

**ORIGINAL**

**Bid/Proposal Name: ArtsPark Concert Series Producer**

**Bid/Proposal Number: RFP-4575-18-JE**

**The Rhythm Foundation, Inc.**

**7136 Abbott Ave Unit 1**

**Miami Beach, FL 33141**

**Tel: (305)672-5202**

**Contact person: Gene de Souza**

**February 28, 2018**

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# THE RHYTHM FOUNDATION

February 27, 2018

City of Hollywood, Florida  
c/o: Office of City Clerk  
2600 Hollywood Blvd., Rm#: 221  
Hollywood, Florida 33020

RE: RFP-4575-18-JE

The Rhythm Foundation understands that the City of Hollywood is seeking an experienced, professional and reputable Producer for a series of free, family-friendly concerts at the Hollywood ArtsPark. These concerts should feature world-renowned, domestic and regional artists, and ultimately brand the Downtown Hollywood district as a major cultural destination.

The Rhythm Foundation, an award-winning non-profit cultural organization, has over 30 years experience with precisely this kind of project. Since the beginnings of our organization we have worked with several City governments across South Florida to utilize live music as a tool to improve quality of life, attract audiences, and media coverage and generate economic impact for specific neighborhoods. We give special focus on selecting the ideal artists for each project, which will achieve the goals stated above. We have worked successfully with the Cities of Hollywood, Miami, Miami Beach, Boca Raton, and Doral with a range of projects targeting specific goals.

With the City of Hollywood and the Hollywood CRA, the Rhythm Foundation produced the series "Hollywood ArtsPark Experience" from 2012 to 2016. Overall the series was a success, achieving and exceeding all expectations. With major artists like Galactic, The Wood Brothers, Seu Jorge and Jose Gonzalez, to name a few, the series attracted between 3,000 – 7,000 people per event. The survey results were always positive, showing a mix of residents and visitors in the audience seeing more of these kinds of concerts.

The Rhythm Foundation is prepared to build upon the achievement of the Hollywood ArtsPark Experience series and take it to the next level, leveraging premier artists, strategic media partners, local community engagement, and major corporate sponsors.

The persons who will be authorized to make representations for our firm are:

Bianca Moura – Executive Director  
26 NE 109 St  
Miami Shores, FL 33161  
786.282.1422  
Bianca@rhythmfoundation.com

Gene de Souza – Director of Special Projects  
1050 93<sup>rd</sup> Street, apt 6C  
Bay Harbor Islands, FL 33154

Kind regards,



Bianca Moura

Executive Director

## PROPOSAL

### 4. Profile of Proposer

a. State whether your organization is national, regional or local.

Rhythm Foundation was founded and is based in Miami Beach, Florida. We produce events all across the South Florida region, and we are part of a network of presenters across North America to coordinate tours for major artists.

b. State the location of the office from which your work is to be performed.

Rhythm Foundation  
7136 Abbott Ave Unit 1  
Miami Beach, FL 33141

c. Describe the firm, including the size, range of activities, etc. and how it relates and will benefit this Request for Proposal.

The Rhythm Foundation, a 501c3 non-profit cultural organization, is a leading presenter of international music in the US. It was founded in 1988 with the goal of increasing international awareness through live music - concerts, events and festivals by established and innovative artists from around the world. Special focus is given to those cultures connecting to South Florida audiences – music from North America, Latin America, Africa, the Caribbean, Asia and Europe. In 2015 the City of Miami Beach awarded long-term management of the North Beach Bandshell to the Rhythm Foundation. The organization manages the venue and creates exciting year-round programming at this architectural gem.

The Rhythm Foundation has a full-time staff of six employees, each dedicated to areas of administration, fundraising, programming, marketing and communications, production logistics, accounting and concessions operations, and other related functions. With a strong work ethic and commitment to team work, our staff is able to plan and implement multiple successful productions simultaneously. In any given year the Rhythm Foundation directly produces over 40 concerts attracting over 50,000 people. Our staff is lean and efficient, and focused on the implementation of our projects. Through a network of trusted vendors and service providers, the technical and logistics capabilities are expanded to fit the needs of the event. We function as a production company, but always with an eye on financial responsibility in order to maximize the outcome of our work.

For the Hollywood ArtsPark we would have a dedicated team to develop and implement a successful series of four concerts per year. Each member of our team will be assigned specific tasks pertaining to their area of expertise. We will present the City of Hollywood with a selection of premier talent, media plan,

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production logistics and set overall goals for the series. Our extensive experience in producing similar series, and also having previously worked with the City of Hollywood and CRA staff over four years of effective events, will allow us to engage immediately with this project. The staff is particularly excited and enthusiastic about returning to the Hollywood ArtsPark due to the excellent concerts and relationships developed over the years of the series Hollywood ArtsPark Experience. We also received very positive feedback from Hollywood residents, business owners, and visitors regarding the series and when it would return. We want to harness this positivity and enthusiasm to elevate this series and continue building Hollywood ArtsPark as a world-renowned venue and cultural destination.

d. Provide a list and description of similar engagements, preferably government, satisfactorily performed within the past two (2) years. For each engagement listed, include the name, email, fax and telephone number of a representative for whom the engagement was undertaken who can verify satisfactory performance.

The Rhythm Foundation produced the following similar engagements in the last two years:

### 1) North Beach Bandshell

In March of 2015 the Rhythm Foundation was awarded the management contract for the North Beach Bandshell, a City of Miami Beach facility. We are in charge of managing the calendar of events, including our own productions and rentals, marketing, staffing and all aspects of the venue operations.

Contact: Cynthia Casanova – City of Miami Beach Parks & Recreation Dept.

Email: [cynthiacasanova@miamibeachfl.gov](mailto:cynthiacasanova@miamibeachfl.gov)

Phone: (305)673-7272

### 2) Big Night in Little Haiti

From 2012 to 2016 Rhythm Foundation produced a free, monthly and family friendly event at the Little Haiti Cultural Center, a City of Miami facility. Major funding for the series was provided by the John S. and James L. Knight Foundation in order to activate the dormant community center. Over the course of five years we presented major artists from Haiti and the Caribbean and showcased this once underserved neighborhood to the region and the world. Big Night received major press coverage locally, and also in Canada and Europe. The series was a major catalyst in bringing more investment and development to the area.

Contact: Adam Ganuza – Knight Foundation

Email: (305) 908-2687

Phone: [ganuza@knightfoundation.org](mailto:ganuza@knightfoundation.org)

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### 3) Ritmo Doral

The City of Doral engaged the Rhythm Foundation in 2017 to produce the first annual festival Ritmo Doral, in order to celebrate the growth and diversity of the City, and provide a family friendly entertainment event for the thousands of current and new residents and visitors. As has been covered by local and national media, the City of Doral has experienced unprecedented growth with an influx of thousands of residents and opening of many major businesses. The City recognized that quality cultural events were needed to address this growing population, showcase Doral, and strengthen the sense of community. The inaugural event attracted over 5,000 people to the Downtown Doral Park and was a huge success. Plans are underway for the second edition in 2018 with an expected grant from the Knight Foundation.

Contact: Edward Rojas – City Manager  
Email: [Edward.rojas@cityofdoral.com](mailto:Edward.rojas@cityofdoral.com)  
Phone: (305)593-6725

### 4) Brazilian Beat

Brazilian Beat is the largest celebration of Brazilian independence held in Florida. Being that Brazil is Florida's largest trading partner and there is a significant Brazilian population in Palm Beach and northern Broward County, the Boca Raton CRA hired Rhythm Foundation in 2012 to produce a festival to celebrate this vibrant culture. First held at Sanborn Square, the event grew out of this small community park and for the past two years has taken place at Mizner Park Amphitheater, a major South Florida venue. Always featuring a major Brazilian artist, Brazilian Beat is officially recognized by the Consulate General of Brazil in Miami and receives support from many major sponsors. The Rhythm Foundation and the Boca Raton CRA work together to produce a fun and engaging festival and implement a broad, strategic media plan to attract over 6,000 people of all backgrounds to experience Brazilian Beat each year.

Contact: Ruby Childers – Downtown Manager  
Email: [RChilders@ci.boca-raton.fl.us](mailto:RChilders@ci.boca-raton.fl.us)  
Phone: (561) 367-7070

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e. Have you been involved in litigation within the last five (5) years or is there any pending litigation arising out of your performance?

No

5. Summary of Proposer's Qualifications.

a. Identify the project manager and each individual who will work as part of the engagement. Include resumes for each person to be assigned. The resumes may be included as an appendix.

Project Manager shall be Gene de Souza, Development Director  
Bianca Moura – Executive Director  
James Quinlan – Programming Consultant  
Benton Galgay – Production Director  
Karla Arguello – Marketing and Communications  
Tina Theuermeister – Concessions and Hospitality  
Ricardo Guerero – Production Manager

b. Describe the experience in conducting similar projects for each of the consultants assigned to the engagement. Describe the relevant experience and educational background of each individual.

Project Manager - Gene de Souza, Development Director

Gene de Souza has been at the Rhythm Foundation for over 15 years and has worked on hundreds of concerts, including the Hollywood ArtsPark Experience series, as well as the similar projects stated above with other city governments. As Development Director, Gene is the main liaison with the City of Hollywood and will oversee the successful implementation and execution of this series. This will involve delegating tasks to the other team members and working closely with City and CRA staff. Gene's extensive experience with these kinds of projects also entails attracting and retaining corporate sponsors, media partners and in-kind donations. Gene has a Bachelor's degree in International Relations from the University of Richmond.

Bianca Moura – Executive Director

Bianca Moura joined the Board of Directors of The Rhythm Foundation in 2006 and in 2016 she joined the staff as Executive Director. As a board member Bianca was very involved in the successful implementation of all Rhythm Foundation projects, and also attended many events, including Hollywood ArtsPark Experience, and other events for governments listed above. Her past experience in financial sector companies, and also the Walt Disney Company

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enable her to oversee aspects of contracts, negotiations, compliance, budgets, and insurance. She will work with the Project Manager to ensure the goals of this series are met and exceeded. Biaca Moura has a Bachelor's Degree in Development Studies from the University of California, Los Angeles.

### James Quinlan – Programming Consultant

James Quinlan founded The Rhythm Foundation in 1988 and served as Executive Director for the first decade of the organization. He then became Board Chairman, a post he occupies to this day. Prior to Rhythm Foundation James was a booking agent and international tour manager based in New York City, then spent many years managing the Cameo Theater in Miami Beach. From 1996-2000 James Quinlan was Director of Office of Arts, Culture and Entertainment at the City of Miami Beach. He is currently operating his own successful real estate company managing many properties. James is widely respected in the music business and has relationships with the top booking agencies and artist managers. This will bring tremendous value and unique opportunities in the selection of premier talent for this series. James Quinlan has a degree in Arts Management from Eastern Michigan University.

### Benton Galgay – Production Director

Benton Galgay has been the General Manager of the North Beach Bandshell since Rhythm Foundation took over management in 2015, and is also Production Manager for all Rhythm Foundation events that take place outside this venue. This includes concerts at Bayfront Amphitheater, Mizner Park Amphitheater, Fillmore Miami Beach, Olympia Theater, and the concerts we have produced for various city governments and foundations like Big Night in Little Haiti, Ritmo Doral, Brazilian Beat and more. Benton shall oversee all aspects of technical production such as sound and lights, backline, power, as well as oversee security needs, sanitation, equipment rentals, and any other production related items. With Benton's production oversight, Rhythm Foundation has been thriving at the North Beach Bandshell and outside events as well. He has a strong relationship with multiple service providers in order to provide the best services within budget. Benton has a Bachelor's Degree in Communications from the University of Miami.

### Karla Arguello – Marketing and Communications

Karla Arguello has been a valuable team member since 2014, both as Marketing Director and also overseeing travel, hospitality and logistics details for touring bands presented by The Rhythm Foundation. An amazing multi-tasker, Karla is able to organize and execute many tasks such as creating and implementing a media plan and public relations efforts. This includes press releases, interview



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schedules, journalist relations, ad buys, social media planning and posting, etc. With the artists, she will work together with Tina Theuermeister and Ricardo Guererro to ensure that artists are taken care of with hotel accommodations, local transportation and hospitality at the venue. Karla has a Bachelor's Degree in Communications and Spanish from Wake Forest University.

### Tina Theuermeister – Concessions and Hospitality

Tina Theuermeister is a new and strategic asset to The Rhythm Foundation team that will greatly benefit the Hollywood ArtsPark Experience. With many years in the restaurant and hospitality industry, Tina managed the operations of well known bars and clubs in Miami, such as Bardot and Gigi's. She was also the Finance Manager and Food & Beverage Manager at the Ill Points Festival from 2013 to 2016. This festival has grown to be one of the most important in South Florida, and Tina was crucial to their growth and success. As Concessions Manager, Tina will run all food and beverage aspects of the events in Hollywood. This will include managing the staff and overall public bar operations, and also oversee the food vendors brought into each event. Her strong management and financial skills, and relationships with alcohol brands will be a true asset for this series. Tina will also oversee backstage hospitality for the artists and ensure they are taken care of. Tina Theuermeister has a Masters in Economics from the Humbolt Universitaet, and a Bachelor's Degree in Romance Linguistics from Karl Ruprecht Universitaet, both in Germany.

### Ricardo Guerrero – Production Manager

Ricardo Guerrero is a truly hands on and dedicated Production Manager, with endless enthusiasm and dedication to his work. As the right hand man for Production Director Benton Galgay, Ricardo ensures that all production items are coordinated and implemented in a timely and professional manner. Multitasking, planning, organizing and delivering on all production aspects of the North Beach Bandshell productions, as well as several off-site concerts like Big Night in Little Haiti, Ritmo Doral, and concerts at the Fillmore Miami Beach, give Ricardo more than enough experience to take on the Hollywood ArtsPark Experience. Ricardo Guerrero has an Associate's Degree in the Recording Arts from Full Sail Real World Education.

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c. Describe the organization of the proposed project team, detailing the level of involvement and expertise for each member of the team.

Project Manager - Gene de Souza, Development Director

Gene de Souza, as Project Manager, shall be the main contact with the City of Hollywood and will delegate to the rest of the Rhythm Foundation team. Gene will ensure that all aspects of programming, production, marketing, concessions, city services, etc., are all addressed when producing each concert in the series. Gene will also bring on board several prominent corporate sponsors to the series, which will add prestige to the Hollywood ArtsPark Experience, as well as additional funds in order to elevate the status of the series overall.

Bianca Moura – Executive Director

Bianca will work closely with the Project Manager to ensure a successful implementation of this series. Mainly, Bianca will oversee the budgets, both of the series and individual shows, and ensure that all concerts are financially sound and properly managed. Bianca will also negotiate and sign contracts with the headlining and supporting Artists of the series, and also sign agreements with any third party vendors involved with the productions.

