



Memorandum

Date: October 9, 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 – Doral Fashion Week
(EVNT-2407-0097)**

Introduction

Idolfredo Hernandez (the “Applicant”) is requesting approval of a special event from the Mayor and the City Council to host the Doral Fashion Week event, pursuant to Chapter 35 of the City Code of Ordinances (“City Code”). The proposed event will be hosted at Doral Cultural and Arts Center, located at 8363 NW 53 St. Doral FL 33166 from December 12, 2024, through December 13, 2024, from 1:00 p.m. to 11:00 p.m.

The set-up time is scheduled for December 12, 2024, and the tear down will conclude on December 13, 2024.

A copy of the application is provided in “Exhibit A”.

Background

The goal of this event is to celebrate artistic diversity and expose the fashion designers’ collections in a multiethnic environment. The display of captivating collections will showcase the designer’s creativity and talents. The Doral Fashion Week event highlights the City of Doral’s commitment to showcase and promote the Arts and the world of fashion.

The applicant has successfully hosted similar events in previous years.

1. Doral Fashion Week 2022 (Est. participants 200)
2. Doral Fashion Week, July 2023 (Est. participants 200)
3. Doral Fashion Week, December 2023 (Est. participants 200)

Attendance is estimated at 200 participants during the event.

Department Estimated Costs

City of Doral - Special Event	
Doral Fashion Week	
City of Doral Report	

Exhibit B - Parks Fees			
	Park fees	Breakdown in Exhibit B	\$12,031.51
		Refundable Deposit	\$5,000.00

Exhibit B - Police Fees			
	Police fees	Breakdown in Exhibit B	\$4,983.00

Pursuant to City Code Section 35-48, *Application-Information*, the application for a permit under this division shall contain the following information:

Sponsorship/Use of City Logo

The Applicant is requesting the use of the city logo. No financial assistance has been requested by the applicant.

Road Closures

The Applicant is not requesting public road closures.

Parking

There is parking on the street area.

Attendance

The Applicant estimates approximately 200 attendees during the entirety of the event.

Fiscal Impact

Fiscal impact to the City is \$22,014.51. Applicant will pay City fees and expenses totaling \$17,014.51 for Parks and Police services. Applicant to also remit payment of a refundable deposit for the proposed Outdoor Event totaling \$5,000.00.

Strategic Plan Alignment

Not applicable as this is an event.

Recommendation

The Planning and Zoning Department, Special Event Section, requests that the Mayor and City Councilmembers approve the “Doral Fashion Week” special event permit subject to the conditions set forth in the corresponding resolution.

Exhibits

Exhibit A – Application and Exhibits

Exhibit B – Park Fees

Exhibit C- Police Fees