

RESOLUTION NO. 2016-14

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 LEON ADVERTISING & PUBLIC RELATIONS, INC., A FLORIDA CORPORATION, DOING BUSINESS AS LEON MEDICAL CENTERS, IN SUBSTANTIAL CONFORMITY WITH THE AGREEMENT ATTACHED AND MADE A PART HEREOF AS EXHIBIT "1", UNDER THE SAME TERMS AND CONDITIONS OF THE ORIGINAL AGREEMENT FOR THREE ADDITIONAL YEARS, COMMENCING ON JUNE 1, 2016 AND ENDING ON MAY 31, 2019, WITH AN OPTION TO RENEW THE AGREEMENT FOR AN ADDITIONAL THREE-YEAR TERM, UPON AGREEMENT OF THE PARTIES, IN EXCHANGE FOR A TOTAL SPONSORSHIP FEE OF \$115,000.00 COMPRISING OF A \$30,000 FEE IN THE FIRST YEAR, A \$40,000 FEE IN THE SECOND YEAR AND A \$45,000 FEE IN THE THIRD YEAR; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, on or about April 22, 2013, the City and Leon Advertising & Public Relations, Inc., a Florida corporation, doing business as Leon Medical Centers ("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 Pillar Partner and the Official Wellness Partner of the Milander Center, which included naming rights, on-site marketing rights, signage rights, on-site advertising opportunities, media opportunities, presentation at special events and programs for seniors, discounted entrance tickets to Hialeah water parks and aquatic facilities and discounts for rental facilities, VIP parking, and signage on a Hialeah Transit Bus, for a total sponsorship fee of \$115,000.00 for three years with an option to renew the Original Agreement for an additional three-year term, upon mutual agreement of the parties;

WHEREAS, the City hereby wishes to renew the Original Agreement for three additional 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 \$115,000.00, comprising of \$30,000 for the first year, \$40,000 for the second year and \$45,000 for the third year of the renewal term as set forth hereafter; 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 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 Leon Advertising & Public Relations, Inc., a Florida corporation, doing business as Leon Medical Centers, in substantial conformity with the agreement attached and made a part hereof as Exhibit "1", under the same terms and conditions of the original agreement for three additional years, commencing on June 1, 2016 and ending on May 31, 2019, with an option to renew for a three-year term, upon agreement of the parties, in exchange for a total sponsorship fee of \$115,000.00 comprising of a \$30,000 fee in the first year, a \$40,000 fee in the second year and a \$45,000 fee in the third year.

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.

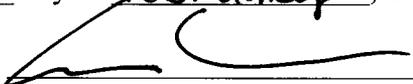
PASSED AND ADOPTED this 26 day of January, 2016.


Luis Gonzalez
Council President

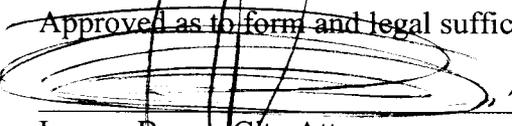
Attest:

Approved on this 1 day of February, 2016.


Marbelys Fatjo, City Clerk


Mayor Carlos Hernandez

~~Approved as to form and legal sufficiency:~~


Lorena Bravo, City Attorney

Resolution was adopted by a (7-0) unanimous vote with Councilmembers, Caragol, Cue-Fuente, Garcia-Martinez, Hernandez, Gonzalez, Lozano and Casals-Muñoz voting "Yes".