James Quinlan – Programming Consultant

James will develop a list of Artists for the series based on the specific goals of the Hollywood ArtsPark Experience. He will use his contacts and relationships in order to attract high profile US, and international talent for Hollywood. Together with the Project Manager and Executive Director, they will analyze the feasibility of each Artist based on budget, production needs, time frame, etc. Once Artists are selected and approved by the CRA, James will work with the Executive Director in order to finalize contracts. James' extensive experience in this field will be a great asset to the Hollywood ArtsPark Experience.

Benton Galgay – Production Director

Under the guidance of the Project Manager and the Executive Director, Benton Galgay, as the Production Director, shall implement the highest quality production possible at the Hollywood ArtsPark. Once the Artists are confirmed for each concert, Benton shall contact their technical person and analyze all aspects of their stage plot, sound and light requirements. He will then establish a plan by communicating with the Parks staff and any third party vendors in order to finalize the production elements of each show.

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### Karla Arguello – Marketing and Communications

Karla Arguello shall establish a marketing and public relations plan for each concert and review with the Project Manager and Executive Director. She will also coordinate with the CRA staff and the designated PR company of the City of Hollywood in order to finalize an effective and strategic marketing plan for each event. The objective shall always be to market Hollywood as a cultural destination and obtain major editorial coverage, not only in local media, but also nationally and internationally. Karla will schedule interviews for the Artists with all media outlets and ensure the concerts receive extended coverage online, radio, TV and print, etc. She will also oversee the hotel, transportation and hospitality needs of the Artists and delegate to team members Ricardo and Tina as needed.

### Tina Theuermeister – Concessions and Hospitality

All aspects of food and beverage at the concerts shall be managed by Tina Theuermeister. This shall include the operations of the bars in the park selling to the public. Tina will ensure that all documentation, licenses and insurance documents are in place, and also any City fees and regulations are abided. She will also recruit and manage the food operators at the events and make sure they are all licensed and respectful of all park regulations. She shall work closely with the Project Manager, Production Director and the Parks Department to make sure all operations work smoothly. Tina will also work with Karla and Ricardo to provide all hospitality needs for the Artists.

### Ricardo Guererro – Production Manager

Ricardo Guerrero will work together with the Production Director to ensure that all elements of the stage production are 100% in place for each concert. There will be multiple planning meetings, conference calls and emails in order to finalize a production plan and schedule for each concert. Ricardo will coordinate with sound companies, stage crew, deliveries, sound and lights equipment rentals, backline delivery and set up, and all other items related to the stage production.

d. Describe what CRA staff support you anticipate for the project.

The Rhythm Foundation will request the support of the CRA staff in order to facilitate the successful implementation of this series. This means assisting with any City related items and acting as a liaison, a facilitator with other City departments such as Parks, Police, Sanitation, Building, Permits, etc. The CRA staff shall provide guidance and assistance to Rhythm Foundation so that all procedures are followed and all relevant City departments are addressed and engaged with the series.

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We will also work with the CRA staff in the review of artists, marketing plan, outreach, collaborating with City administration, local businesses, and working together to achieve and exceed the goals of this series.

### 6. Project understanding, proposed approach, and methodology.

Describe your approach to performing the contracted work. This should include the following points:

Type of services provided. Discuss your role and that of other parties involved in the process.

For Hollywood ArtsPark Experience, The Rhythm Foundation shall fully engage and implement all aspects of production, which include the following:

#### Programming

One of the major strengths of The Rhythm Foundation is our expertise and focus on programming premier music talent that is ideal for each project. Our experience producing concerts and festivals over the years at various types of venues, help us calibrate the talent required to fully activate a large venue like the Hollywood ArtsPark Amphitheater. We also carefully curate the artist selection so that the series really stands out and attracts the attention of the public as well as the media. In past editions of the series we featured major US acts like jam bands Galatic and the Wood Brothers, both attracting large crowds of over 5,000 people and receiving featured editorial coverage in South Florida media. We also featured major international music legends like Seu Jorge, the Brazilian actor/ singer known for the films “City of God” and “Life Aquatic”, as well as acclaimed Swedish indie singer songwriter Jose Gonzalez This kind of specialized selection made the series unique, and different from other venues like casinos and concert halls that have very predictable and repetitive offerings. The Rhythm Foundation has strong relationships with major booking agencies in North America, South America an Europe and is part of a global network of presenters. Also, with 30 years of experience in the industry, we have an excellent reputation with agents, managers and artists, which allows us to program unique artists. This will make the Hollywood ArtsPark Experience truly stand apart and above other series in the region and achieve the goals set forth in this RFP.

#### Production

The Rhythm Foundation team is uniquely qualified to produce a successful series at the Hollywood ArtsPark, as it has produced over 18 major events at the venue in partnership with the Hollywood CRA. Our staff has a great working relationship with the CRA staff, the staff at the Park and other City departments. Our team will be fully engaged in order to provide the best possible sound, staging, lights, and activations for these concerts. We will give our undivided attention to every detail of each concert, from the parking and sanitation, to concessions, security, hotel

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and local transportation. The Rhythm Foundation has longstanding relationships with the top production service providers in South Florida, ensuring that this series will get the best quality within budget.

### Marketing

The Rhythm Foundation shall implement a full media plan including graphic design, drafting and circulating press releases, planning media buys and public relations outreach. We shall also seek media sponsors and partners, such as TV, radio, online and print outlets, in order to maximize the media exposure and reach of the concert series. Where possible, Rhythm Foundation will integrate into CRA, Tourism Bureau, and City marketing efforts.

### Sponsorships & Fulfillment

With a long history of obtaining and retaining corporate sponsorships, the Project Manager will prioritize this series as a major opportunity and platform for our corporate contacts. We will present this series to all potential companies directly and also through agencies representing major national and international brands. Once sponsors are on board and approved by the CRA, then our team will also ensure the fulfillment of all sponsor benefits are taken care of, including all branding and on site activations.

Discuss your project plan for this engagement outlining major tasks and responsibilities, time frames and staff assigned.

Upon confirmation of this contract, the first step shall be to schedule a general meeting between the Rhythm Foundation team, the CRA and City staff. This meeting shall serve to address the major tasks, responsibilities, time frames and assignments. Having this initial meeting, and then other regular meetings to follow shall ensure the series goes smoothly and that all planning is fully coordinated. Overall, the major tasks and responsibilities will be as follows:

- Present The Rhythm Foundation team to the CRA and Parks Staff
- Present the Programming ideas and specific Artists for series
- Review budget for each concert and series overall
- Review any City line items in budgets and confirm costs
- Determine in-kind or waived fees from the City of Hollywood
- Review all permits, licenses and other requirements for productions
- Initiate media and PR planning, save the dates, interview requests.
- Establish marketing and logistic implementation timelines
- Actively solicit and confirm corporate sponsors
- Announce series

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### Time Frame

The above list of tasks and responsibilities would need to be set into motion immediately upon the confirmation of this contract. The Rhythm Foundation team will be ready to “hit the ground running” in order to move forward with a world-class concert series for the Hollywood ArtsPark. We will work with the CRA and Parks staff to determine the feasible dates for the concerts, when they should begin and how many should happen in regards to the fiscal and calendar years.

### Staff Assignments:

The Rhythm Foundation team will immediately initiate the work on the Hollywood ArtsPark Experience with the following team:

Project Manager shall be Gene de Souza, Development Director  
Bianca Moura – Executive Director  
Benton Galgay – Production Director  
Karla Arguello – Marketing and Communications  
Tina Theuermeister – Concessions, Hospitality and Accounting  
Ricardo Guerero – Production Manager

### 7. Summary of the Proposer's Fee Statement.

The Proposal will show the fee schedule. Express your fee in a lump sum not-to-exceed maximum annual amount based on four events. The annual fee may not exceed \$120,000.00. Provide an anticipated per event amount (this amount may be expressed as a range) and a separate price for components of the work shown in scope of service.

Hollywood ArtsPark Experience

	Show 1 Hollywood ArtsPark	Show 2 Hollywood ArtsPark	Show 3 Hollywood ArtsPark	Show 4 Hollywood ArtsPark	SUBTOTAL
<b>income</b>					
admissions					\$0
concessions	\$3,000	\$2,000	\$2,000	\$2,000	\$9,000
contracted services - CRA funding	\$30,000	\$30,000	\$30,000	\$30,000	\$120,000
corp support	\$8,250	\$7,250	\$7,250	\$7,250	\$30,000
corp support - fulfillment					\$0
private indiv support					\$0
grants: national					\$0
grants: foundation				\$22,500	\$22,500
grants: local					\$0
grants: state					\$0
other					\$0
<b>subtotal: income</b>	<b>\$41,250</b>	<b>\$39,250</b>	<b>\$39,250</b>	<b>\$61,750</b>	<b>\$181,500</b>
outside artist fee	\$15,000	\$20,000	\$10,000	\$22,500	\$67,500
outside artist fee 2	\$1,500	\$3,500	\$2,000	\$5,000	\$12,000
travel: hotel	\$1,000	\$1,500	\$1,000	\$3,000	\$6,500
travel: hospitality	\$750	\$750	\$750	\$1,500	\$3,750
travel: local transport	\$300	\$300	\$300	\$1,500	\$2,400
travel: out of county					\$0
<b>venue rent: rent</b>					\$0
<b>venue rent: FOH</b>	\$2,008	\$2,100	\$2,100	\$2,500	\$8,708
<b>venue rent: backstage</b>					\$0
<b>venue other</b>					\$0
<b>security and police</b>	\$1,138	\$1,200	\$1,200	\$1,200	\$4,738
licenses and dues (ASCAP, biz, etc)					\$0
ticketing/box office					\$0
insurance	\$660	\$660	\$660	\$660	\$2,640
equipment rental	\$1,395	\$2,000	\$2,000	\$3,000	\$8,395
documentation	\$200	\$200	\$200	\$200	\$800
<b>marketing advertising</b>	\$2,500	\$2,500	\$2,500	\$2,500	\$10,000
<b>production personnel</b>	\$1,200	\$1,200	\$1,200	\$1,200	\$4,800
payroll / payroll expenses					\$0
production expenses					\$0
outside other fees					\$0
supplies	\$200	\$200	\$200	\$200	\$800
utilities					\$0
interest, bank fees					\$0
<b>subtotal: expense</b>	<b>\$27,851</b>	<b>\$36,110</b>	<b>\$24,110</b>	<b>\$44,960</b>	<b>\$133,031</b>
<b>Net income</b>	<b>\$13,399</b>	<b>\$3,140</b>	<b>\$15,140</b>	<b>\$16,790</b>	<b>\$48,469</b>

**ACKNOWLEDGMENT AND SIGNATURE PAGE**

This form must be completed and submitted by the date and the time of bid opening.

Legal Company Name (include d/b/a if applicable): The Rhythm Foundation\_

Federal Tax Identification Number: \_65-0102768\_\_

If Corporation - Date Incorporated/Organized: \_June 16, 1988\_\_\_\_\_

State Incorporated/Organized: \_\_\_\_\_Florida\_\_\_\_\_

Company Operating Address: \_7136 Abbott Ave Unit \_\_\_\_\_

City Miami Beach State FL Zip Code 33141

Remittance Address (if different from ordering address): \_PO Box 414625\_\_\_\_\_

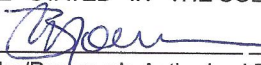
City Miami Beach State FL Zip Code 33141

Company Contact Person: Bianca Moura\_\_ Email Address: bianca@rhythmfoundation.com

Phone Number (include area code):305.672.5202 Fax Number (include area code): \_\_\_\_\_

Company's Internet Web Address: RhythmFoundation.com\_\_\_\_\_

IT IS HEREBY CERTIFIED AND AFFIRMED THAT THE BIDDER/PROPOSER CERTIFIES ACCEPTANCE OF THE TERMS, CONDITIONS, SPECIFICATIONS, ATTACHMENTS AND ANY ADDENDA. THE BIDDER/PROPOSER SHALL ACCEPT ANY AWARDS MADE AS A RESULT OF THIS SOLICITATION. BIDDER/PROPOSER FURTHER AGREES THAT PRICES QUOTED WILL REMAIN FIXED FOR THE PERIOD OF TIME STATED IN THE SOLICITATION.

  
Bidder/Proposer's Authorized Representative's Signature: \_\_\_\_\_ Date 2/27/18

Type or Print Name: \_\_Bianca Moura\_\_\_\_\_

THE EXECUTION OF THIS FORM CONSTITUTES THE UNEQUIVOCAL OFFER OF BIDDER/PROPOSER TO BE BOUND BY THE TERMS OF ITS PROPOSAL. FAILURE TO SIGN THIS SOLICITATION WHERE INDICATED BY AN AUTHORIZED REPRESENTATIVE SHALL RENDER THE BID/PROPOSAL NON-RESPONSIVE. THE CITY MAY, HOWEVER, IN ITS SOLE DISCRETION, ACCEPT ANY BID/PROPOSAL THAT INCLUDES AN EXECUTED DOCUMENT WHICH UNEQUIVOCALLY BINDS THE BIDDER/PROPOSER TO THE TERMS OF ITS OFFER.

**ANY EXCEPTION, CHANGES OR ALTERATIONS TO THE GENERAL TERMS AND CONDITIONS, HOLDHARMLESS/INDEMNITY DOCUMENT OR OTHER REQUIRED FORMS MAY RESULT IN THE BID/PROPOSAL BE DEEMED NON-RESPONSIVE AND DISQUALIFIED FORM THE AWARD PROCESS.**



**SWORN STATEMENT PURSUANT TO SECTION 287.133 (3) (a) FLORIDA  
STATUTES ON PUBLIC ENTITY CRIMES**

THIS FORM MUST BE SIGNED AND SWORN TO IN THE PRESENCE OF A NOTARY PUBLIC OR  
OTHER OFFICIAL AUTHORIZED TO ADMINISTER OATHS

1. This form statement is submitted to City of Hollywood, FL Arts Park Concert Producer  
by Bianca de Moura for The Rhythm Foundation  
(Print individual's name and title) (Print name of entity submitting sworn statement)  
whose business address is PO Box 414625 Miami Beach FL 33141  
and if applicable its Federal Employer Identification Number (FEIN) is 65-0102768 the entity has no FEIN,  
include the Social Security Number of the individual signing this sworn statement.

2. I understand that "public entity crime," as defined in paragraph 287.133(1)(g), Florida Statutes, means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency or political subdivision of any other state or with the United States, including, but not limited to, any bid, proposal, reply, or contract for goods or services, any lease for real property, or any contract for the construction or repair of a public building or public work, involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misinterpretation.

3. I understand that "convicted" or "conviction" as defined in Paragraph 287.133(1)(b), Florida Statutes, means a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in an federal or state trial court of record relating to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, nonjury trial, or entry of a plea of guilty or nolo contendere.

4. I understand that "Affiliate," as defined in paragraph 287.133(1)(a), Florida Statutes, means:

1. A predecessor or successor of a person convicted of a public entity crime, or
2. An entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term "affiliate" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of an affiliate. The ownership by one person of shares constituting a controlling interest in another person, or a pooling of equipment or income among persons when not for fair market value under an arm's length agreement, shall be a prima facie case that one person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.

