
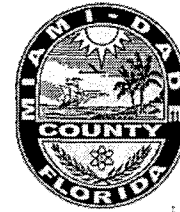


Date: January 2, 2008
To: Kay Sullivan, Clerk of the Board
From: 
Carlos Alvarez, Mayor
Miami-Dade County



JAN 10 2008

Agenda Item No. 15(E)1

Subject: Discretionary Reserve allocation presented at the
January 10, 2008 Board of County Commissioners Meeting

I would like to allocate funding to the following organization:

MAYOR'S DISCRETIONARY RESERVE FUNDS

Name of Organization	Amount
Univision Radio of Florida, LLC (bleachers for "38 th Annual Three Kings Parade")	\$ 450.00

Attachment

- c: Honorable Chairman Bruno A. Barreiro and Members,
Board of County Commissioners
Denis Morales, Chief of Staff, Office of the Mayor
George Burgess, County Manager
Robert Cuevas, County Attorney
Diane Davis, Director of Agenda Coordination
Jennifer Glazer-Moon, Director, Office of Strategic Business Management

CLERK OF THE BOARD
2008 JAN -2 PM 2:42
CLERK - REPORT TO COUNTY COURTS
DADE COUNTY, FLA.
#1

800 Douglas Road
Annex Bldg., Suite 111
Coral Gables, FL 33134
(305) 447-1140
(305) 445-8908 Fax



November 27, 2007

Mayor Carlos Alvarez
Stephen P. Clark Center
111 NW 1st Street
29th Floor
Miami, FL 33128

Dear Mayor Alvarez:

We take great pleasure in inviting you to participate in the 38th Year Anniversary of The Three Kings Day Parade, which will be held on Sunday, January 13, 2008. As in past years, this year's parade promises to be one of the largest events with the participation of popular grand marshals, television and radio personalities, and community leaders.

Following are various key points of interests about the Three Kings Parade:

- One of the Oldest Hispanic Events in the Country
- One of the Top 5 Hispanic Events in the Country
- Held every year since 1970 in the Heart of Little Havana, "Calle Ocho". Attendance at the Parade has been estimated to over 400,000.
- The parade is produced, sponsored and promoted heavily through Univision Radio's Miami Stations, AMOR 107.5 FM, LA KALLE 98.3, RADIO MAMBI, and 1140 AM.
- The Miami Herald/El Nuevo Herald, Univision-Channel 23, and WSVN-Channel 7 are the official media sponsors.
- The participants consist of local and national corporations, folkloric groups, celebrities and key government officials.
- Media Coverage guaranteed by most major networks, print and radio. In the past, the event has been covered by NBC, CNN, FOX, ABC, CBS, Univision, Telemundo, etc.

The Three Kings Parade unites the diverse communities of South Florida with the common Hispanic observance of the "Feast of The Epiphany". As you may know, the observance of Three Kings Day is a major tradition throughout Latin America, a tradition that can be compared to Santa Claus in the United States.

If you would like to participate in this parade, you may do so by marching, bringing your own convertible, government vehicle or for a nominal fee, the convertible will be provided for you by Univision Radio if available. The brand of the convertibles required for this year's parade will be announced shortly. You must provide a pair of magnetic signs to post on the vehicle, identifying your title and/or organization.

We look forward to the possibility of having you participate at this South Florida Holiday tradition. Please feel free to call me should you have any questions, comments and/or to confirm your assistance with Monica Rabassa at 305-569-3127 or e-mail at mrabassa@univisionradio.com. Please fax your participant release attention M. Rabassa at (786) 245-0043.

Thanking you in advance, I remain,

Sincerely yours,

A handwritten signature in cursive script, appearing to read 'CPuig'.

Claudia Puig
General Manager/Sr. Vice-President
Univision Radio-Miami