
attended a **concert** in the
past 12 months



102,701
Attended the **theater** in
the past 12 months



142,964
attended a **bar or club** in the
past 4 weeks



148,916
attended a **movie** in the
past 4 weeks

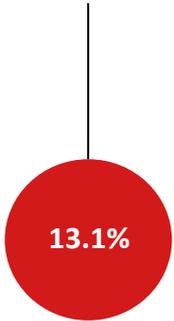


315,228
went to a full-service
restaurant 4+ times in the
past 2 weeks

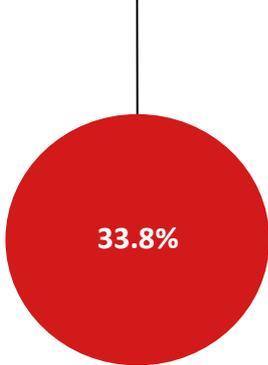


Age Group

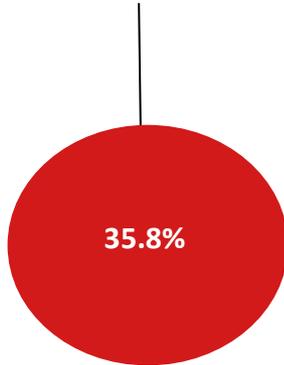
18-24



25-34



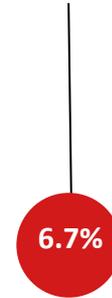
35-44



45-54



55+



Gender

Demographics
42.6% 57.4%



Source: Media Audit 2020

| miaminewtimes.com



Social Media

Utilize the Miami New Times social media accounts to reach new customers



175K+ FOLLOWERS



217K+ FOLLOWERS



139K+ FOLLOWERS

Minimum spend of \$150 per post with 25% management fee

Additional Social Media Platforms:
YouTube, Snapchat, Periscope, Tumblr



| miaminewtimes.com



Special Issues



TASTE

Published 2/25
Deadline 2/18



BEST OF MIAMI®

Published 6/25
Deadline 6/19



ARTS & EATS GUIDE

Published 10/7
Deadline 10/1



TOP 100 RESTAURANTS

Published 11/18
Deadline 11/11



NYE Guide

Published 12/23
Deadline 12/17

Our glossy food and wine magazine inspires those who live to eat. Readers keep this issue and refer back to it multiple times when choosing a dining destination. Durable, useful and highly attractive, Taste is designed to be there whenever the craving strikes.

Best of® is the definitive guide to the metroplex. The issue features both our editors and our readers picks for the area's finest restaurants, hottest clubs, most delightful diversions, and top places to shop. It's a chance to reach millions of readers in the most valued issue of the year.

For nearly 40 years, Miami New Times has been a resource for Arts patrons - and our commitment to the scene continues. This full glossy, playbill sized piece serves as a reference for the Spring Arts scene featuring hot tickets, events large and small, and even dining!

The greatest spots that make Miami and South Florida such a mecca for food lovers. From some of the most well known staples, to some of the best kept secrets, New Times will highlight all the neighborhoods and diverse restaurants that make Miami food culture buzz.

Our annual New Years Guide gives you everything you need to plan the perfect night to ring in the new year and party like it;s 2021. Covering all the best events, parties, dining destinations and places to say goodbye to this year and celebrate what is to come in the new one.



Signature Events



Best of Miami



Zoo



Out to Brunch



Iron Fork



Tacolandia

Beer Sampling Event

Date: July 1, 2021
Location: TBD
Attendance: 1,000
Past Sponsors: The Spot Barbershop, Holiday Network, Shaw Ross, Crook & Marker, Dirty Rabbit, Miller Coors, South Beach Brewing

Beer Sampling Event

Date: July 17, 2021
Location: TBD
Attendance: 4,000
Past Sponsors: Eagle Brands, Nestle Water, Jameson, Dunkin Donuts, Oliva Cigar

Brunch Sampling Event

Date: August 21, 2021
Location: TBD
Attendance: 1,500
Past Sponsors: Riboli, Peroni, Blue Moon, Doral Lincoln, Top Golf, Papi Wines, Tito's Vodka

Food Sampling Event

Date: October 7, 2021
Location: TBD
Attendance: 2000
Past Sponsors: Wild Fork Foods, Estrella Damm, DDA, M LAV CBD, Intermiami CF, Florida Panthers, TX Whiskey

Taco Sampling Event

Date: November 13, 2021
Location: TBD
Attendance: 1,500
Past Sponsors: Goya, Jarritos, Zignum Mezcal, Eagle Brands, Topo Chico, Jager





“BEST OF DORAL” Overview

Best of® is South Florida’s annual definitive guide to the metroplex and has been for over 34 years. The issue features both New Times’ editors and our readers picks for the area’s finest restaurants, hottest clubs, most delightful diversions, and top places to shop. It’s a chance to reach millions of readers in the most valued issue of the year.

Best of® 2021 will hit stands and the internet on September 2nd and the theme is "21" like the card game. We will host our annual Best of® event to congratulate and celebrate our winners the following Wednesday on September 8th at Riverside in Downtown Miami.

New Times has custom-tailored a program allowing the City of Doral and its respective partners to exploit and tap into the power of New Times, our annual Best of® issue and the on-site event activation celebrating 34 years in the making.