5. I understand that "person," as defined in Paragraph 287.133(1)(e), Florida Statutes, means any natural person or any entity organized under the laws of any state or of the United States with the legal power to enter into a binding contract and which bids or applies to bid on contracts let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term "person" includes those officers, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.

6. Based on information and belief, the statement which I have marked below is true in relation to the entity submitting this sworn statement. (Please indicate which statement applies.)

Neither the entity submitting sworn statement, nor any of its officers, director, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, nor any affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.

The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, or an affiliate of the entity, or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.

\_\_\_\_\_ The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, or an affiliate of the entity has been charged with and convicted of a public entity crime, but the Final Order entered by the Hearing Officer in a subsequent proceeding before a Hearing Officer of the State of the State of Florida, Division of Administrative Hearings, determined that it was not in the public interest to place the entity submitting this sworn statement on the convicted vendor list. (attach a copy of the Final Order).

I UNDERSTAND THAT THE SUBMISSION OF THIS FORM TO THE CONTRACTING OFFICER FOR THE PUBLIC ENTITY IDENTIFIED IN PARAGRAPH 1 (ONE) ABOVE IS FOR THAT PUBLIC ENTITY ONLY AND THAT THIS FORM IS VALID THROUGH DECEMBER 31 OF THE CALENDAR YEAR IN WHICH IT IS FILED. I ALSO UNDERSTAND THAT I AM REQUIRED TO INFORM THAT PUBLIC ENTITY PRIOR TO ENTERING INTO A CONTRACT IN EXCESS OF THE THRESHOLD AMOUNT PROVIDED IN SECTION 287.017 FLORIDA STATUTES FOR A CATEGORY TWO OF ANY CHANGE IN THE INFORMATION CONTAINED IN THIS FORM.

[Signature]  
(Signature)

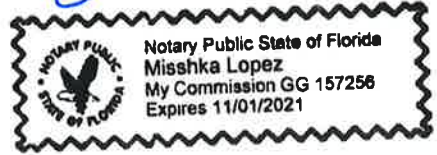
Sworn to and subscribed before me this 22 day of February, 2018.

Personally known Bianca Dottora.

Or produced identification FIDL Notary Public-State of Florida

(Type of identification) \_\_\_\_\_ my commission expires \_\_\_\_\_

[Signature]  
(Printed, typed or stamped commissioned name of notary public)



**Failure to sign or changes to this page shall render your bid non-responsive.**

**NONCOLLUSION AFFIDAVIT**

STATE OF: Florida

COUNTY OF: Miami-Dade, being first duly sworn, deposes and says that:

- (1) He/she is Executive Director of The Rhythm Foundation, the Bidder that has submitted the attached Bid.
- (2) He/she has been fully informed regarding the preparation and contents of the attached Bid and of all pertinent circumstances regarding such Bid;
- (3) Such Bid is genuine and is not a collusion or sham Bid;
- (4) Neither the said Bidder nor any of its officers, partners, owners, agents, representatives, employees or parties in interest, including this affiant has in any way colluded, conspired, connived or agreed, directly or indirectly with any other Bidder, firm or person to submit a collusive or sham Bid in connection with the contractor for which the attached Bid has been submitted or to refrain from bidding in connection with such contract, or has in any manner, directly or indirectly, sought by agreement or collusion or communication or conference with any other Bidder, firm or person to fix the price or prices, profit or cost element of the Bid price or the Bid price of any other Bidder, or to secure an advantage against the City of Hollywood or any person interested in the proposed Contract; and
- (5) The price or prices quoted in the attached Bid are fair and proper and are not tainted by any collusion, conspiracy, connivance or unlawful agreement on the part of the Bidder or any of its agents, representatives, owners, employees, or parties in interest, including this affiant.

(SIGNED) [Signature] Executive Director  
Title

**Failure to sign or changes to this page shall render your bid non-responsive.**

**HOLD HARMLESS AND INDEMNITY CLAUSE**

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**(Company Name and Authorized Representative's Name)**

, the contractor, shall indemnify, defend and hold harmless the City of Hollywood, its elected and appointed officials, employees and agents for any and all suits, actions, legal or administrative proceedings, claims, damage, liabilities, interest, attorney's fees, costs of any kind whether arising prior to the start of activities or following the completion or acceptance and in any manner directly or indirectly caused, occasioned or contributed to in whole or in part by reason of any act, error or omission, fault or negligence whether active or passive by the contractor, or anyone acting under its direction, control, or on its behalf in connection with or incident to its performance of the contract.

B. Brown  
SIGNATURE

Bianca de Moura  
PRINTED NAME

The Rhythm Foundation  
COMPANY OF NAME

2/20/18  
DATE

**Failure to sign or changes to this page shall render your bid non-responsive.**



### DRUG-FREE WORKPLACE PROGRAM

IDENTICAL TIE BIDS - Preference shall be given to businesses with drug-free workplace programs. Whenever two or more bids which are equal with respect to price, quality, and service are received by the State or by any political subdivision for the procurement of commodities or contractual services, a bid received from a business that certifies that it has implemented a drug-free workplace program shall be given preference in the award process. Established procedures for processing tie bids will be followed if none of the tied vendors have a drug-free workplace program. In order to have a drug-free workplace program, a business shall:

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
3. Give each employee engaged in providing the commodities or contractual services that are under bid a copy of the statement specified in subsection (1).
4. In the statement specified in subsection (1), notify the employee that, as a condition of working on the commodities or contractual services that are under bid, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of chapter 893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
5. Impose a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program (if such is available in the employee's community) by, any employee who is so convicted.
6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of these requirements.

As the person authorized to sign the statement, I certify that this firm complies fully with the above requirements.

 \_\_\_\_\_ *Bianca de Moura*  
VENDOR'S SIGNATURE PRINTED NAME

*The Rhythm Foundation*  
NAME OF COMPANY

**CERTIFICATIONS REGARDING DEBARMENT, SUSPENSION AND OTHER  
RESPONSIBILITY MATTERS**

The applicant certifies that it and its principals:

- (a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, sentenced to a denial of Federal benefits by a State or Federal court, or voluntarily excluded from covered transactions by any Federal department or agency;
- (b) Have not within a three-year period preceding this application been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State, or local) transaction or contract under a public transaction, violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
- (c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State, or local) with commission of any of the offenses enumerated in paragraph (b) of this certification; and
- (d) Have not within a three-year period preceding this application had one or more public transactions (Federal, State, or local) terminated for cause or default.

Applicant Name and Address:

The Rhythm Foundation  
PO Box 414625  
Miami Beach, FL 33141

Application Number and/or Project Name:

Art Park Concert Series Producer

Applicant IRS/Vendor Number: \_\_\_\_\_

Type/Print Name and Title of Authorized Representative:

Bianca de Moura

Signature:  Date: 2/22/18

**Failure to sign or changes to this page shall render your bid non-responsive.**

**REFERENCE QUESTIONNAIRE**

It is the responsibility of the contractor/vendor to provide a minimum of three (3) similar type references using this form and to provide this information with your submission. Failure to do so may result in the rejection of your submission.

Giving reference for: The Rhythm Foundation

Firm giving Reference: City of Miami Beach- Parks + Recreation Dept.

Address: 1701 Meridian Avenue, Suite 401, MB, FL 33139

Phone: 305-673-7272


Fax: \_\_\_\_\_

Email: Cynthiacasanova@miamibeachfl.gov

- 1. Q: What was the dollar value of the contract?  
A: N/A
- 2. Have there been any change orders, and if so, how many?  
A: N/A
- 3. Q: Did they perform on a timely basis as required by the agreement?  
A: Yes
- 4. Q: Was the project manager easy to get in contact with?  
A: Yes
- 5. Q: Would you use them again?  
A: Yes
- 6. Q: Overall, what would you rate their performance? (Scale from 1-5)  
A:  5 Excellent  4 Good  3 Fair  2 Poor  1 Unacceptable
- 7. Q: Is there anything else we should know, that we have not asked?  
A: N/A

The undersigned does hereby certify that the foregoing and subsequent statements are true and correct and are made independently, free from vendor interference/collusion.

Name: Cindy Casanova Title: Assistant Director

Signature:  Date: 11-1-17



REFERENCE QUESTIONNAIRE

It is the responsibility of the contractor/vendor to provide a minimum of three (3) similar type references using this form and to provide this information with your submission. Failure to do so may result in the rejection of your submission.

Giving reference for: The Rhythm Foundation

Firm giving Reference: John S. and James L. Knight Foundation

Address: 200 S. Biscayne Blvd, Suite 3300, Miami, FL 33131

Phone: 305-908-2687

Fax: 786-924-2987

Email: ganuza@knightfoundation.org

- 1. Q: What was the dollar value of the contract?  
A: \$245,000
- 2. Have there been any change orders, and if so, how many?  
A: Grant was extended by 3 years given the success of the Big Night in Little Haiti program
- 3. Q: Did they perform on a timely basis as required by the agreement?  
A: Yes. They performed above and beyond.
- 4. Q: Was the project manager easy to get in contact with?  
A: Yes.
- 5. Q: Would you use them again?  
A: Yes. Rhythm Foundation has been awarded multiple grants from the foundation.
- 6. Q: Overall, what would you rate their performance? (Scale from 1-5)  
A:  5 Excellent  4 Good  3 Fair  2 Poor  1 Unacceptable
- 7. Q: Is there anything else we should know, that we have not asked?  
A:

The undersigned does hereby certify that the foregoing and subsequent statements are true and correct and are made independently, free from vendor interference/collusion.

Name: Adam Ganuza Title: Program Officer / Arts

Signature:  Date: 02/21/18

### REFERENCE QUESTIONNAIRE

It is the responsibility of the contractor/vendor to provide a minimum of three (3) similar type references using this form and to provide this information with your submission. Failure to do so may result in the rejection of your submission.

Giving reference for: The Rhythm Foundation

Firm giving Reference: City of Doral

Address: 8401 NW 53<sup>rd</sup> Terrace, Doral, FL 33166

Phone: 305-593-6725

Fax: \_\_\_\_\_

Email: edward.rojas@cityofdoral.com

1. Q: What was the dollar value of the contract?

A: \$40,000

2. Have there been any change orders, and if so, how many?

A: None

3. Q: Did they perform on a timely basis as required by the agreement?

A: Yes.

4. Q: Was the project manager easy to get in contact with?

A: Yes.

5. Q: Would you use them again?

A: Yes.

6. Q: Overall, what would you rate their performance? (Scale from 1-5)

A:  5 Excellent  4 Good  3 Fair  2 Poor  1 Unacceptable

7. Q: Is there anything else we should know, that we have not asked?

A: We are currently working with them on an event in March 2018.

The undersigned does hereby certify that the foregoing and subsequent statements are true and correct and are made independently, free from vendor interference/collusion.

Name: Edward Rojas Title: City Manager

Signature: (Signature) Date: 2/22/18

### REFERENCE QUESTIONNAIRE

It is the responsibility of the contractor/vendor to provide a minimum of three (3) similar type references using this form and to provide this information with your submission. Failure to do so may result in the rejection of your submission.

Giving reference for: **The Rhythm Foundation**

Firm giving Reference: **Boca Raton CRA**

Address: **201 W Palmetto Park Rd, Boca Raton, FL 33432**

Phone: **561-367-7070**

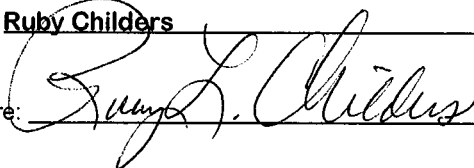
Fax: **561-393-7784**

Email: **rchilders@myboca.us**

1. **Q:** What was the dollar value of the contract?  
**A:** **\$25,000.00**
  
2. **Q:** Have there been any change orders, and if so, how many?  
**A:** **No**
  
3. **Q:** Did they perform on a timely basis as required by the agreement?  
**A:** **Yes**
  
4. **Q:** Was the project manager easy to get in contact with?  
**A:** **Yes**
  
5. **Q:** Would you use them again?  
**A:** **Yes**
  
6. **Q:** Overall, what would you rate their performance? (Scale from 1-5)  
**A:**     **5 Excellent**     **4 Good**     **3 Fair**     **2 Poor**     **1 Unacceptable**
  
7. **Q:** Is there anything else we should know, that we have not asked?  
**A:** **No**

The undersigned does hereby certify that the foregoing and subsequent statements are true and correct and are made independently, free from vendor interference/collusion.

Name: **Ruby Childers** Title **Downtown Manager**

Signature:  Date: **2/27/2018**

**Gene de Souza**  
(305) 519-4457  
[gene@rhythmfoundation.com](mailto:gene@rhythmfoundation.com)

## **Experience**

*Miami, FL 2002- present*

- **Development Director of the Rhythm Foundation**, a distinguished non-profit cultural organization dedicated to presenting the best international music to South Florida audiences. Since 1988 Rhythm Foundation has presented hundreds of concerts with legends like Bebo Valdes, Caetano Veloso, Paco de Lucia, Cesaria Evora, David Byrne, and cutting edge artists such as Thievery Corporation, Bajofondo, Manu Chao, Arcade Fire, Ojos de Brujo, and many more. Main role is seeking and maintaining corporate sponsors such as Heineken USA, American Airlines, Baptist Health South Florida, among many others. Other responsibilities include media sponsorships (Atlantic Broadband, Dish Network), fundraising through grants (City, State, Federal), membership program, and events (parties, silent auctions), institutional partnerships (Chambers of Commerce, Consulates, Universities, etc), and overseeing production, marketing and programming.
- **Producer and host of Café Brasil**, a 2-hour radio show every Sunday on 88.9FM WDNA featuring only the best of Brazilian music. The show has featured exclusive interviews with Marisa Monte, Gilberto Gil, Maria Bethania, Daniela Mercury, Milton Nascimento, Jorge Ben Jor and many more. In 2003, 2006 and 2008, Café Brasil received the prestigious *Brazilian International Press Award* for excellence in promoting Brazilian culture in the U.S. The *Miami New Times* chose Café Brasil as the *Best Brazilian Radio Show* in 2004 and 2005. Other radio activities include event promotion, record label relations, station underwriting and advertising. In April 2012 The Miami Herald featured a cover article about the 10<sup>th</sup> anniversary of Café Brasil and its impact on Brazilian music in the US.
- **Promoter** of Brazilian concerts including Fernanda Porto, Ed Motta, Hamilton de Holanda, Diogo Nogueira, Gabriel o Pensador, and more. Also promoter of several special events such as Bebel Gilberto CD release party, Toyota Indy 300 Carnival Party with 3 time Indy 500 Champion Helio Castroneves, and closing night party for the Miami International Film Festival. Sponsors/clients have included Perez Art Museum of Miami, Homestead-Miami Speedway, Diageo, Six Degrees Records, Trama Records, Adventure Music, Ambev, and others.
- **Television** host for WPBT Channel 2 pledge drive campaigns and live broadcasts including programs on Frank Sinatra, Elvis Presley, The Doors, Marisa Monte, Mariza, Judy Garland, among many others. Also frequently interviewed as world music and Brazilian music expert on "Planeta Brasil" (Globo Internacional), "Deco Drive" (FOX), "Six in the Mix" (NBC), WLRN, WPBT, Brasil Mais, Motion TV, and other networks.
- **Music Editor for Gazeta Brazilian News**, the largest Brazilian community paper in the Florida.
- **Lecturer on Brazilian music and culture** for The Rhythm Foundation "Curated Listening" Series as well and Broward County Public Library "Live @ the Library" series, Miami-Dade Public Library, Alliance Française, Books & Books, and Centro Cultural Brasil-USA.
- **Consulting, Public Relations and Translation** services for the Adrienne Arsht Center for the Performing Arts, The Broward Center for the Performing Arts, Festival Network/JVC Jazz Festival, AEG/GoldenVoice, Live Nation, Som Livre among others.

