

**RESOLUTION No. 19-270**

**A RESOLUTION OF THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, APPROVING AND AUTHORIZING THE CITY TO SPONSOR THE “RITMO DORAL” SPECIAL EVENT AT DOWNTOWN DORAL PARK ON MARCH 14, 2020 IN AN AMOUNT NOT TO EXCEED \$40,000.00; APPROVING THE EXECUTION OF THE ATTACHED SPONSORSHIP AGREEMENT BETWEEN THE RHYTHM FOUNDATION AND THE CITY IN AN AMOUNT NOT TO EXCEED \$40,000.00; PROVIDING FOR IMPLEMENTATION; AND PROVIDING FOR AN EFFECTIVE DATE**

**WHEREAS**, the City of Doral desires to further the goals of its cultural, economic development and diplomatic initiatives by serving as a catalyst for top-notch cultural presentations and related economic development activities throughout the municipality; and

**WHEREAS**, The City of Doral desires to collaborate with The Rhythm Foundation, a renowned non-profit presenter of world music and cultural events in South Florida, to create, produce, promote and hold the fourth annual “Ritmo Doral,” a free community cultural event, economic development catalyst, regional tourism showcase and diplomatic summit in Downtown Doral Park featuring the concert event set forth in Exhibit “A” attached hereto and incorporated herein by reference; and

**WHEREAS**, The Rhythm Foundation (“RF”) is willing to produce, promote and hold the “Ritmo Doral” event in Downtown Doral Park and to work in conjunction with the CITY to facilitate ancillary economic development, diplomatic and educational activities in CITY or nearby facilities; and

**WHEREAS**, the CITY is willing to support RF for producing and implementing the scheduled event by compensating RF in an amount not to exceed \$40,000.00 (Forty Thousand Dollars) as a total budget to implement production, programming, promotions, and for securing the services of the headline artists, set forth in Exhibit “A”, whose expenses and artist fees shall be paid from said budget.

**NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND CITY COUNCIL  
OF THE CITY OF DORAL, FLORIDA, AS FOLLOWS:**

**Section 1. Recitals.** The above recitals are confirmed, adopted, and incorporated herein and made a part here of by this reference.

**Section 2. Approval.** A relationship with The Rhythm Foundation, as specified herein, and as further explained in the attached memorandum found in Exhibit "A", to create, produce, promote and hold "Ritmo Doral," a free community cultural event, economic development catalyst, regional tourism showcase and diplomatic summit in Downtown Doral Park, is hereby approved, subject to the formalizing of the relationship by the City Manager. This event production contract with The Rhythm Foundation is budgeted at \$40,000.00 in the approved City of Doral FY2020 budget in account no. 001.40005.500482

**Section 3. Authorization.** The City Manager is hereby authorized to enter into an agreement and other contractual documents, subject to approval as to form and legal sufficiency by the City Attorney, as may be necessary to formalize the City's relationship with The Rhythm Foundation, on the conditions specified herein and may be deemed necessary to protect and further the interests of the City.

**Section 4. Implementation.** The City Manager and City Attorney are hereby authorized to take such further action as may be necessary to implement the purpose and provisions of this Resolution.

**Section 5. Effective Date.** This Resolution shall take effect immediately upon adoption.

The foregoing Resolution was offered by Councilmember Cabrera who moved its adoption.

The motion was seconded by Councilmember Mariaca and upon being put to a vote, the vote was as follows:

Mayor Juan Carlos Bermudez	Not Present at Time of Vote
Vice Mayor Christi Fraga	Yes
Councilwoman Digna Cabral	Yes
Councilman Pete Cabrera	Yes
Councilwoman Claudia Mariaca	Yes

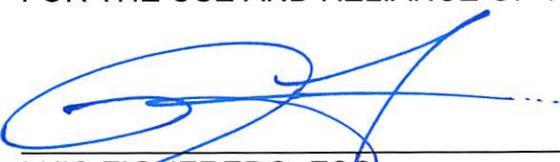
PASSED AND ADOPTED this 19 day of November, 2019.