It’s the perfect conduit to amplify all that the City of Doral has to offer while prompting a call-to-action to visit and/or vote throughout the summer months, coinciding with our Best of® voting process. From local restaurants and the art galleries to hotels and real estate, everyone can get involved, get engaged and drive more business to the City of Doral, making it a must-see destination in South Florida.



“BEST OF DORAL” Special Section

BEST OF DORAL SPECIAL SECTION

- a special section in New Times Annual BEST OF issue

New Times will partner with The City of Doral to create a Special BEST OF DORAL Section in this year's 34th Annual Best of Miami issue. It will hit stands and the internet on 9/2 and is timed perfectly as we head back into season in South Florida while posturing the City of Doral as a must-see destination.

By working together, the section allows the City of Doral and its select partners to be a part of something much bigger and buzz-worthy, more so, than if each brand did something on its own. It's also an opportunity to run something at a fraction of the cost.

- Advertisers can run advertorial OR brand ads. Pages will run consecutively to form a special section for The City of Doral, making it more eye-catching and lending higher impact for everyone participating.

We will extend 60% off our already reduced rate of \$2k per page to your partners in order to help them take advantage of this special 1x opportunity, courtesy of The City Doral. Each full-page will be \$1000 net.

We work with BRANDS to tell their stories.

One of the most engaging ways to connect with an audience is through storytelling. StoryHub Sponsored Stories capture targeted audiences through engaging advertorial content. The stories keep eyes on the page with your brand to showcase your expertise in your industry. StoryHub allows you to feature a guest article on our site giving readers insight on your brand and expertise. We write it, you write it, or we write it together. These stories appear natively throughout the site to drive engagement. StoryHub is fit for brands big and small.

We operate in several high-density cities around the country. Ask about increasing your reach in Phoenix, Denver, Dallas, or Houston.

	PRO	ENTERPRISE
PACKAGE FEATURES		
Content creation Article creation with one edit - 400 to 500 words - licensed photography and logos provided by client	●	●
Paid Social & Boosted City Post Hard spend for Paid and Boosted Posts.	\$700	\$1,260
City Site Banner 120k impressions on miaminewtimes.com	●	●
City Site Native 30k impressions on miaminewtimes.com	●	●
Programmatic Email 50k email sends - deploys the second week after posting		●
Programmatic Banner 120k targeted banner impressions		●
Investments Per Article	\$2,200	\$5,000
Frequency Allowed	1 per month	1 per month
Add Press Release & Distribution Includes creation, distribution, and reporting	+ \$999	+ \$999
Add Full Page in City Paper Sponsored Story or Standard Ad can be added	+ \$999	+ \$999

BENEFITS

- Guaranteed Engagements with your brand
- Increases brand awareness
- Builds brand authority
- Drives Traffic to your website
- Consumers view sponsored content as more trustworthy than traditional advertising
- Your content is read, not “seen”
- Higher CTR than traditional display
- Cost Efficient
- Shareable
- Non-disruptive
- Customized Long Form Content



STORYHUB ARTICLE SPECS

- Story Content: 400 word minimum
- Headline: 90 Characters
- Article Sub-Header: 200 Characters
- Article Opening Image: 800x497 JPG
- Additional Article Images: 400x200 JPG (Optional. Limit 2)
- Company logo: 150x150 JPG
- TOC Widget Image size: 150x150 JPG

*Additional \$250 fee for article content creation.



“BEST OF DORAL” Monthly Free Stuff Giveaway

Free Stuff (In-kind Promotion)

Here are sample promotions we did with Downtown Doral and The Carillon on South Beach

<https://www.miaminewtimes.com/promotions/free-stuff/win-a-spa-day-package-at-carillon-miami-11684530>

<https://www.miaminewtimes.com/promotions/free-stuff/win-a-girls-day-out-for-you-and-3-friends-11686174>

New Times will work with you on an added value promotion where we'll run an "enter to win" a BEST OF DORAL Prize Pak from The City of Doral. We will promote the giveaway with over \$5000 in print, digital, exclusive emails and social media ads each month prompting people to enter to win while cross-promoting your BEST OF DORAL businesses and services. We can add a hyperlink to visit your site or social media pages and drive more engagement in the coming year. More importantly, we'll share all data-capture with you after the contest ends each month so you can grow your database and continue a dialogue with an already engaged consumer.



“BEST OF DORAL” Top-Line Deliverables

Advertising - Monthly Recommendation and Investment (3 mo. Plan)

Run Dates: 6/15-9/15/21

(note: all ads will promote City of Doral and its partners and link to the custom landing page to vote as well feature a link to visit the City of Doral site)

- Social Sprints

- 100k Targeted banners on Music, Clubs, Arts/Culture, News, Restaurants

- (2) Reskins

- (1) Article Sponsorships - Dining and News

- (2) Exclusive Blasts - Events and Best of Miami

- Print - Weekly 1/4 page to run far forward

\$4000/mo

• **BEST OF DORAL SPECIAL SECTION IN NEW TIMES BEST OF MIAMI**

Doral Merchant Rates - Full Page Rate \$1000 (Regular Rate \$2400) OR Half Page \$650 (\$1400)

• **Create Custom Landing Page for BEST OF DORAL with voting portal (see Story Hub) \$1500**

• **BEST OF DORAL POP-UP LOUNGE/AREA @ Best of Event on September 8th @ Riverside - \$5k**

ADDED VALUES

• **Monthly “Best of Doral” Prize Pack Giveaway - \$15k value**

• **Discounted ad programs and on-site sponsorship opportunities - \$35k value**