Services include talent programming, stage production, media planning and buying, street marketing, English/Portuguese and Portuguese/English translations, simultaneous translations at press conferences, drafting press releases, media relations and more.

- Member of the Brazil Screening Committee for the **Latin Grammy Awards** since 2002.
- **Master of Ceremonies** for various events including the Coconut Grove Block Party, Bossa Nova on the Beach Concert, 7<sup>th</sup> Brazilian Film Festival of Miami, Jobim Sinfonico at the Broward Center and several major festivals, concerts and corporate events.

#### Richmond, VA 1992-1996

- Produced and hosted "The International Show" on WDCE 90.1 FM. A 2-hour weekly program highlighting music and youth culture from around the world. Interviewed international faculty and students from the University of Richmond. Guests included Rita Marley, Bio Ritmo and others.

#### Costa Rica 1988-1992

- President of High School Band for 2 years. Received the *National John Philip Sousa Band Award 1992*. Performance with Costa Rican National Youth Symphony. Performed, toured and recorded with several bands in Costa Rica and Panama. Participated in print, radio and TV advertising through talent agency

#### Board Affiliations

- Centro Cultural Brasil-USA
- Brazilian International Press Awards

#### Education

- *University of Richmond, Richmond, VA.*  
Bachelor of Arts, International Studies  
Concentration: Modern Latin America
- *Universite de Paris IV- Sorbonne, Paris, France*  
Mid level language and civilization course

#### Skills

Complete fluency in English, Portuguese and Spanish. Conversational French

US resident legally permitted to work

**Bianca B. De Moura**  
26 NE 109 St \* Miami Shores, FL 33161  
Mobile: 786.282.1422 \* e-mail: bianca@rhythmfoundation.com

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Highly versatile and dependable, a team player with strong interpersonal and advisory leadership skills, with the ability to inspire others and articulate the desired mission, goals, and activities with passion and enthusiasm. Has inherent drive for successful results and enjoys overcoming challenges through a tenacious yet creative approach. Fluent in Portuguese, Spanish, English, and French with dual citizenship (USA & Brazilian).

## **Career Summary**

### **The Rhythm Foundation**

A member of the Board of Directors of The Rhythm Foundation since 2006 and President of the Board since 2014; Director since November 2016 and Executive Director since October 2017.

Primary responsibilities include:

- Planning and operation of annual budget.
- Maintain financial tracking and reporting for the organization.
- Establishing employment and administrative policies and procedures for all functions and for the day-to-day operation of the nonprofit.
- Serving as The Rhythm Foundation's primary spokesperson to the organization's constituents, the media and the general public.
- Establish and maintain relationships with various partner organizations and utilize those relationships to strategically enhance The Rhythm Foundation's Mission.
- Report to and work closely with the Board of Directors to seek their involvement in policy decisions, fundraising and to increase the overall visibility of the organization.
- Supervise, collaborate with organization staff and contractors.
- Strategic planning and implementation.
- Oversee marketing and other communications efforts.
- Review and approve contracts for services.

### **Ameris Investments Corp**

**2004 - 2016**

Consulted for an International Authorized Payment Institution catering primarily to Latin American and European immigrants. In addition to the overall operational management of the group of companies which generated sales volume of approximately 120 million euros per year, more specifically responsible for the:

- Negotiation and execution of contracts with payers, agents and financial institutions;
- Formulation and execution of the company's business objectives, internal policies and overall human resource management;
- Responsible for forging strategic alliances, managing sales teams, new business opportunities, and overseeing marketing initiatives, including communication and implementation;
- Monitoring and analyzing business performance, the competition and internal activities (i.e., customer service and employee efficiency) that may impact sales to devise streamlined action plans;
- Analyzing monthly financial reports (P&L, Cash Availability), goals vs. results and modifying budget objectives accordingly;

- Reviewing yearly internal and external financial and compliance audit reports prior to submission to governments, as obligated by the license requirements.
- Assistance in the design and implementation of own custom-made operational system.
- Authority for compliance to all laws governing the money remittance business;

**Continental Express Trade & Financial Corp. DBA Solaris Mortgage Bankers**

Coral Gables, USA

**2003 - 2010**

Principle broker responsible for the administration, supervision of office personnel, management of banking relations, and promotion of business domestically and overseas.

**The Walt Disney Company**

**1994 - 2003**

**Disney Publishing Worldwide**, Coral Gables, FL

**Manager, Latin America**

- Principal liaison with the Publishing Legal Department and licensees, facilitating the resolution of contractual and other legal inquiries, ensuring compliance of legal requirements, and executing license agreements.
- Managed *Reportero Disney*, a Spanish-language, color newspaper supplement. Responsible for contract negotiation, project budget planning and forecasting, overseeing the entire production process including supervising editorial and graphic freelance staff as well as selling it to newspapers across Latin America. Implemented a newspaper supplement launch in the U.S.
- Responsible for proofreading and editing magazines, books, and marketing campaigns in Spanish and Portuguese to ensure adherence to brand guidelines.
- Assisted in managing publications in Brazil, the largest market for this line of business; responsible for forecast and budget compliance.

**University of California, Los Angeles**

**1988 - 1994**

**Latin American Center**

**Assistant Editor**

Responsible for the development and production of a 700-page annual bibliographic reference work published by the Latin American Center and its online adjunct -the Hispanic American Periodicals Index. Managed the online database, billing services, and supervised editorial staff.

**Competence**

- Organize and plan the means, resources and actions to achieve defined objectives coupled with the ability to find the common sense, practical solutions;
- Lead, guide, motivate, and assign responsibilities to individuals and teams to achieve the company's objectives. Ability to listen, coach and mentor people with different needs, and challenges; and
- Create positive and lasting working relationships internally as well as externally in order to pursue departmental/organizational objectives.

**Education, Licenses, Activities**

- Authorised Payment Institution from Financial Services Authority (FSA/UK)
- Mortgage License from State of Florida, Department of Finance Mortgage Broker (2004)
- Bachelor of Arts- Development Studies, University of California, Los Angeles (1993)

**James Quinlan** is a producer of cultural and media programs, specializing in projects of an international nature. He has an extensive history of production which span a range of special events, music, film and television production.

He serves as board chairman for the Rhythm Foundation, the non-profit organization he founded in 1988, which has grown to become South Florida's leading presenter of international music. He has also served as a board member for the City of Miami Arts and Entertainment Council and the Miami Shores Fine Arts Council, as well as a founding member of the Wynwood Arts District Association. He was awarded Chevalier of Arts and Letters by the French Government.

James was Director of the Office of Arts, Culture and Entertainment for the City of Miami Beach Florida for seven years, until 2002. In this position, he established the City Department charged with overseeing the Special Events Division, Film and Print Division, the Art in Public Places Committee and the Fine Arts Board. The Department provides support and coordination services to Special Events and the Film, Television and Print Industries, and worked to encourage the growth and success of the City's cultural tourism infrastructure, while balancing these interests with those of the residential/business communities. It also focused on improvements to quality of life in Miami Beach through implementation of the Cultural Arts Grants program and Art in Public Places. James was part of the initiative to bring Art Basel to Miami Beach, and coordinated with agencies including Miami Beach Visitors and Convention Authority, Greater Miami Convention and Visitors Bureau, Miami Dade County Department of Cultural Affairs and Florida Governor's Office of Film and Entertainment.

At one of Miami Beach's signature beachfront venues, Nikki Beach Club, James developed and marketed a full service studio facility for film, photography and television industry. Over 300 print, television, and film productions were overseen by James in one season at this facility. Clients included Ralph Lauren, CBS Television, Universal Pictures, 20<sup>th</sup> Century Fox, Channel 4 Television UK, Discovery Network and Glamour Magazine. Independent media production work has continued over the years, including an 8 month full time position with the Warner Bros. production of "Rock of Ages", shot entirely in South Florida in 2011.

Previous positions in Florida include Program Planner for the Broward Center for the Performing Arts, Performing Arts Coordinator for Miami Dade College's Cultura del Lobo Series, and Producer for the Cameo Theater, a historic art deco venue which was a part of the early revitalization of South Beach.

Before arriving in Miami Beach from New York in 1986, James was a concert producer, booking agent and tour manager for performing artists including Gilberto Gil, Kid Creole and the Coconuts, King Sunny Ade, Cabaret Voltaire and Fela Kuti. James was music director at Public radio WEMU-FM in Ypsilanti Michigan, where James also produced a concert series and earned a Bachelors Degree from Eastern Michigan University as the first graduate in the newly formed Arts Management program.



**Benton Galgay**

1001 NW 10<sup>th</sup> Ave

Miami, FL 33136

e-mail: benton@rhythmfoundation.com

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A Miami resident since 2004, Benton made his first impact as Music Director & General Manager of WVUM back in '06. Growing his list of devotees, Benton has kept the cultural conversation alive with a slew of weekly events & DJ residencies for the likes of Poplife, PS14, Black Bar, The Electric Pickle & Gramps Bar. Since 2011, he has focused creative efforts on record label Cosmic Chronic. In 2015, he was granted a fulltime position with the Rhythm Foundation as the organization's Production Director & Director of Operations for their newest venture – The North Beach Bandshell. When all is said and done you can still find him every Friday night at Gramps, sharing his love of music with the world.

**The Rhythm Foundation**

**March 2015 - Present**

Production Director since March 2015 with the addition of the Operations Director position for the North Beach Bandshell since April 2015.

Major Accomplishments:

- Creation of a robust operating criteria for the purpose of implementing a turn-key rental facility accessible to the community at large
- Successfully negotiated the renewal of the contract with the City of Miami Beach for the management of the North Beach Bandshell, for the maximum allotted renewal
- Produced over 200 dynamic events from 2015 to 2017 for an audience of over 120,000 attendees with the majority of the events being free to the public and at least 5 of them being major festivals.
- Sought and secured the necessary funding for the renovation and upgrade of the facilities' performance elements (stage, lights, sound and decibal level documentation) and oversaw the completion of said project on time and in budget.

Primary responsibilities include:

- Responsible for day to day operation of the venue
- Maintains active contact with Executive Director to ensure best practices are maintained
- Plans, supervises, manages, oversees and evaluates the activities and operations of the facilities.
- Oversee implementation of Industry Best Practices for operations, security, event management and other similar programs.

- Recommends, establishes and enforces facility operations policies and procedures.
- Schedules, coordinates, prepares, approves and monitors agreements for use of the facilities by outside groups; responds to and answers questions regarding facility rental policies and procedures and resolves complaints; checks facility availability for rentals; meets with licensees and prospective users to determine requirements and fees to be charged.
- Prepares preliminary budget requests and monitors facility accounts and budget; researches and recommends the purchase of supplies and materials, necessary equipment; requisitions and inventories facility materials, equipment and supplies.
- Negotiates rental agreements as determined necessary and in the best interests of the facilities.
- Establishes and maintains effective working relationships with the government departments and agencies, entertainment industry, community and civic organizations to encourage continual and regular use of the facilities.
- Assures the coordination, implementation and administration of specific plans and programs including quality assurance; energy efficiency; safety/emergency procedures, crowd control and crisis management procedures, or other areas as needed.
- Plans, organizes, coordinates and directs all activities and personnel engaged in maintaining and operating the facilities.
- Assists and coordinates with the development of the annual operating calendar, activity schedules, projections for attendance and/or revenue.
- Provides for control of day-to-day operations; assuring the coordination of plans, programs and events; conducts post-event operational and financial review and analysis.
- Provides final approval of all contracts and agreements with suppliers, promoters, and vendors for necessary activities and services at the facilities
- Provides or coordinates for timely and effective response to directives and requests received from internal and external organizations, agencies, departments and individuals; assures and maintains the integrity of the facility in all forms of communication and personal contacts.
- Assures the administration of personnel and the operation of facilities are conducted in accordance with applicable local, state and federal regulations.

## **Education**

- B.A .Communications with Minor in Fine Arts, University of Miami, 2007

# Karla Arguello

4250 Biscayne Blvd #1018  
Miami, FL 33137

305.519.8681

[karlavarguello@gmail.com](mailto:karlavarguello@gmail.com)

## Experience

The Rhythm Foundation - Miami Beach, FL  
Marketing Director

March 2014- Current

- Ensure all of our communications are cohesive and up to date throughout all of our channels: website, print, social media, email communications, and other initiatives
- Develop and implement marketing and advertising strategy including placing ad buys for print publications, radio, working with promotional partners
- Write & distribute press releases to media, arrange pre and post coverage of events, set up interviews with artists and get events featured on radio, publications, TV, or online
- Manage website & create social media calendar for Facebook and Instagram
- Collaborate with web developer and graphic designer on web design and marketing materials
- Coordinate travel and logistics for artists and bands including: booking flights, hotel rooms, arranging transportation upon arrival, to interviews, during day of show, and artist hospitality

DemeTECH Corporation - Miami, FL

June 2011 - March 2014

Director of Human Resources and Public Affairs

- Developed job profiles, sourced potential candidates, interviewed & hired over 50 new employees in collaboration with department managers
- Controlled HR policy & procedural communications including employee orientation, manuals, job descriptions, & benefits
- Established & maintained proper structures & processes to track time, attendance, vacations & payroll
- Coached managers on conducting objective performance reviews & rewarding accomplishments to improve productivity & employee retention
- Handled employee terminations, grievance & other difficult situations in a sensitive, fair & respectful manner, working closely with legal counsel, supervisors & management
- Responsible for the planning & execution of exhibiting at major international medial trade shows from conceptual phase to completion
- Arranged logistics for visiting international clients & guests while ensuring proper protocol was followed

Miami Nice Jazz Festival - Miami, FL

July 2013 – March 2014

Production Assistant

- Liaison between venues & artist management on production schedules to ensure backline, rider & hospitality needs met
- Coordinated artist interviews with journalists & media outlets

## Education

Wake Forest University, Winston Salem, North Carolina

2011

Bachelor of Arts: Double Major: Communications & Spanish – *Cum Laude*

## References

Available upon request

TINA THEUERMEISTER

680 NE 64<sup>TH</sup> STREET A303 • MIAMI, FL 33138 • 305-720-4948 • TINA95SOUTH@GMAIL.COM

## Selected Experience

**Gigi NMA LLC** (casual high volume late night restaurant, serving Asian-inspired comfort food)

**Jan 2011 to Aug 2017 (Miami, FL)**

### **General Restaurant Manager / Operations Manager / Catering & Events Manager**

- Ran daily operations of restaurant, setting and maintaining standards of service, health and safety. Maintained customer relationships and satisfaction, addressed customer complaints and suggestions. Developed and implemented in depth training materials, employee manuals and operating procedures. Handled all FOH staff scheduling. Responsible for all beverage orders and non-food related supplies, tracking inventory, ensuring quality and cost efficiency. Set budget goals, projecting costs and sales, supervised all purchasing and cost control. Worked closely with executive chef and owner to create food menu items and specials. Ensured food quality, proper preparation and presentation. Developed and implemented marketing strategies to increase volume and sales. Supervised social media accounts with over 20k followers, creating content and developing brand recognition.
- Operations & Accounting – organized and managed all invoices using Quickbooks, handled accounts payable, cash deposits, issued checks etc... Created and analyzed monthly p&l reports. Ensured all licenses and operating requirements remained current.
- Human Resources Management – Interview, hire, train and supervise all FOH hourly staff and all FOH & BOH management staff. Maintained employee records and performance reviews. Executed bi-weekly payroll for over 50 employees.
- Catering & Events – procured and worked with clients to create event specific catering experiences. Organized and managed catering for large corporate events as well as private functions

**Bardot Miami LLC** (bar - nightclub - music venue)

**Jan 2013 to July 2017 (Miami, FL)**

### **Finance Manager**

- Accounting and Cash Flow Management – organized and managed all invoices using Quickbooks, handled accounts payable, cash deposits, issued checks etc... Created cash flow management forecasts and in depth analysis of costs and spending, specifically related to artists and talent. Created and analyzed monthly p&l reports.
- Assisted with general operations, developing and implementing procedures, training management staff.

