

RESOLUTION NO. 2018-007

RESOLUTION OF THE MAYOR AND THE CITY COUNCIL OF THE CITY OF HIALEAH, FLORIDA, AUTHORIZING THE MAYOR AND THE CITY CLERK, AS ATTESTING WITNESS, ON BEHALF OF THE CITY, TO RENEW A SPONSORSHIP AGREEMENT WITH SEDANO'S MANAGEMENT, INC., IN SUBSTANTIAL CONFORMITY WITH THE AGREEMENT ATTACHED AND MADE A PART HEREOF AS EXHIBIT "1", FOR A TERM OF THREE YEARS, COMMENCING ON DECEMBER 1, 2017 THROUGH NOVEMBER 30, 2020, UNDER THE SAME TERMS AND CONDITIONS IN EXCHANGE FOR A TOTAL SPONSORSHIP FEE OF \$60,000.00; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, on or about December 29, 2014, the City and Sponsor entered into a Sponsorship Agreement ("Original Agreement") whereby the Sponsor accepted a municipal marketing partnership bundle as part of the designation as a Hialeah Corporate Partner and the Official Grocer of the City of Hialeah Youth Basketball Program, which included, but was not limited to the naming of the basketball court at Bucky dent Gymnasium, on-site advertising opportunities, media, Internet, direct-mail advertising opportunities, presentation at special events and programs, VIP parking, signage on Hialeah Transit buses on the Marlin and Flamingo routes, for a total sponsorship fee of \$60,000.00, for a term of three years, with the option to renew for an additional three-year term;

WHEREAS, pursuant to the Original Agreement, upon mutual agreement, the parties have the option to renew the Original Agreement for an additional term of three (3) years, upon similar terms and condition, provided that the Sponsor sent written notification to the City thirty (30) days prior to the expiration of the Original Agreement exercising its option to renew the Original Agreement;

WHEREAS, the City has received Sponsor's written notification exercising its option to renew the Original Agreement and the City hereby wishes to renew the Original Agreement for one term of three (3) years, provided that all of the terms, conditions, requirements and specifications contained in the Original Agreement remain in full force and effect during the renewal term, and Sponsor pays a total sponsorship fee of \$60,000.00 for the renewal term; and

WHEREAS, the City of Hialeah finds it in the best interest of the community and residents of the find ways to promote and fund the operation of special municipal events and programs for the community at large and to reach a greater number residents through sponsorship agreements.

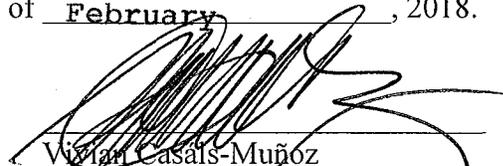
NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND THE CITY COUNCIL OF THE CITY OF HIALEAH, FLORIDA, THAT:

Section 1: The Recitals are true and correct and are hereby incorporated into and made a part of this Agreement.

Section 2. The City of Hialeah, Florida hereby authorizes the Mayor and the City Clerk, as attesting witness, on behalf of the City, to renew a Sponsorship Agreement with Sedano's Management, Inc., in substantial conformity with the Agreement attached and made a part hereof as Exhibit "1", for a term of three years, commencing on December 1, 2017 through November 30, 2020, under the same terms and conditions in exchange for a total sponsorship fee of \$60,000.00. All action taken to date by officers of the City in furtherance of the performance of this Agreement is hereby approved, confirmed and ratified.

Section 3: This resolution shall become effective upon signature of the Mayor of the City of Hialeah, Florida or at the next regularly scheduled City Council meeting, if the Mayor's signature is withheld or if the City Council overrides the Mayor's veto.

PASSED AND ADOPTED this 13 day of February, 2018.


Vivian Casals-Muñoz
Council President

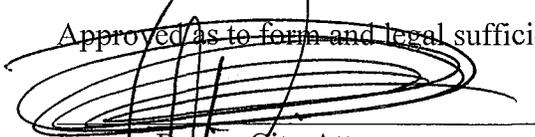
Attest:

Approved on this 14 day of February, 2018.


Marbelys Fatjo, City Clerk


Mayor Carlos Hernandez

Approved as to form and legal sufficiency:


Lorena Bravo, City Attorney

Resolution was adopted by a 6-0-1 vote with Councilmembers, Caragol, Zogby, Casals-Munoz, Cuenca, Garcia-Martinez, and Lozano voting "Yes" with Councilmember Hernandez not present.

RENEWAL OF SPONSORSHIP AGREEMENT

This Agreement entered into this ___ day of _____, 2018 by and between the City of Hialeah ("City"), a municipal corporation organized and existing by virtue of and under the laws of the State of Florida, 501 Palm Avenue, Hialeah, Florida 33010 and Sedanos's Management, Inc., a Florida domestic corporation ("Sponsor"), by and through its duly authorized undersigned agent, whose place of business is 3140 W 76 Street, Hialeah, Florida 33018.

