



CITY OF DORAL COUNCIL MEETING MEMORANDUM

ITEM TITLE:

A RESOLUTION OF THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, AUTHORIZING THE CITY MANAGER TO ENTER INTO AN AGREEMENT WITH MIND BODY SOCIAL, LLC. FOR A PERIOD OF THREE (3) YEARS WITH TWO (2) ONE (1) YEAR RENEWAL OPTIONS FOR A TOTAL OF FIVE (5) YEARS FOR THE PROVISION OF WELLNESS PROGRAMMING IN AN AMOUNT NOT TO EXCEED TWENTY FOUR THOUSAND, THREE HUNDRED DOLLARS AND 00/100 (\$24,300.00); PROVIDING FOR IMPLEMENTATION; AND PROVIDING FOR AN EFFECTIVE DATE

DEPARTMENT RECOMMENDATION:

Approval

BRIEF HISTORY:

The Parks and Recreation Department, respectfully requests approval from the Mayor and City Council to authorize the City Manager to execute an agreement with Mind Body Social, LLC. for Wellness Programming in an amount not to exceed \$24,300.00. Pursuant to section 2-323(5) of the City's Code of Ordinances states, "training, academic programs, lectures, education services or seminars, specialized services, and recreational instructors" are exempt from the City's competitive bidding procedure.

In November of 2016, "Step Up Your Health, Doral!" Program was created, and became part of the Mayor's Wellness Initiative, which encourages the entire community; residents, employees, and businesses, to get healthier together.

The main goals of this initiative are to increase and raise awareness of mental health issues, promote higher fitness levels, making fitness a life goal, offer proper nutritional education, promote alternatives modes of transportation, and increase sense of community.

In 2017, Mind Body Social, LLC. met with City staff to discuss the possibility of partnering with the City in order to increase wellness within the community through their innovative programming.

In 2019, the partnership was formalized through a Professional Services Agreement which was approved by Council (Reso. No. 19-282). Their programming was extremely successful and well attended throughout the duration of this agreement.

In 2022, Mind Body Social, LLC. entered into a new agreement which was approved by Council (Reso. No. 22-05). Throughout this agreement they have increased their program offerings to the community ranging from a variety of monthly Wellness Wednesday events, VXN, bi-weekly Zumba, Mental Health Awareness, pickleball clinics and various other wellness activities throughout the year which free to participants. Their attendance ranges anywhere from 40-100 depending on the activity. The Wellness Wednesday events, offered monthly, provide free wellness classes to the community with an attendance ranging from 50-400 participants, depending on the fitness class.

The partnership has been extremely beneficial to the City and the residents resulting in an increased awareness of the Step Up Your Health, Doral! initiative as well as an increase in attendance in wellness programming at the park. It has also increased the community's awareness of the parks and amenities available. The City has been able to leverage the wellness Wednesdays at Doral Central Park to promote the fitness center memberships and the fitness classes now offered to those that attend.

In addition to their current offerings, Mind Body Social, LLC. has now also proposed to add quarterly pop-up fitness activities at Doral Central Park, to further activate the park.

LEGISLATIVE ACTION: (IF APPLICABLE)

Date:	Resolution/Ordinance No.	Comments
1/12/2022	22-05	New Agreement
5/10/2023	23-64	Increased Programming
4/10/2024	24-63	Increased Programming
2/12/2025	25-44	Extension of Expiration Date

FINANCIAL INFORMATION: (IF APPLICABLE)

No.	Amount	Account No.	Source of Funds
1.	\$24,300.00	001.90005.500340	Contractual Services
2.	\$0		
Total:	\$0		

Fiscal Impact Statement: The proposed item has a fiscal impact on revenues and/or expenditures of \$24,300.80

This item has a fiscal impact not to exceed Twenty Four Thousand, Three Hundred Dollars and 00/100 (\$24,300.00). Funding is available in the Parks and Recreation Contractual Services account number 001.90005.500340. The expenses have an increase of Three Thousand Three Hundred Dollars and 00/100 (\$3,300.00) from last year's agreement due to the increase program offerings to include quarterly pop-up fitness events at Doral Central Park as well as a monthly change rate that began in January 2025.

STRATEGIC PLAN ALIGNMENT:

This item falls under the Parks & Recreation programming strategic priorities providing high quality recreational health and wellness programming for the Doral community.

ATTACHMENT(S):

- A. Received Proposal
- B. Draft Resolution
- C. Agreement and renewals
- D. Past Resolutions