**III Points LLC** (producer of annual music festival and other music related productions)

**Aug 2013 to Oct 2016 (Miami, FL)**

### **Finance Manager / Food & Beverage Manager**

- Accounting and Cash Flow Management – organized and managed all invoices using Quickbooks. Created cash flow management forecasts and in depth analysis of costs and spending, specifically related to artists and talent and production. Supervised and managed all on site cash and spending.
- Food & Beverage – organized and supervised orders, sales, staffing and inventory for festival and event bars. Set up point of sales systems and proper reporting of all sales.

## **Hard Rock Café Berlin**

**Aug 2004 – April 2007 (Berlin, Germany)**

- Service Team Floor Manager, Server and Bar Trainer, Server

## **Café Alex Berlin (high volume bar and bistro)**

**Oct 2002 – May 2004 (Berlin, Germany)**

- Floor Manager, Server & Bartender

## **Heidelberger Druckmaschinen AG**

**Sept 1999 – July 2002 (Heidelberg, Germany)**

- PR & Marketing Dept. – conducted press research. Organized and managed daily and weekly press clipping packages, for top company executives, dealing with the company's (and it's competitors) business, economic, and social affairs as well as technological and industry advancements.
- Translator & Interpreter (German/English) – translated corporate documents and briefs as well as press releases. Acting interpreter in meetings and conferences as well as technological training seminars.

## Education

### **Humboldt Universitaet zu Berlin (Germany)**

**Sept 2002 – July 2004** Masters courses in Economics

### **Karl Ruprecht Universitaet Heidelberg (Germany)**

**April 1999 – July 2002** Bachelors Degree

Major: Romance Linguistics and Literature (Spanish & Italian)

Minors: Economics and Classical Archaeology

### **Englishes Institut Hedelberg (Germany)**

**Sept 1997 – Feb 1999** Degree: Foreign Language Commerical Correspondent (English/German)

### **Ransom Everglades Upper School (Miami, FL)**

**Sept 1993 – June 1997** High School Diploma

Ricardo Guerrero  
(305) 904-0085  
ricardoguerreroacevedo@gmail.com  
836 NE 82nd Street, Miami, FL 33138

## **SKILLS AND QUALIFICATIONS**

- Thorough experience in various fields of professional production
- Fluently bilingual (Spanish)
- Proficient, enthusiastic, organized worker
- Supplemental experience in hospitality and sales fields

## **EXPERIENCE**

### *The Rhythm Foundation at North Beach Bandshell*

#### **Front of House Manager**

Miami Beach, FL

September 2015 – Present

- Venue manager for over one hundred events thus far, overseeing production quality, execution, and direction

### *Sigfried's Basement Inc.*

#### **Production Associate**

Miami, FL

March 2015 – Present

- Assist in arrangement, construction, and breakdown of private and corporate events

### *Pride & Joy*

#### **Floor Supervisor**

Miami, FL

March 2013 – March 2015

- Oversaw all servers on floor, ensuring customers' overall satisfaction as acting supervisor.

### *Death to the Sun Festival and Productions*

#### **Founder and Organizer**

Miami, FL

September 2009 – Present

- Creator of yearly local music festival, also promotions featuring national and international acts spanning venues all across south Florida for over a decade; roles have included producer, promoter, stage manager, sound engineer, and event host

## **EDUCATION**

### **Full Sail Real World Education (2002-2003)**

Associate's Degree in Science via Recording Arts Program

# GALACTIC

HOLLYWOOD ARTSPARK

*Experience*

JAN. 30



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# FEATURED EDITORIAL

Pure Honey  
Circulation 12,000

The screenshot shows the PureHoney website homepage with a navigation bar at the top containing links for SHOWS, SOUNDS, ZINE, BITS, VIDEOS, GALLERY, LABEL, FRIENDZ, PRINTING, and CONTACT. The main content area is divided into several sections: a large featured article for 'HOLLYWOOD ARTSPARK EXPERIENCE' with a photo of a band; a 'FREE SOUND' player for 'CORNERS 'Buoy''; a 'LATEST ISSUE' section with a 'Click to read' button; a 'VIDEO FEATURE' for 'Jane Eyre' with a video player; a 'SUBSCRIBE' section with an email sign-up form; a 'SHOWS' section with a 'NEW STICKERZZZ!' announcement; a 'FACEBOOK' section with a social plugin; and a 'CHECK IT!' section at the bottom.

# FEATURED EDITORIAL

## Pure Honey

Circulation 12,000

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**BANDS BITS FESTIVAL MUSIC**

### HOLLYWOOD ARTSPARK EXPERIENCE

Published on January 17th, 2015

Galactic by Zack Smith

Since 1988, the Rhythm Foundation has been booking arguably the most interesting concerts in South Florida. Scanning the nonprofit company's history of shows is like flipping through the most eclectic record collection you've ever encountered, a curated sample of globalized, genre-hopping genius: Ornette Coleman, Sun Ra, the Skatalites, David Byrne, Gilberto Gil, Philip Glass, Seu Jorge, Bela Fleck—even that legendary Arcade Fire masquerade ball in Little Haiti. And that just skims the surface of the household names; over the past 26 years, the Foundation has introduced hundreds of new, international artists from around the world to the stages of (usually) Miami.

"Each concert gets special attention," says the company's founder and board chair, James Quinlan. "We don't select things that we don't absolutely feel are worth that attention. That's the benefit of working in a nonprofit framework—we're not encumbered by quotas and by shareholders demanding volume. We select things we absolutely believe in and we think are worthy of the attention we know it requires to really make this a successful event. It's not just a matter of just putting a name on a marquee."

It's no surprise that this spirit of passion, innovation and specialized care applies to the Rhythm Foundation's latest music series: The Hollywood ArtsPark Experience, a monthly concert series at Hollywood's outdoor downtown staple, presented free to the public by grants from the city and other sources. The series begins Jan. 30 with Galactic, the fine purveyors of jam-band experimentation, fresh off its marathon performances on the Jam Cruise and supporting its vivid album *Carnivale Electricos*.

George Porter

"Galactic represents a really interesting demographic, which is the jam band world," Quinlan says. "We feel that's a really strong community representative of multiple generations. In a way it goes back to Grateful Dead experience. People tend to be open to improvisation onstage and creating new music, and this band has really taken that and brought it into a new generation."

The New Orleans connection—which shares a long history with Hollywood, through our city's own Mardi Gras celebrations—continues with the series' next show, on Feb. 14. George Porter Jr., the venerable funk pioneer and elder statesman of the electric bass, will perform at a Mardi Gras celebration, complete with plenty of beads—not to mention opening sets by the Dillard High School jazz band and the Zydeco Cha Chas, representing an impressive genre rarely heard on South Florida stages.

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HOLLYWOOD ARTSPARK Experience

Fri. January 30 GALACTIC

Sat. February 14 New Orleans  
George Porter Jr. & the Runnin' Partners  
& the Zydeco Cha Cha's

Sat. March 21 The Wood Brothers

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The Wood Brothers

The series concludes March 21 on a note that is perhaps surprising, given the exotic nature of so many of the Rhythm Foundation's bookings. It will feature the rootsy, swampy, homespun melodies of The Wood Brothers, an Americana group fronted by Chris Wood, formerly of Medeski Martin & Wood. The band features Chris' brother Oliver Wood, himself a formidable musician who toured with Tinsley Ellis before forming King Johnson; and Jano Rix, the multi-instrumentalist whose patented "shular" combines acoustic guitar and percussion, through the tuna cans and other noisemakers rigged into the instrument.

Unlike many of the Rhythm Foundation's concerts, it may not be "world music," as most people would define it—but that's a classification Quinlan would be all too happy jettisoning, anyway.

"We find that term to be limiting," he says. "And because of the fact that it has so many different connotations to different people, we did not really start our work being 'world music people.' It's a category we got put into, because it's the easiest attachment to our work. But we consider our work to be more aligned with the international aspects of South Florida. We see what we're doing as a natural extension of South Florida's evolution as an international destination, and we think that music is the bridge that brings different communities together in a most natural way.

"What we've worked really hard to create is trust from the local community—that when you see a Hollywood ArtsPark Experience event produced from the city by the Rhythm Foundation, you know it's going to be something different," Quinlan continues. "It's going to be something special. Even if you're not absolutely familiar with the work of the artist, it's going to be a positive live music experience."

For information on the series and other future Rhythm Foundation events, visit [rhythmfoundation.com](http://rhythmfoundation.com).

— John Thomason

THE RHYTHM FOUNDATION

CITY OF HOLLYWOOD FLORIDA

HOLLYWOOD ARTSPARK Experience

A Florida Concert Series

Fri. January 30 GALACTIC  
Opening set Monophonic

Sat. February 14 New Orleans  
George Porter Jr. & the Runnin' Partners  
& the Zydeco Cha Cha's

Sat. March 21 The Wood Brothers

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Hollywood ArtsPark  
Young Circle, Hollywood FL  
[HollywoodArtsParkExperience.com](http://HollywoodArtsParkExperience.com)

Galactic - Dolla Diva feat. Maggie Koerner LIVE from Freebird Live - Jacksonville, FL - 1...

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**HOLLYWOOD ARTSPARK** *Experience*  
A Florida Concert Series

**GALACTIC**



**Fri. January 30 GALACTIC**  
**Sat. February 14 New Orleans**  
 George Porter Jr & the Runnin' Pordners  
 Nathan & the Zydeco Cha Cha's  
**Sat. March 21 The Wood Brothers**

*Free!*

Hollywood ArtsPark  
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**HOLLYWOOD ARTSPARK Experience**  
 A Florida Concert Series

**FRIDAY JANUARY 30 7-11PM** featuring GALACTIC with MONOPHONICS

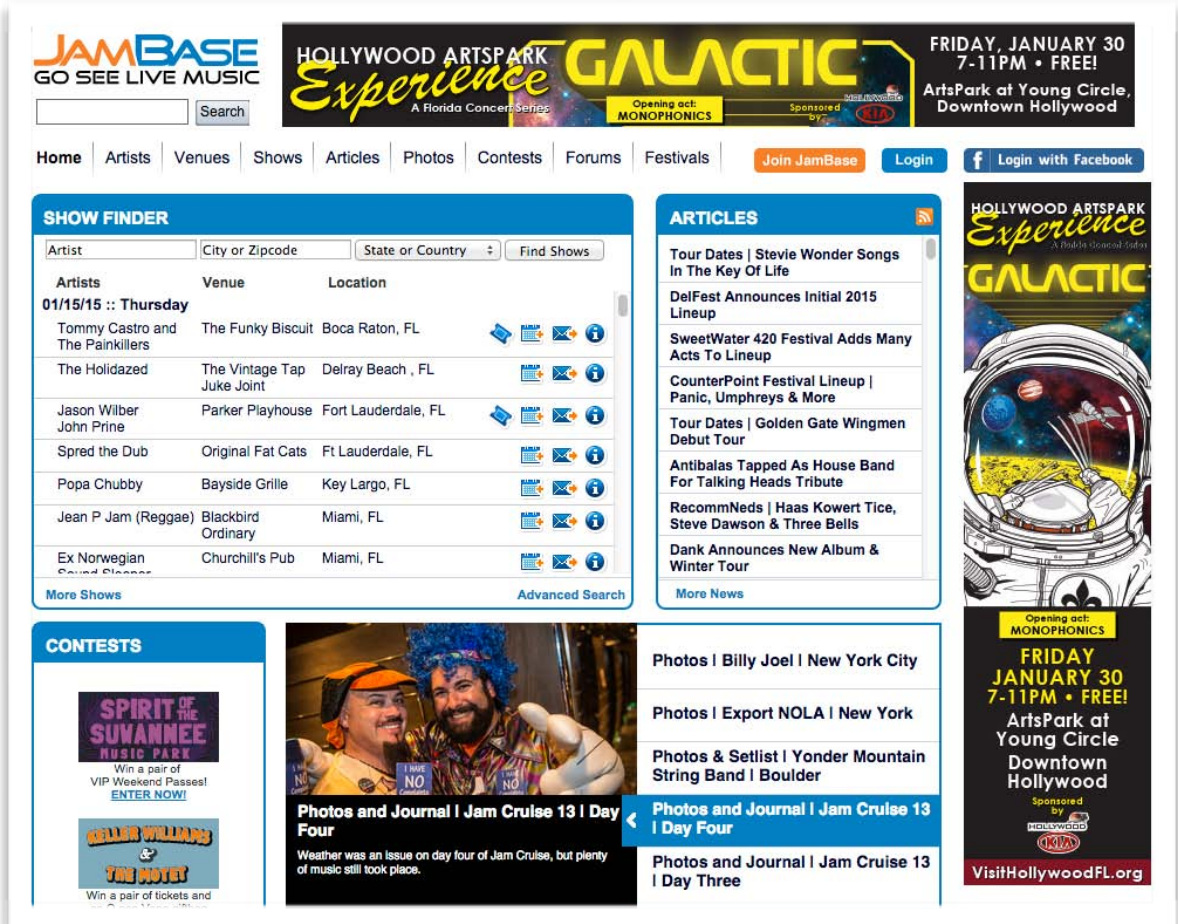
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The Holidazed	The Vintage Tap Juke Joint	Delray Beach, FL
Jason Wilber John Prine	Parker Playhouse	Fort Lauderdale, FL
Spred the Dub	Original Fat Cats	Ft Lauderdale, FL
Popa Chubby	Bayside Grille	Key Largo, FL
Jean P Jam (Reggae)	Blackbird Ordinary	Miami, FL
Ex Norwegian	Churchill's Pub	Miami, FL

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**ARTICLES**

- Tour Dates | Stevie Wonder Songs In The Key Of Life
- DelFest Announces Initial 2015 Lineup
- SweetWater 420 Festival Adds Many Acts To Lineup
- CounterPoint Festival Lineup | Panic, Umphreys & More
- Tour Dates | Golden Gate Wingmen Debut Tour
- Antibalas Tapped As House Band For Talking Heads Tribute
- RecommNeds | Haas Kowert Tice, Steve Dawson & Three Bells
- Dank Announces New Album & Winter Tour

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**Photos | Export NOLA | New York**

**Photos & Setlist | Yonder Mountain String Band | Boulder**

**Photos and Journal | Jam Cruise 13 | Day Four**

**Photos and Journal | Jam Cruise 13 | Day Three**

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## Weekend preview: It's time to party, and we will party hard

13 things to do in South Florida this weekend and beyond

### FREE GALACTIC

The Rhythm Foundation has booked **Galactic** as the season-opening act for the **Hollywood ArtsPark Experience**, a series of six free, family-friendly and culturally adventurous concerts beginning 7-11 p.m. Friday. The New Orleans-based Galactic recently released the album "**Carnivale Electricos**," which draws on the funky instincts of their hometown and not-so-distant rhythms of the carnivals of Brazil. San Francisco psychedelic soul band the Monophonics will open. Info: [VisitHollywoodFL.org](http://VisitHollywoodFL.org), [RhythmFoundation.com](http://RhythmFoundation.com).