RECITALS

WHEREAS, on or about December 29, 2014, the City and Sponsor entered into a Sponsorship Agreement ("Original Agreement") whereby the Sponsor accepted a municipal marketing partnership bundle as part of the designation as a Hialeah Corporate Partner and the Official Grocer of the City of Hialeah Youth Basketball Program, which included, but was not limited to the naming of the basketball court at Bucky dent Gymnasium, on-site advertising opportunities, media, Internet, direct-mail advertising opportunities, presentation at special events and programs, VIP parking, signage on Hialeah Transit buses on the Marlin and Flamingo routes, for a total sponsorship fee of \$60,000.00, for a term of three years, with the option to renew for an additional three-year term;

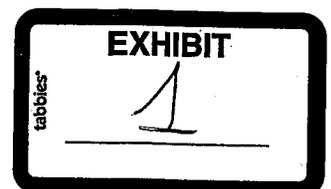
WHEREAS, pursuant to the Original Agreement, upon mutual agreement, the parties have the option to renew the Original Agreement for an additional term of three (3) years, upon similar terms and condition, provided that the Sponsor sent written notification to the City thirty (30) days prior to the expiration of the Original Agreement exercising its option to renew the Original Agreement; and

WHEREAS, the City has received Sponsor's written notification exercising its option to renew the Original Agreement and the City hereby wishes to renew the Original Agreement for one term of three (3) years, provided that all of the terms, conditions, requirements and specifications contained in the Original Agreement remain in full force and effect during the renewal term, and Sponsor pays a total sponsorship fee of \$60,000.00 for the renewal term.

NOW, THEREFORE, for and in consideration of the mutual covenants and obligations herein contained, and subject to the terms and conditions hereinafter stated, the parties, with full right and authority to enter into and fully perform, intending to be legally bound, agree as follows:

I. RECITALS: The Recitals are true and correct and are hereby incorporated into and made a part of this Agreement.

II. SPECIAL EVENTS: Sponsor acknowledges that its official designation, name and advertising rights are limited to the scope and manner described in the Original Agreement and to the special events identified in Attachment "A", attached hereafter and incorporated by reference.



III. TERM: This Agreement shall have a duration of three (3) years, commencing on December 1, 2017 and ending on November 30, 2020 (“Renewal Term”). Upon expiration of the Renewal Term, the Agreement shall expire without further action of any party.

IV. SPONSORSHIP FEE: Sponsor shall pay City a guaranteed minimum fee of \$60,000.00 for the Renewal Term of the Agreement in annual payments such that the City received the yearly amounts set forth in the following schedule:

	Payment	Due Date
Year 1	\$20,000	February 1, 2018
Year 2	\$20,000	January 2, 2019
Year 3	\$20,000	January 2, 2020

V. OTHER TERMS: All of the rights, duties, terms, conditions, requirements, and specifications contained in the Original Agreement shall remain in full force and effect during the Renewal Term and are hereby incorporated into and made a part of this Agreement.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement by their respective proper officers duly authorized thereunto, the day and year first above written.

CITY OF HIALEAH, FLORIDA
501 Palm Avenue
Hialeah, Florida 33010
Authorized signature on behalf of the City

Attest:

Marbelys Fatjo, City Clerk Date

Mayor Carlos Hernandez Date

(SEAL)

Approved as to form and legal sufficiency:

Lorena E. Bravo, City Attorney

Authorized signature for:

Witnesses:

SEDANO'S MANAGEMENT, INC.
3140 West 76 Street
Hialeah, FL 33018

Signature

Print Name

Signature

Print Name

By

Typed/Print Name

Title/ Authorized Signatory

Date

STATE OF FLORIDA
COUNTY OF MIAMI-DADE

The foregoing instrument was acknowledged before me this ____ day of _____, 2018
by _____, _____/Authorized Signatory for Sedano's
Management, Inc., a Florida domestic corporation, who is personally known to me or who has
produced _____ as identification.

(SEAL)

Notary Public

Print Name

My Commission Expires: _____

“Attachment A”

Hialeah Partners Program

Partnership Bundle

For



Events and Programs

Special Events

<u>Name of Event</u>	<u>Sponsorship Level</u>	<u>Date/Month</u>	<u>Location</u>
Hispanic Heritage Celebration	Presenting	September 15 – October 15	Milander Center & JFK Library
Independence Day Celebration	Stage Sponsor	July 4	Milander Park Ted Hendricks Stadium
Santa's Snow Blast	Presenting	December	Goodlet Park
Basketball Awards Banquet	Official Grocer	1 x annually	Milander Center or Wilde Community Center Auditorium

Programs

<u>Name of Program</u>	<u>Sponsorship Level</u>	<u>Days/Times</u>	<u>Location</u>
City of Hialeah Youth Basketball Program	Official Sponsor		All City of Hialeah Parks to include Bucky Dent Gymnasium