



CITY OF DORAL COUNCIL MEETING MEMORANDUM

ITEM TITLE:

A RESOLUTION OF THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, WAIVING THE COMPETITIVE BID PROCESS PURSUANT TO SECTION 2-321 OF THE CITY'S CODE OF ORDINANCES; AUTHORIZING THE CITY MANAGER TO NEGOTIATE AND ENTER INTO AN AGREEMENT WITH SOCCER CAGE, LLC DBA ATHLETUM FC FOR THE PROVISION OF YOUTH SOCCER PROGRAM MANAGEMENT AT DORAL LEGACY PARK RESPECTIVELY FOR A PERIOD OF THREE (3) YEARS WITH TWO (2) ONE (1) YEAR RENEWALS; PROVIDING FOR IMPLEMENTATION; PROVIDING FOR INCORPORATION OF RECITALS; 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 Soccer Cage, LLC DBA Athletum for youth soccer program management. Soccer Cage, LLC will continue offering their services at Doral Legacy Park. Soccer Cage, LLC was previously doing business as Juventus and will now be doing business as Athletum FC. This decision was made by Soccer Cage, LLC due to branding and the popularity of Athletum FC in South Florida. Soccer Cage LLC will maintain the same company and coaches operating at our parks with a mere uniform and branding change.

The City currently works with Soccer Cage, LLC and they are extremely successful and popular within our community. Soccer Cage, LLC currently has more than 350 participants registered in their programs, more than 90% of which are Doral residents. Their annual surveys have been excellent each year showing their success in their quantity of residents served as well as the quality of their program. The families in this program have been extremely enthusiastic about supporting the program over the years.

The City went out to bid for youth soccer services in 2017 (RFP #2017-30). Soccer Cage, LLC was awarded in Res. 18-66 during the April 11, 2018 council meeting.

After three (3) successful seasons with Soccer Cage, LLC the City went back out to bid as their agreement was expiring. Once again, Soccer Cage, LLC was awarded in RFP #2021-4 and awarded by council in Res. 21-102 during the April 14, 2021 council meeting.

The agreement was signed on July 14, 2021, with a Notice to Proceed signed for August 13, 2021. The agreement was renewed in 2024 and 2025 with an expiration date of August 13, 2026.

The Department has met with both existing soccer providers regarding proposed changes that would be incorporated into their agreement. These proposed changes include:

- The Clubs assuming all costs for goals and soccer nets at their assigned park. The estimated value of this is approximately \$20,000.00 per year. All Clubs will be required to always leave one set of goals on each field for public use.
- The Clubs taking on all costs for field striping paint. The estimated value of this is approximately \$1,000.00 per park. The City would still be responsible for painting the fields.
- Each Club will submit teams to participate in a recreational soccer league managed by the City where the Club would provide coaches, practices, and uniforms. The City would offer this programming at a price point consistent with our existing recreational leagues ranging between \$90 and \$100 for a minimum of 10 games per season.
- The Clubs are required to host two (2) annual workshops for participants, parents, and/or coaches free of charge to residents.
- Creating and participating in an annual soccer tournament that would be rotated amongst the two (2) existing providers and the yet to be determined third provider for Doral Central Park. The City would collect a portion of all the revenue collected from this annual tournament, along with any required permitting and staffing fees. This will grant the host Club access to all City facilities during this tournament.
- Maintaining the existing 75% Club / 25% City revenue split the Club handling all registrations for their managed competitive and recreation soccer programs.
- The City would permit the Clubs to utilize more field space on Saturday mornings in exchange for all fields being available for open play to the public after 2pm.
- Always maintains the existing requirement for open play at their home parks, except on Saturday mornings as previously mentioned.
- Increasing the non-resident surcharge from 20% to 25% in which the City collects 100% of this surcharge.
- The City will provide discounted opportunities for experience at other facilities including banquet halls, water park, pavilions, and other spaces.
- The City will be issuing a Request for Proposal (RFP) for a third club at Doral Central Park.

The Parks & Recreation Department respectfully requests waiver of the competitive bid process pursuant to section 2-321 of the City's Code of Ordinances and allow the City Manager to negotiate and enter into an agreement with Soccer Cage, LLC DBA Athletum FC to continue offering youth soccer program management at Doral Legacy Park for a period of three (3) years with two (2) additional one (1) year renewals for a total of five (5) years. The department finds it is in the best interests of the City and the 350+ participants that are currently registered for the program.

LEGISLATIVE ACTION: (IF APPLICABLE)

*Council Meeting
June 10, 2026*

Date:	Resolution/Ordinance No.	Comments
4/11/2018	Res. 18-66	
4/14/2021	Res. 21-102	

FINANCIAL INFORMATION: (IF APPLICABLE)

No.	Amount	Account No.	Source of Funds
1.	\$150,000.00 (proj. annually)	001.9000.347404	Revenue – Recreation-Soccer
2.	\$0		
Total:	\$150,000.00		

Fiscal Impact Statement: The proposed item has a fiscal impact on revenues and/or expenditures.

The City and the provider will split the revenue generated from the program’s registration on a 70%/ 25% split (75% Provider / 25% City) with the provider handling all registrations. The revenue split will be paid by the provider to the City and deposited into GL account 001.9000.347404 (Recreation-Soccer).

STRATEGIC PLAN ALIGNMENT:

This item falls under the Parks & Recreation, Youth Sports strategic priorities providing high quality soccer programming for the youth in Doral.

ATTACHMENT(S):

- A. Current Agreement (including Notice to Proceed) and Renewals
- B. 2025 Soccer Cage LLC (Juventus) participant survey results
- C. Draft Resolution.