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**Galactic**  
 7:00 p.m. - 11:00 p.m. January 30

Hollywood ArtsPark  
 1 Young Circle Hollywood, FL  
 954-921-3500  
 Price: free

A group of college kids with a passion for jammin' and a desire to funk — that's how NOLA's funkmeisters Galactic got their start in the music biz nearly two decades ago. "We were all, myself, Rob [Mercurio, bassist], Jeff [Raines, guitarist], and Stanton [Moore, drummer], in school in New Orleans around the same time," recalls keyboardist Rich Vogel. (Harps and horns player Ben Ellman joined later.) "We were all kinda in the clubs checking out music and learning about the local music scene." Originally from Omaha, Nebraska,



*Photo by Zack Smith*

"home of the funk," Vogel jokes, the keys player moved to the Big Easy to study history and music at Loyola University. A "historically informed funk musician" at heart, he fell head over heels in love with the sounds of the city. "I used to hear them [Rob, Jeff, and the rest of the jam crew] play at house parties and dirty little bar gigs. At one point, I struck up a conversation and said, 'Hey, I think you need a keyboard player,' and they said something like, 'Do you think it should be you?' I said, 'Yes, definitely!' They said, 'Come over.' "They had a rehearsal space in this old warehouse," he continues. "I remember we set the Leslie speaker in the middle of the room, and we started playing. Then I came in with the organ. At one point, I noticed Stan looked up from the drums to look at the organ. From that moment on, I got a feeling by the look on his face that I was in the band." Sure enough, Vogel made the cut. Twenty years and ten albums later (with an 11th one underway this spring), Galactic is bigger than ever. And on January 30, the jam band will transform Hollywood ArtsPark into a "New Orleans throwdown" as it brings groovy *Carnivale Electricos* vibes to the 954.

Laurie Charles  
**Music**

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**Events**

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Laurie Charles  
**Music**

# EVENT LISTING

## Tropicult & South Florida Music Obsessed



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# GALACTIC AT HOLLYWOOD ARTSPARK EXPERIENCE


Date: Friday, January 30 2015  
Time: 07:00 PM - 11:00 PM  
Location: Miami, FL



Friday, January 30th, 7pm  
AMERICAN JAM  
GALACTIC  
Opening set by Monophonics

Galactic was formed eighteen years ago in New Orleans, and has become one of the standouts on the jam-band scene. They are a collaborative band with a unique format, and although they do not have a lead singer, they are not purely an instrumental group. Galactic is part of a diverse community of musicians, and in their own studio, with Mercurio and Ellman producing, they have the luxury of experimenting. So on their albums, they do something that's unusual in rock: they create something that's a little like a revue, a virtual show featuring different vocalists (mostly from New Orleans) and instrumental soloists each taking their turn on stage in the Galactic sound universe. They are beloved by fans for their hard-grooving collective improvisations and positive up-tempo melodies. Their new album, *Carnivale Electricos*, evokes the electric atmosphere of whole cities vibrating together all on the same day, from New Orleans all down the hemisphere to the mighty mega carnivals of Brazil.

Over the past seven years, *Monophonics* have staked their claim as one of the west coast's premier bands. Raised amid the rich musical culture of San Francisco, Monophonics has proudly carried on the tradition of music native to their hometown, which flourished during the birth of Funk music and



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### Video Highlights: Galactic and Monophonics at Hollywood ArtsPark 1/30

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The Rhythm Foundation and the Hollywood CRA played host to Galactic and Monophonics this past Friday night, for a free concert at Hollywood ArtsPark at Young Circle. Led by vocalist and keyboardist Kelly Finnigan, San Francisco based psychedelic soul band Monophonics opened the evening's festivities and performed a variety songs from their catalog, including several from their soon-to-be-released *Sound Of Sinning*.

Founded in 1994 in New Orleans, Galactic took the crowd through a carnival inspired set and featured vocalist Erica Falls on their current hits including; Higher and Higher, Hey Na Na, Heart of Steel and Dolla Diva. The band also performed several instrumentals including The Meters' Groovy Lady and the band's own Technocheck Collision, Boban and Sugar Doobie.

Video highlights from both bands sets have been provided by *CHesSeHeadPRoDUCTioNS* in conjunction with Taper Steve.

PLAYLIST 1 / 15 Monophonics "I Got Love-Promises" H...



FYI: George Porter Jr. & The Runnin' Partners and Nathan and the Zydeco Cha Cha's will be performing at ArtsPark next Saturday, February 14 for another free show hosted by The Hollywood CRA and The Rhythm Foundation.

# EVENT LISTING

## Sweat Records & Classical South Florida



### On The Town -- Classical South Florida

On The Town with Scott Blankenship highlights some of the best and unique events around South Florida. You can listen to this 5-minute weekly segment Thursdays at 8 a.m. and 5 p.m. and again on Fridays at 8 a.m. and 1pm.

#### January 22, 2015

[Click here to listen to this week's On the Town!](#)

#### Career Transitions for Dancers benefit Jan 29

In many ways, dancers are like professional athletes. They train hard for years, take a lot of punishment throughout their careers, and sometimes they have to leave the only career they've ever known. The question is...what do they do now? That's where Career Transitions for Dancers comes in, to give dancers a leg up into a new career. The Heart and Soul Gala to benefit Career Transitions for Dancers is next Thursday, the 29<sup>th</sup>, at The Breakers in Palm Beach. Cocktails at 7, dinner and performance starts at 8. [careertransition.org](http://careertransition.org)

#### Boca Raton Museum of Art Jan 26

January 26<sup>th</sup> is going to be a HUGE day at the Boca Museum with multiple exhibitions opening that day, including *Izhar Patkin: The Wandering Veil, Surrealism and Magic, Museum Art School Faculty Exhibition, Abstraction on Paper*. More information on all the exhibits are online at [bocamuseum.org](http://bocamuseum.org).

#### Rhythm Foundation's ArtsPark Experience Jan 30

Reaching out to new audiences and new artists has always been a part of the Rhythm Foundation's mission, and next Friday you can hear one of those new artists at their monthly Hollywood ArtsPark Experience. Galactic performs next Friday the 30<sup>th</sup> from 7 to 11pm...and guess what? It's free! Visit their website for more details, it's [rhythmfoundation.com](http://rhythmfoundation.com).

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Friday, January 30th, 7pm  
AMERICAN JAM  
GALACTIC  
Opening set by Monophonics

Galactic was formed eighteen years ago in New Orleans, and has become one of the standouts on the jam-band scene. They are a collaborative band with a unique format, and although they do not have a lead singer, they are not purely an instrumental group. Galactic is part of a diverse community of musicians, and in their own studio, with Mercurio and Elman producing, they have the luxury of experimenting. So on their albums, they do something that's unusual in rock: they create something that's a little like a revue, a virtual show featuring different vocalists (mostly from New Orleans) and instrumental soloists each taking their turn on stage in the Galactic sound universe. They are beloved by fans for their hard-grooving collective improvisations and positive up-tempo melodies. Their new album, *Carnivale Electricos*, evokes the electric atmosphere of whole cities vibrating together all on the same day, from New Orleans all down the hemisphere to the mighty mega carnivals of Brazil.

Over the past seven years, Monophonics have staked their claim as one of the west coast's premier bands. Raised amid the rich musical culture of San Francisco, Monophonics has proudly carried on the tradition of music native to their hometown, which flourished during the birth of Funk music and Psychedelic Soul. The foundation of the band is the blistering funky drums of Austin Bohiman and soulful bass playing of Myles O'Mahony, fuzzy echo guitars by Ian McDonald, a powerhouse horn section made up of Ryan Scott, Nadav Nirenberg & Alex Baký and the swirling organ & dynamic vocals of Kelly Finnigan. The result is a heavy sound which harkens back to the styling of the late 60's and early 70's, all while keeping its feet planted firmly in the present.

Hollywood ArtsPark  
Young Circle Park, 1 North Young Circle, Hollywood, FL 33022, USA

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Upcoming Events  
Napalm Death, Voivod, Exhumed, Iron Reagan, Ringworm, Black Crown Initiate - January 27, 2015 6:00 pm  
Dark Horse Flyer - January 29, 2015 10:00 pm  
Sketching in the Galleries - January 30, 2015 7:00 pm  
Turquoise - January 30, 2015 8:00 pm  
Edward Beiner & FACEFACE Trunk Show on January 31, 2015 - January 31, 2015 11:00 am

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# EVENT LISTING

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---

Friday 30 January 2015

## Galactic

Hollywood Arts Park Hollywood, FL, US [\(map\)](#)  
 Line-up: [Galactic](#), [Monophonics](#)

Join Songkick to track this concert and we'll remind you when it's coming up.



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---

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On sale for 4 months
Event is in 8 days

#### Related upcoming events

- SAT **Keller Williams**  
24 Revolution Live, Fort Lauderdale  
JAN
- SAT **Trombone Shorty & Orleans Avenue**  
07 Delray Beach Garlic Fest 2015, Delray Beach  
FEB
- SAT **Yonder Mountain String Band**  
14 Revolution Live, Fort Lauderdale  
FEB
- FRI **Dave Matthews Band**  
31 Cruzan Amphitheatre, West Palm Beach  
JUL
- SAT **Dave Matthews Band**  
01 Cruzan Amphitheatre, West Palm Beach  
AUG


---

### Venue




**Hollywood Arts Park**

1 Young Circle  
33020  
Hollywood, FL, US

1 upcoming concert




#### 8 people going

-  [laura-taglione](#)
-  [mvainstein](#)
-  [mamaheather](#)

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---



**HOLLYWOOD ARTSPARK Experience**  
A Weekly Concert Series



**GALACTIC**  
Opening set Monophonics  
FRIDAY JAN 30  
Hollywood ArtsPark  
Hollywood FLA

Free!

## Galactic at Hollywood ArtsPark Experience

 Friday, 30 January, 19:00
 Hollywood ArtsPark, Hollywood
Like event

---

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#### Galactic at Hollywood ArtsPark Experience

Free!

The Hollywood ArtsPark Experience is a series of concerts in the beautiful ArtsPark, and we are kicking off the 2015 schedule with something very special - Galactic

Galactic was formed 18 years ago in New Orleans, and cut their teeth playing the biggest party in America: Mardi Gras, when the town shuts down entirely to celebrate. It's incredible that the band has never made a carnival album yet, but now they have. Their new Carnivale Electricos draw on the skills, stamina, and funk they deploy in the all-night party of their annual Lundi Gras show that goes till sunrise and leads sleeplessly into Mardi Gras day.

 400 attendees (1580 invited)



**Hollywood ArtsPark**  
1 Young Cir

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# EVENT LISTING

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## Galactic at Hollywood ArtsPark

**Category:** Music

**When:** Friday, January 30, 2015 7:00 pm - 10:00 pm  
[Add to Calendar](#)

**Where:** Hollywood ArtsPark At Young Circle  
★★★★ 12 reviews  
 1 Young Circle  
 Hollywood Blvd. and US 1  
 Hollywood, FL 33020  
 (954) 921-3500

**How:** Official Website

**Cost:** Free

**Submitted by:** Elizabeth R. [See all of Elizabeth R.'s events](#)

**What/Why:**  
 GALACTIC was formed eighteen years ago in New Orleans, and they cut their teeth playing the biggest party in America: Mardi Gras, when the town shuts down entirely to celebrate. It's incredible that GALACTIC has never made a carnival album yet, but now it's here. To make CARNIVALE ELECTRICOS, the members of GALACTIC (Ben Ellman, harps and horns; Robert Mercurio, bass; Stanton Moore, drums and percussion; Jeff Raines, guitar; Rich Vogel, keyboards) draw on the skills, stamina, and funk they deploy in the all-night party of their annual Lundi Gras show that goes till sunrise and leads sleeplessly into Mardi Gras day.

CARNIVALE ELECTRICOS is beyond a party record. It's a carnival record that evokes the electric atmosphere of a whole city - make that, whole cities - vibrating together all on the same day, from New Orleans all down the hemisphere to the mighty megacarnivals of Brazil. Armed with a slew of carnival-ready guests--including Cyril and Ivan Neville, Mystikal, Mannie Fresh, Moyses Marques, Casa Samba, the KIPP Renaissance High School Marching Band, and Al "Carnival Time" Johnson (who remakes his all-time hit)--GALACTIC whisks the listener around the neighborhoods to feel the Mardi Gras moment in all its variety of flavors.

If you've ever been to Jazz Fest in New Orleans, you have probably bumped into a Galactic set or two. Found out they are doing a free concert on 1/30/2015 in ArtsPark. Amazing group. Amazing music. And, it's best of all it's FREE. Do not miss it!

