



CITY OF DORAL COUNCIL MEETING MEMORANDUM

ITEM TITLE:

A RESOLUTION OF THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, EXECUTING AN AGREEMENT WITH LOUD AND LIVE FOR MANAGEMENT OF THE CITY'S AMPHITHEATER; PROVIDING FOR INSTRUCTIONS TO THE CITY MANAGER AND THE CITY ATTORNEY; PROVIDING FOR IMPLEMENTATION; PROVIDING FOR INCORPORATION OF RECITALS; AND PROVIDING FOR AN EFFECTIVE DATE

DEPARTMENT RECOMMENDATION:

Approval

BRIEF HISTORY:

As part of the City's ongoing efforts to enhance activation and operational management of its premier event venue, the City of Doral sought a professional and experienced firm to manage the Amphitheater at Doral Central Park. During the June 2024 meeting, the Mayor and City Council approved moving forward with Loud and Live as the recommended management partner.

Loud and Live brings demonstrated experience in the production, management, and promotion of large-scale events across South Florida and nationally. The City's staff and legal team have since worked to finalize an agreement, outlining the terms under which Loud and Live will oversee the programming, booking, and day-to-day operations of the Amphitheater.

The proposed agreement is structured to ensure the Amphitheater is professionally managed, financially sustainable, and programmed with diverse cultural and entertainment offerings for the community. It reflects the City's vision to position Doral as a vibrant hub for arts, culture, and recreation.

LEGISLATIVE ACTION: (IF APPLICABLE)

Date:	Resolution/Ordinance No.	Comments
06/12/2024	Resolution No. 24-151	Approved

FINANCIAL INFORMATION: (IF APPLICABLE)

No.	Amount	Account No.	Source of Funds
1.	\$30,000.00 (Pro-Rated)	001.9005.500340	Contractual Services - Other
2.	\$0		
Total:	\$30,000.00 (Pro-Rated for Year 1)		
Fiscal Impact Statement: It is anticipated that this item will have a positive fiscal impact in an amount over \$50,000.00			

STRATEGIC PLAN ALIGNMENT:

This aligns with the Parks & Recreation strategic goal as it provides events and opportunities for cultural and community gatherings.

ATTACHMENT(S):

- A. Draft Agreement
- B. Draft Resolution