



Memorandum

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, Use of City Logo, and Co-Sponsorship In-Kind Donation – The World of Nutcracker (EVNT-240-0098)**

Introduction

Ana-Marie Codina Barlick, CEO, Codina Partners (the “Applicant”), on behalf of Downtown Doral Arts & Culture Foundation, Inc., is requesting approval of a Special Event Permit for “The World of Nutcracker” event to be held at 5252 Paseo Blvd., Doral, FL 33166 from Saturday, November 30, 2024, to Friday, January 3, 2025, during the following times:

Weekdays from 5:00 p.m. to 10:00 p.m.

Weekends from 12:00pm to 10:00 p.m.

The set-up time is scheduled for November 15, 2024, and the tear down will conclude on January 10, 2025.

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

Background

The applicant has successfully hosted similar events in previous years. The World of Nutcracker event will provide the public with a unique experience that offers digital and live action elements. Attendees will walk through the various scenes chronicled in the beloved Nutcracker Ballet. At the end of this experience, participants will be presented with the option to proceed to the park located on NW 85 Avenue to purchase customized Nutcrackers kits and take photos with Santa. The World of the Nutcracker will bring a festive, holiday event by allowing the attendees to become part of an immersive experience. The City of Doral will be showcased, and local businesses will benefit from the multitude of participants in attendance that may visit our local eateries and retailers. Attendance is estimated at 15,000 participants during the event.

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

1. 2024 – Spring Foodie Festival (Est. 600)
2. 2023 – Merry and Bright Festival (Est. 1,500) December 10, 2023
3. 2023 – Merry and Bright Festival (Est. 1,200) December 17, 2023

Department Estimated Costs

City of Doral - Special Event	
The World of Nutcracker	
City of Doral Report	

Exhibit B - Police Fees			
	Police fees	Breakdown in Exhibit B	\$62,459.92

Sponsorship/Use of City Logo

The Applicant is requesting approval of a City sponsorship of the World of Nutcracker Special Event. The proposed sponsorship would include the authorization of use of the City Logo in all marketing materials to acknowledge the City as a co-sponsor of the event. Additionally, the Applicant requests that the City provide in-kind sponsorship equal to the cost of the City of Doral Police Department fees for the Special event. Currently, those fees are estimated to be \$62,469.92.

Road Closures

The Applicant has requested public road closures for this event starting November 30, 2024, and ending January 3, 2025, from 4:30 PM to 10:30 PM as follows:

- South Paseo Boulevard (Full Street) from 4:30 p.m. to 10:30 p.m.
- North Paseo Boulevard (Half Street) from 4:30 p.m. to 10:30 p.m.

Parking

Overflow parking is available at the Codina parking garage.

Attendance

The Applicant estimates approximately 3,000 attendees during the week, and a total of 15,000 attendees during the entirety of the event.

Fiscal Impact

Fiscal impact of \$62,459.92 to the Police Department Budget.

Strategic Plan Alignment

Not applicable as this is an event.

Recommendation

The Planning and Zoning Department, Special Event Section respectfully requests that the Mayor and City Councilmembers approve “The World of Nutcracker” special event permit, use of the City logo, and an in-kind sponsorship totaling \$62,459.92 for Police Department fees, subject to the conditions set forth in the corresponding resolution.

Exhibits

Exhibit A – Application and Exhibits

Exhibit B – Police Fees