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## SHAKY BOOTS

MUSIC FESTIVAL

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### Galactic

Email 0
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New

**Where**

ArtsPark at Young Circle  
 Hollywood & US1  
 Hollywood, FL 33019

**Upcoming**

7:00 p.m. Friday, Jan. 30, 2015

**Categories**

Events, Performing Arts

Organization Rhythm Foundation Description Hollywood ArtsPark Experience featuring Galactic Primary Category Concerts & Performances Extras GALACTIC was formed eighteen years ago in New Orleans, and they cut their teeth playing the biggest party in America: Mardi Gras, when the town shuts down entirely to celebrate. It's incredible that GALACTIC has never made a carnival album yet, but now it's here. To make CARNIVALE ELECTRICOS, the members of GALACTIC (Ben Ellman, harps and horns; Robert Mercurio, bass; Stanton Moore, drums and percussion; Jeff Raines, guitar; Rich Vogel, keyboards) draw on the skills, stamina, and funk they deploy in the all-night party of their annual Lundi Gras show that goes till sunrise and leads sleeplessly into Mardi Gras day. Place Hollywood Park Address 1 Young Circle Hollywood, FL 33020 Ticket Cost \$0.00 - \$0.00 Seating Information FREE Contact Name Information Contact Email info@RhythmFoundation.com Contact Phone 305-672-5202 \$0.00 - \$0.00

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# EVENT LISTING

## Eventful & Evensi

eventful Location (City or Zip) Search for  
 Miami Beach, FL (33139) eg. jazz, Coldplay

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HOME / MIAMI EVENTS / PERFORMING ARTS / GALACTIC EVENT TIME & TICKETS

### GALACTIC IN HOLLYWOOD

Like Share 0 0-1 0  
 January 30, 2015  
 Friday 7:00 PM

**YTHM FOUNDATION**

ArtsPark at Young Circle  
 Hollywood & US1  
 Hollywood, Florida 33019  
 Map

PERFORMERS:  
 No Performers Listed

TRACK EVENT 0 people track this event

Going to this event? More people going:  
 I'M GOING I WANNA GO  
 Share on Facebook Be the first to brag about it!

#### EVENT DETAILS

**GALACTIC**  
 Organization  
 Rhythm Foundation

Description  
 Hollywood ArtsPark Experience featuring Galactic

Primary Category  
 Concerts & Performances

Extras  
 GALACTIC was formed eighteen years ago in New Orleans, and they cut their teeth playing the biggest party in America: Mardi Gras, when the town shuts down entirely to celebrate. It's incredible that GALACTIC has never made a carnival album yet, but now it's here. To make CARNIVALE ELECTRICOS, the members of GALACTIC (Ben Elman, harps and horns; Robert Mercurio, bass; Stanton Moore, drums and percussion; Jeff Raines, guitar; Rich Vogel, keyboards) draw on the skills, stamina, and funk they deploy in the all-night party of their annual Lundi Gras show that goes till sunrise and leads sleeplessly into Mardi Gras day.

evensi

### BEST EVENTS

Chicago Dallas Las Vegas Los Angeles New York San Diego San Francisco Seattle

## Hollywood: Galactic at Hollywood ArtsPark Experience

by Maurice Moore on Dec 18, 2014

TASCHEN Book Sale Miami  
 Up to 75% off from Jan. 22 to 25 for Display Books at

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January 30, 2015 at Hollywood ArtsPark in Hollywood, FL.

Free!  
 The Hollywood ArtsPark Experience is a series of concerts in the beautiful ArtsPark, and we are kicking off the 2015 schedule with something very special -- Galactic

Galactic was formed 18 years ago in New Orleans, and cut their teeth playing the biggest party in America: Mardi Gras, when the town shuts down entirely to celebrate. It's incredible that the band has never made a carnival album yet, but now they have. Their new Carnivale Electricos draw on the skills, stamina, and funk they deploy in the all-night party of their annual Lundi Gras show that goes till sunrise and leads sleeplessly into Mardi Gras day.

Opening set is by Monophonics, who the owner of Stax Records calls "One of the best live soul bands I have ever seen."

The Hollywood ArtsPark Experience series is produced by The Rhythm Foundation for the City of Hollywood and the Hollywood CRA. The series is sponsored in part by Hollywood KIA, and presented with support from the Florida Division of Cultural Affairs.



4  
people

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## Galactic to open Hollywood ArtsPark Experience

SouthFlorida.com – Barbara Corbellini Duarte – Jan 27, 2015 – Galactic will open the Hollywood ArtsPark Experience on Friday, Jan. 30. It's time to dust off those Mardi Gras beads and masks, as South Floridians will have a chance to taste a bit of the traditional New Orleans festival a little earlier this...



Shared by 4 people:



**Barbara C. Duarte** RT @SoFlaTweets: New Orleans flavor in #southflorida - @GalacticFunk to open Hollywood ArtsPark Experience t.co/Mfwoyr50NH t.co/60g6wPg16n

1/28/15 11:07 AM ← Reply ↻ Retweet ★ Favorite



**Sun Sentinel** #New Orleans-based jam band @GalacticFunk will perform Jan. 30, at the ArtsPark in downtown Hollywood. #SFL t.co/X0aDwpSBIQ

1/28/15 10:15 AM ← Reply ↻ Retweet ★ Favorite



**Rod Hagwood** @SoFlaTweets: @GalacticFunk to open Hollywood ArtsPark Experience (@HollywoodFLCRA) t.co/9i9tusZSj2 t.co/MidhfJNixl

1/28/15 8:11 AM ← Reply ↻ Retweet ★ Favorite




**SouthFlorida.com** New Orleans flavor in #southflorida - @GalacticFunk to open Hollywood ArtsPark Experience t.co/Mfwoyr50NH t.co/60g6wPg16n

1/28/15 6:45 AM ← Reply ↻ Retweet ★ Favorite

# FACEBOOK Event Page


f Galactic at Hollywood ArtsPark Experience
Rhythm Foundation Home



**Rhythm Foundation**  
Edit Page

MY EVENTS

- 5 Upcoming
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- Past
- Create



Public · Concert · Hosted by Rhythm Foundation
Hosting ▾ Edit ...

**Friday, January 30 at 7:00pm - 11:00pm**  
5 days ago

**Hollywood ArtsPark**  
1 Young Cir, Hollywood, Florida 33020 [Show Map](#)

**Free!**  
The Hollywood ArtsPark Experience is a series of concerts in the beautiful ArtsPark, and we are kicking off the 2015 schedule with something very special - Galactic

Galactic was formed 18 years ago in New Orleans, and cut their teeth playing the biggest party in America: Mardi Gras, when the town shuts down entirely to celebrate. It's incredible that the band has never made a carnival album yet, but now they have. Their new *Carnivale Electricos* draw on the skills, stamina, and funk they deploy in the all-night party of their annual Lundi Gras show that goes till sunrise and leads sleeplessly into Mardi Gras day.

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The Hollywood ArtsPark Experience series is produced by The Rhythm Foundation for the City of Hollywood and the Hollywood CRA. The series is sponsored in part by Hollywood KIA, and presented with support from the Florida Division of Cultural Affairs.

**GUESTS**

782 went	154 maybe	3.1k invited
----------	-----------	--------------

**INSIGHTS**

**52k** reached   
3.6k new this week

**2.5k** viewed   
326 new this week

**1k** engaged   
105 new this week

Updated a few seconds ago

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# PHOTOS

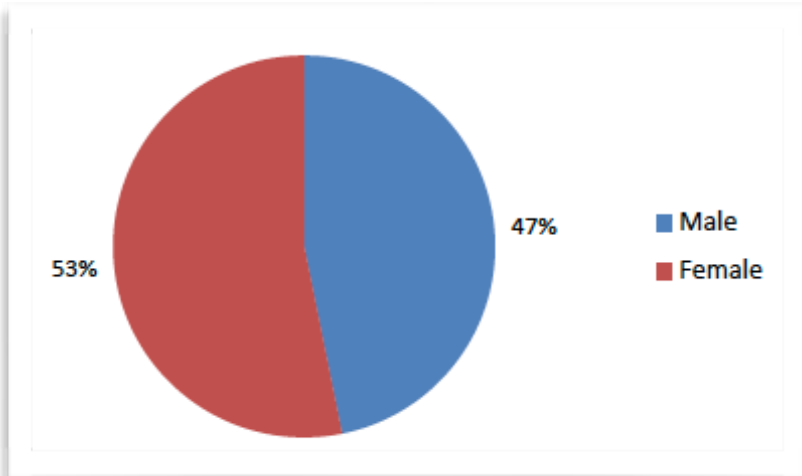


# PHOTOS

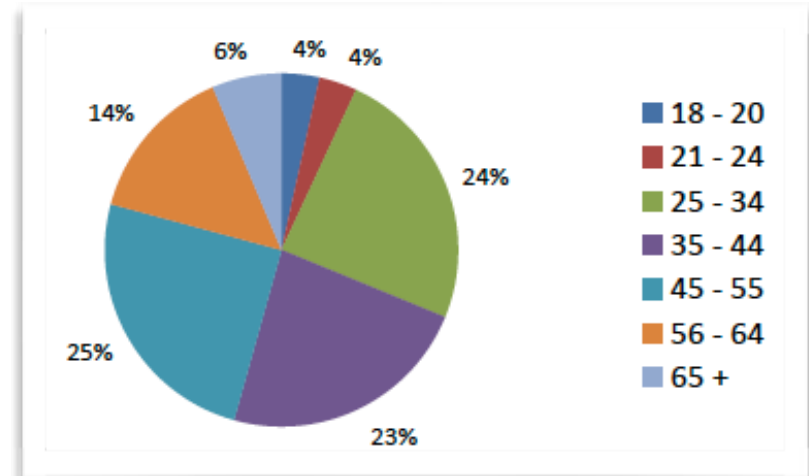


# SURVEY RESULTS

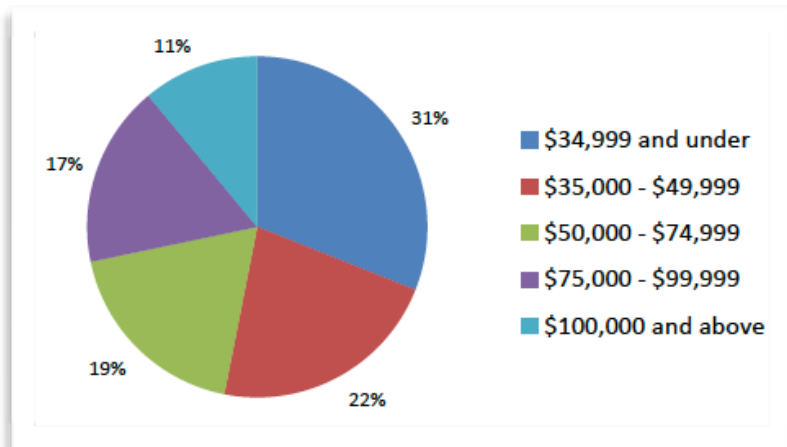
## Gender



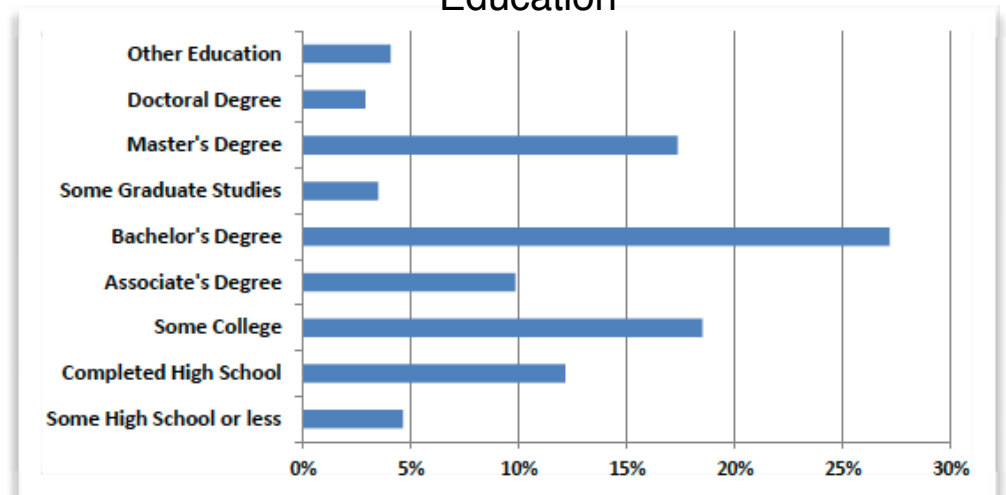
## Age



## Household Income



## Education

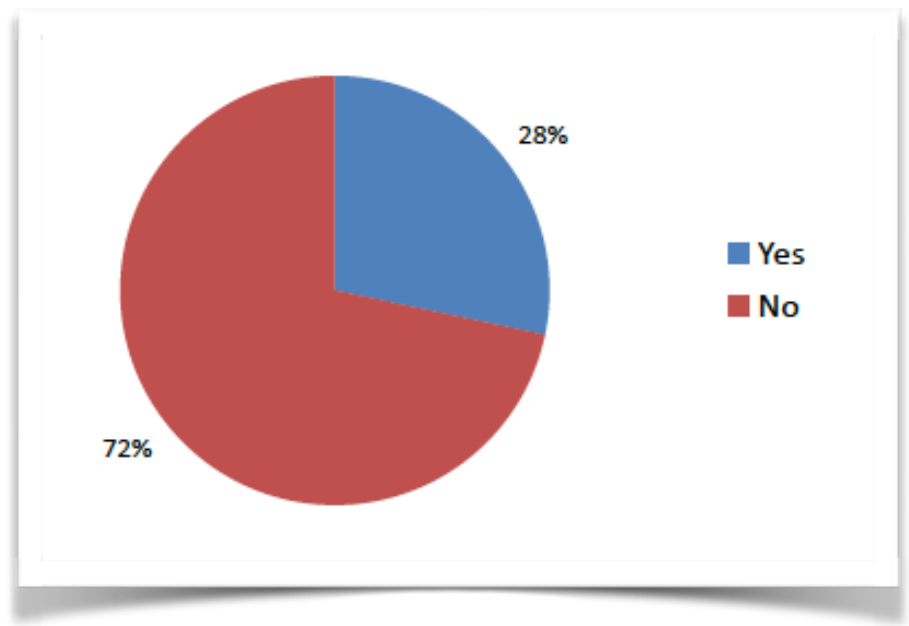
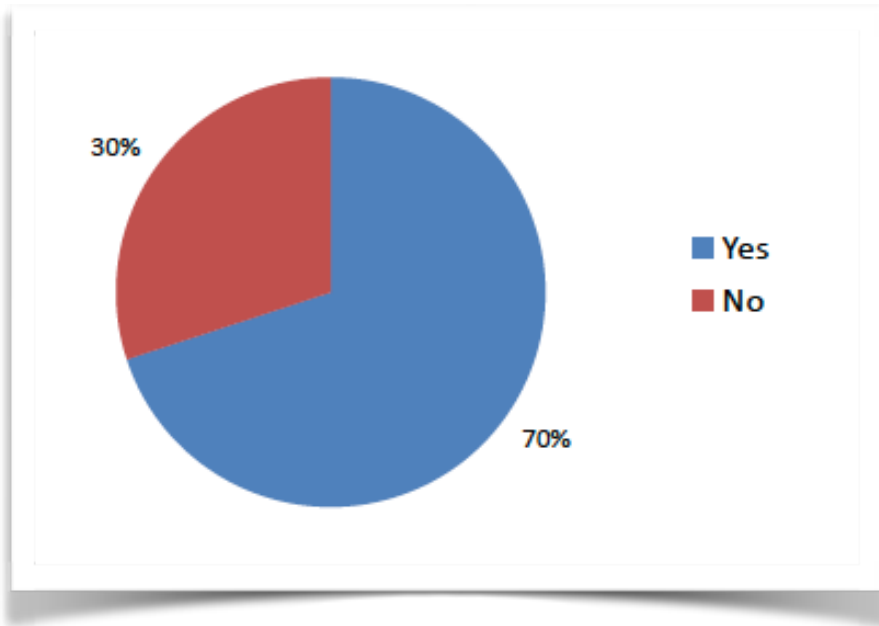