  
\_\_\_\_\_  
JUAN CARLOS BERMUDEZ, MAYOR

ATTEST:

  
\_\_\_\_\_  
CONNIE DIAZ, MMC  
CITY CLERK

APPROVED AS TO FORM AND LEGAL SUFFICIENCY  
FOR THE USE AND RELIANCE OF THE CITY OF DORAL ONLY:

  
\_\_\_\_\_  
LUIS FIGUEREDO, ESQ.  
CITY ATTORNEY

# EXHIBIT “A”

## **EXHIBIT "A"**

### **RITMO DORAL 2020**

**Ritmo Doral** is a free, family-friendly cultural and economic development event celebrating the rich diversity and international scope of the Doral community through live music, culture, food, and entertainment. This event is intended to engage Doral residents and visitors while promoting Doral as a culturally artistic, diverse and creative place to live, work, learn and play. Ritmo Doral seeks to further the goals of the City of Doral's cultural, economic development and diplomatic initiatives by serving as a catalyst for top-notch cultural presentations and related economic development, educational and diplomatic activities throughout the municipality

**MARCH 14, 2020  
SATURDAY**

**RITMO DORAL @ Downtown Doral Park, 6-10 p.m.**

Ritmo Doral event in Downtown Doral Park will provide a platform for cultural presentations, economic development activities, international relations and educational workshops. It will serve as a diplomatic summit and a regional tourism showcase of the City of Doral.

The headliner will be Venezuelan singer Betsayda Machado, preceded by local Cuban music group Cortadito, as well as representatives of some of the city's international partners.

The event will feature local vendors, arts and crafts, business development activities, and virtual reality installations.

Also planned for the week preceding the Concert are educational activities, an international art exhibition, and other promotional, diplomatic and economic activities.

Planned event highlights and opportunities include:

- A HEADLINING APPEARANCE BY A MAJOR INTERNATIONAL ARTIST PRECEDED BY SUPPORTING ACTS FROM SISTER CITIES AND THE LOCAL COMMUNITY
- MAJOR MARKETING CAMPAIGN AND PR IN SOUTH FLORIDA
- BRANDING AND ACTIVATION OPPORTUNITIES AT FESTIVAL
- BUSINESS & DIPLOMATIC EVENTS COORDINATED WITH CITY
- EDUCATIONAL ACTIVITIES

RITMO DORAL is produced by The City of Doral and The Rhythm Foundation, an award-winning South Florida cultural organization with 30 years' experience in presenting concerts and festivals with major international artists.



# BETSAYDA MACHADO

ARTIST INTRO



**BETSAYDA MACHADO  
PRODIGIOUS AFRO-VENEZUELAN  
FOLK MUSIC SINGER.**



**“VITAL,  
UNPLUGGED,  
DEEPLY  
ROOTED”**

- Jon Pareles

*The New York Times*

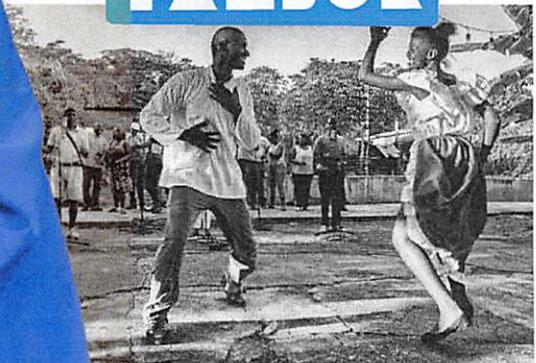
# WHAT'S HER STORY?



