



CITY OF DORAL COUNCIL MEETING MEMORANDUM MAYOR AND COUNCIL

ITEM TITLE:

A RESOLUTION OF THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, APPROVING THE USE OF THE DORAL CULTURAL ARTS CENTER FACILITY AND THE USE OF THE CITY LOGO BY YOLA GUZ SI SE PUEDE CORP., A NON-PROFIT ORGANIZATION, FOR THE DORAL ARTS AND FLOWERS FESTIVAL 2026; PROVIDING FOR IMPLEMENTATION; PROVIDING FOR INCORPORATION OF RECITALS; AND PROVIDING FOR AN EFFECTIVE DATE

BRIEF HISTORY:

By way of this memorandum, I am requesting the support of my colleagues for the approval of the use of our Doral Cultural Arts Center facility and the use of the City logo for the upcoming Doral Arts and Flowers Festival 2026. My office has been approached once again by Mr. Ruben Consa, an international floral designer and Doral resident who has been involved in the floral industry for over thirty (30) years. Mr. Consa, together with the foundation Yola Guz Si Se Puede Corp., would like to present the Doral Arts and Flowers Festival 2026 at the Doral Cultural Arts Center from March 19th to March 22nd, 2026.

The Doral Arts and Flowers Festival has consistently proven to be a great success. In 2018 and 2019, resolutions were passed by the City Council approving the Doral Arts and Flowers Festival held at Legacy Park. In 2023, the festival returned to Doral and was once again met with great enthusiasm and community participation, reaffirming its importance as a signature cultural event for our City.

The City of Doral and its community have deep roots in the floral industry, as our City remains the leading hub for flower and foliage importation in the United States and was designated as the "City of Flowers." This recognition not only highlights our City's economic significance but also presents a unique opportunity to celebrate and promote our flower industry, artists, and cultural diversity.

The mission of this educational event is to serve as a platform for artists to showcase their talents and for local businesses to gain exposure, stimulating and promoting creativity with flowers as an art form.

Criteria for Use of the Logo:

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

- a. Yola Guz Si Se Puede Corp.
- b. Non-Profit Organization

c. 8265 NW 41st Street, Doral, FL 33166
d. Contact: Ruben Consa – rubenconsa@gmail.com / (305) 504-1061
e. Event: Doral Arts and Flowers Festival 2026
f. Intended use of the logo: To be displayed in emails and social media for promotional purposes.
g. Duration: Prior to the event for advertising and throughout the length of the event, from April 9 to 12, 2026

LEGISLATIVE ACTION: (IF APPLICABLE)

Date:	Resolution/Ordinance No.	Comments

FISCAL IMPACT STATEMENT:

The proposed item has a fiscal impact on revenues and/or expenditures in the amount of:

☒ \$50,000.00 or less

☐ \$50,000.00 or more

RECOMMENDATION:

I respectfully request the support of my colleagues to make this Doral Arts and Flowers Festival 2026 another memorable experience for our residents and visitors.

ATTACHMENT(S):

- a. Non profit information
- b. Flyers