



Memorandum

Date: February 12, 2025

To: Vice Mayor Maureen Porras
Councilwoman Digna Cabral
Councilman Rafael Pineyro
Councilwoman Nicole Reinoso

From: Mayor Christi Fraga

Subject: **Request for Facility Use and Logo Use for the Doral International Art Fair 2025**

Introduction

By way of this memorandum, I am requesting the support from my colleagues to establish a partnership with the Doral International Art Fair 2024 and for the approval of the use of our Doral Cultural Arts Center facility and the use of the city logo from November 6th to November 9th, 2025. This event aims to showcase the cultural richness and artistic talent in our community while positioning Doral as an artistic hub.

Background

The Doral International Art Fair held in November 2024 was a massive success, exceeding all expectations with a remarkable turnout and garnering significant attention. I was truly impressed by the overwhelming support and enthusiasm from the attendees.

The DIAF 2024 was a significant cultural event that featured about 25 art galleries showcasing works by both new and established artists. This fair serves a cultural, educational, and economic purpose, and it is designed to attract art enthusiasts and promote Doral as an artistic reference point.

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The forthcoming Doral International Art Fair 2025, scheduled before Art Basel, is poised to make a significant cultural impact on our community. By uniting a diverse array of artists, creatives, and art aficionados, this event serves as a platform for the celebration and exhibition of the multifaceted cultural heritage of Doral. Through fostering creativity, and cultivating a deepened appreciation for the arts, this fair is positioned to not only enrich the cultural landscape of Doral but also to establish a compelling prelude to the renowned Art Basel event.

Criteria for use of the logo:

The request must set forth, in detail, the following information:

- a. Doral International Art Fair Inc
- b. Non-profit Organization
- c. 790 NW 107th Avenue Suite 300 Miami Fl. 33172
- d. Jesús Fuenmayor- Director@artdoral.com (786)208-9104
- e. Doral International Fair
- f. The intended use of the logo will be displayed in e-mails and social media for promotional purposes.
- g. Prior to the event for advertising and during the length of the event from November 6th until November 9th, 2025.

This non-profit event is similar to other previous partnerships, such as the Doral Art and Flowers festival, and is aimed to further enhance the cultural vibrancy of our community. The attached backup information provides further details regarding the event.

Fiscal Impact: TBD

Recommendation

I respectfully request the support of my colleagues to support the Doral International Art Fair 2025 to make it a successful and memorable experience for our residents.