



## Memorandum

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Date: September 11, 2024

To: Honorable Mayor and Councilmembers

From: Rey Valdes  
City Manager

Department: Michelle M. Lopez  
The Corradino Group  
Interim Planning and Zoning Director

Subject: **Special Event Permit – HOUSE OF HORROR CARNIVAL  
(EVNT-2407-0093)**

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### **Introduction**

Anthony Albelo (the “Applicant”), on behalf of Loud & Live Inc., is requesting approval for a Special Event Permit for the “House of Horror Carnival” event to be held at 1625 NW 107 Ave, Doral, FL 33172. The proposed event is scheduled to take place between Thursday, September 26, 2024, to Thursday, October 31, 2024, at varying times from 5:30 p.m. to 12:00 a.m. A copy of the application and time schedule are provided in “Exhibit A”.

### **Background**

The applicant has hosted the House of Horror Carnival at Miami International Mall since 2004. The event is Halloween-themed, featuring amusement rides and a haunted house. It will be located inside the former Sears building and the surrounding parking lot area. The Applicant has noted that this themed attraction is backed by a \$500,000 valued media campaign. This event will offer live music and non-alcoholic and alcoholic beverages. The applicant will use the services of Live Concession LLC to provide the beverages. A copy of the caterer license is included in Exhibit “A.” An estimated 60,000 participants will attend the event.

The following is a list of events hosted by the Applicant:

1. 2004 – House of Horror Haunted Carnival, (Est. 55,000)
2. 2018 – House of Horror Haunted Carnival, (Est. 55,000)
3. 2021 – House of Horror Haunted Carnival, (Est. 55,000)
4. 2022 – House of Horror Haunted Carnival, (Est. 55,000)

### **Department Estimated Costs**

|                                  |  |
|----------------------------------|--|
| City of Doral - Special Event    |  |
| House of Horror Haunted Carnival |  |
| City of Doral Report             |  |

|                         |             |                        |             |
|-------------------------|-------------|------------------------|-------------|
| Exhibit B - Police Fees |             |                        |             |
|                         | Police fees | Breakdown in Exhibit B | \$61,075.75 |
|                         |             |                        |             |

### **Sponsorship/Use of City Logo**

The Applicant is not requesting financial assistance or the use of the city logo for advertising purposes.

### **Road Closures**

The Applicant has not requested public road closures for this event.

### **Parking**

Sufficient parking is available at the site.

### **Attendance**

The House of Horror Haunted Carnival event will have approximately sixty (60) thousand attendees during the duration of the event.

### **Fiscal Impact**

The resolution has no fiscal impact on city revenues or expenditures.

### **Strategic Plan Alignment**

Not applicable as this is an event.

**Recommendation**

Staff recommends that the Mayor and City Councilmembers approve “House of Horror Carnival” special event permit subject to the conditions set forth in the corresponding resolution.

**Exhibits**

Exhibit A – Application and Exhibits

Exhibit B – Police Fees