**IN 2016,** after turning 40,  
her voice was discovered in the U.S.

Bringing new interest to  
a popular **AFRO-VENEZUELAN**  
**DANCE MUSIC**  
genre

**TAMBOR**



**IN 2017,**



MID ATLANTIC  
ARTS FOUNDATION



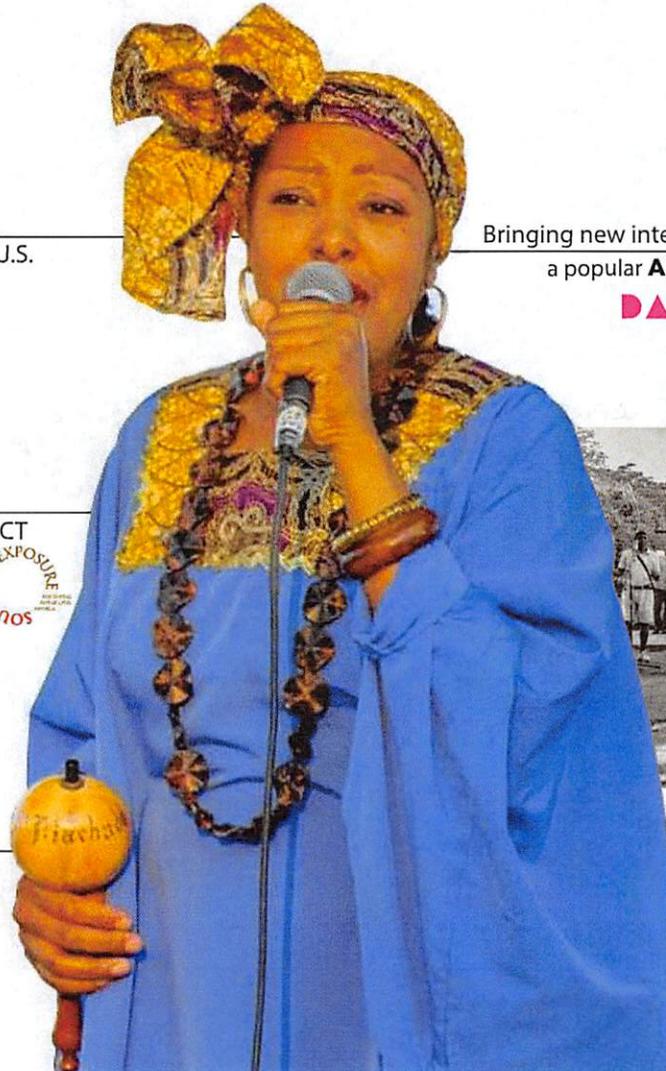
nominated her tour as an  
**OUTSTANDING LATIN AMERICAN LIVE MUSIC PROJECT**  
resulting in multiple concerts, festivals and  
community encounters across the USA & Canada



**IN 2018,**  
**WOMEX**  
THE WORLD MUSIC EXPO



invited the group for the biggest world music showcase  
confirming the European premiere of the project  
in Katowice, Poland.



FROM **EL CLAVO**   
(POPULATION: 1500)

WHERE  
**MUSIC** IS THE  
**LANGUAGE**

# WANNA FEEL THE **RITMO**?



## **WE COME FROM A TOWN...**

2017. Band's first visit to the US video.



## **SUMMER FESTIVAL**

2016. Audience interaction in Canada.



## **WASHINGTON DC**

2017. Kennedy center, Millenium stage.

ALWAYS **PROUD** OF WHO WE ARE.



**IN A WORD: SABROSO**  
**IN OTHER WORDS:**



*The New York Times*

**“The kind of group that world-music fans have always been thrilled to discover:  
Vital, accomplished, local, unplugged, deeply rooted”**

- Jon Pareles



n p r

**“One of the most joyful shows I’ve seen in years”**

- Anastasia Tsioulcas

# THE WOMAN

**A TOTALLY INDEPENDENT SOUL  
FROM A SMALL CHALLENGED COMMUNITY  
PRODUCING EXCITING CONTENT  
AND FACING SUDDEN GROWTH**

# THE SHOW

**A HIGH-ENERGY EXPERIENCE  
FAMILY COMPATIBLE  
DANCEABLE AND MEANINGFUL  
HUNDRED PERCENT ORGÁNICO**





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