# SURVEY RESULTS

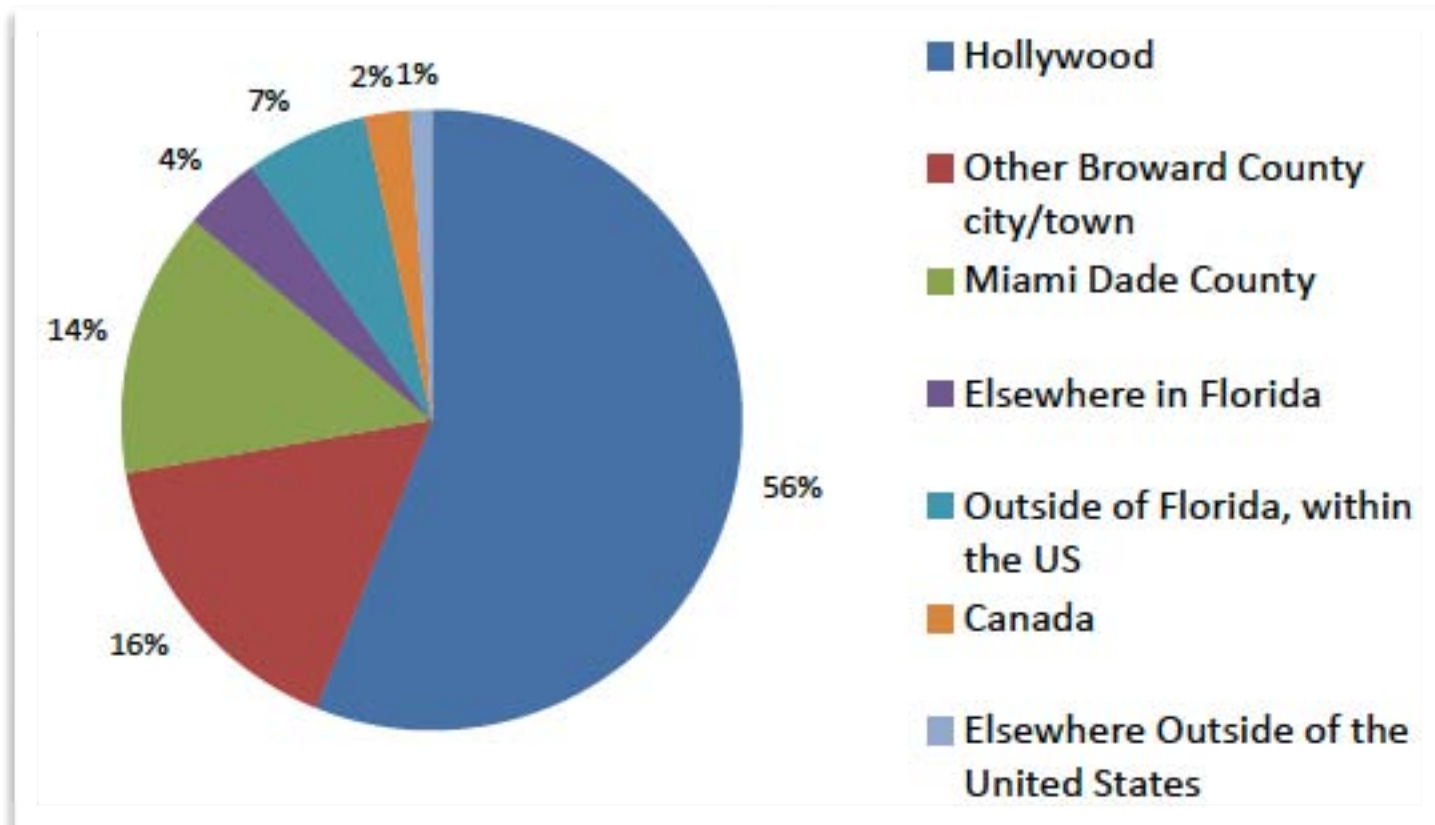
Visited Downtown Hollywood  
SPECIFICALLY for the Hollywood  
ArtsPark Experience concert

FIRST TIME at the Hollywood ArtsPark



# SURVEY RESULTS

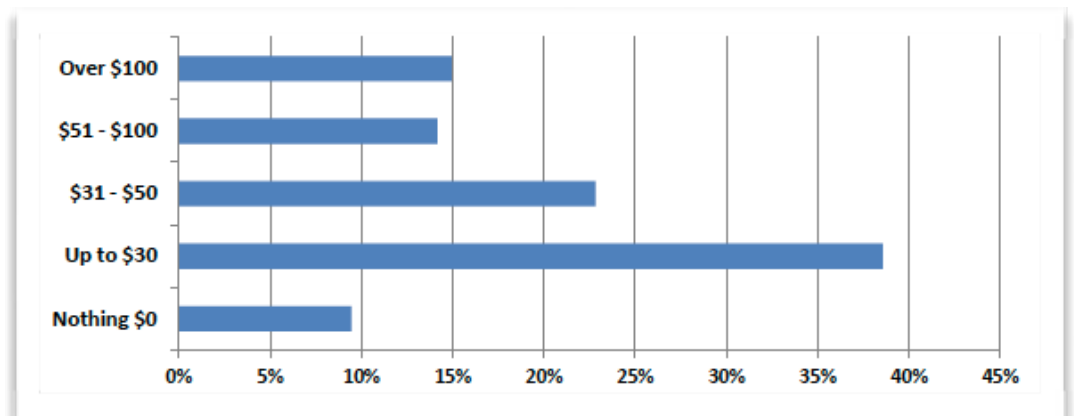
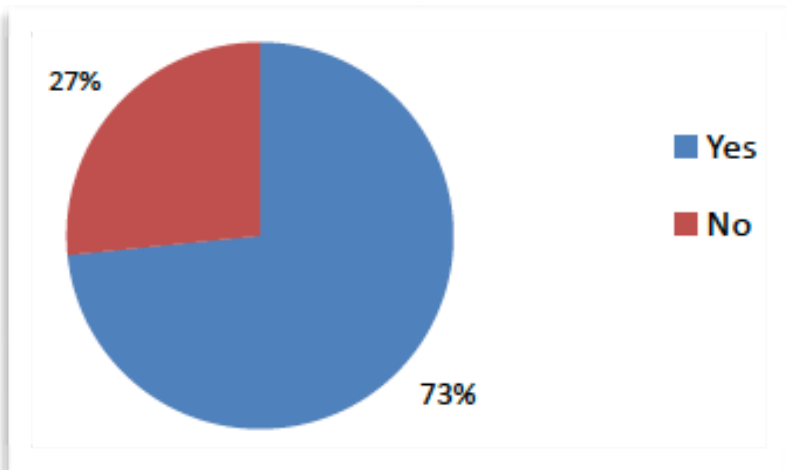
## Primary Residence



# SURVEY RESULTS

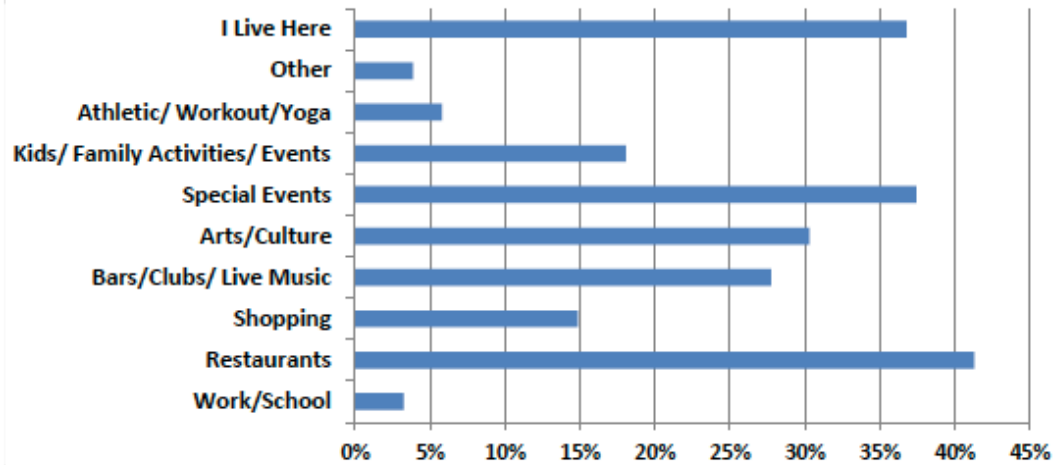
Did you visit (or plan to visit) any Downtown Hollywood businesses (bars, restaurants, shops, etc.) either BEFORE or AFTER this evening's ArtsPark Experience event?

Approximately, how much did you (or do you) plan on SPENDING in Downtown Hollywood bars, restaurant and shops before or after this evening's EVENT?

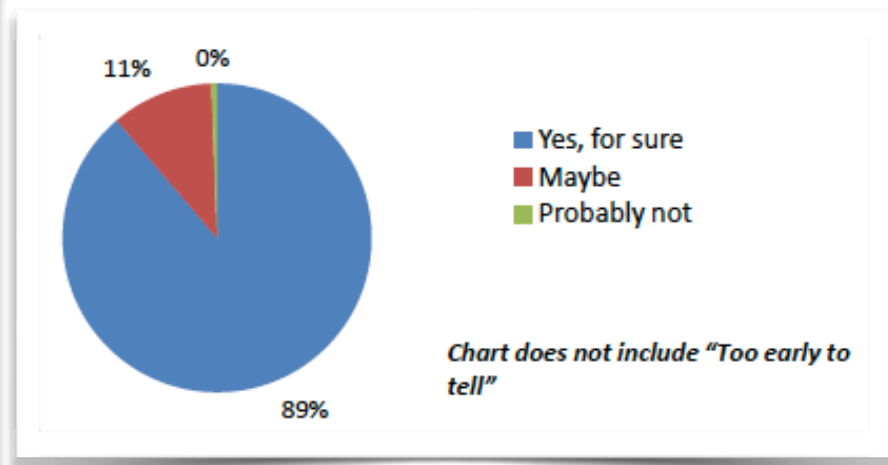


# SURVEY RESULTS

WHY do you COME to Downtown Hollywood?



Do you PLAN to RETURN to Downtown Hollywood as a Shopping/Dining/Nightlife destination?



# GOOGLE ANALYTICS



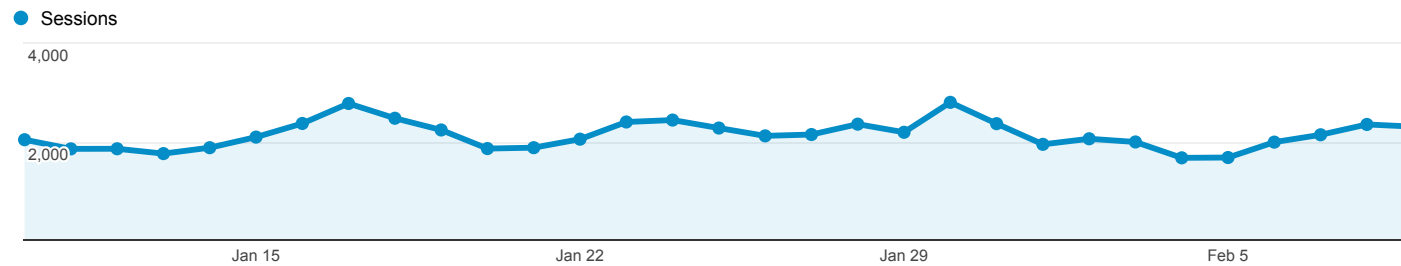
<http://www.visithollywoodfl.org> - [http://...](http://www.visithollywoodfl.org) [Go to this report](#)  
www.visithollywoodfl.org

## Audience Overview

Jan 10, 2015 - Feb 9, 2015

 All Sessions  
100.00%

### Overview



Sessions  
**66,510**

Users  
**50,394**

Pageviews  
**169,050**

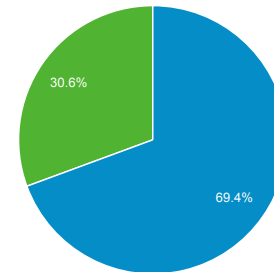
Pages / Session  
**2.54**

Avg. Session Duration  
**00:02:09**

Bounce Rate  
**55.54%**

% New Sessions  
**69.37%**

■ New Visitor ■ Returning Visitor



## Survey Results

# HOLLYWOOD ARTSPARK *Experience* A Florida Concert Series

**Jose Gonzalez**

**Survey Period:  
Monday, September 28, 2015**

Survey conducted by:

Lanie Shapiro

**TouchPoll South Florida**

*Feedback When it Really Counts*

*On Site Surveys, Feedback,  
Economic Impact Studies*

954-675-0181

[www.touchpollsofla.com](http://www.touchpollsofla.com)

[lanie@touchpollsofla.com](mailto:lanie@touchpollsofla.com)



## Introduction & Methodology

### Introduction

TouchPoll South surveyed attendees at the 2015 Hollywood ArtsPark Experience: Jose Gonzalez on Monday, September 29, 2015. This report summarizes the gross results of 141 respondents (ages 18+) who completed the survey. Only surveys which were fully completed are included in these [results](#).

### Methodology

TouchPoll South Florida implemented the survey in a booth at the event. Five touch screen tablets were set up and attendees were randomly invited to participate in the survey. An incentive of a Hollywood logoed water bottle was used to create interest and participation.

Respondents were taken through a series of a maximum of 23 questions. Questions included single and multiple-response demographic and preference questions; as well as an open-ended feedback question. Each survey took an average of two (2) minutes to complete.

The image to the right was used on the start screen of the survey.



### Data Tabulation and Reporting

Data was tabulated with the TouchPoll survey software. Multiple response questions allowed respondents to choose more than one answer. Responses to open ended and numeric questions are listed in the report. Email addresses are reported under separate cover in Excel documents for your convenience of entering them into your data base.

### Miscellaneous

All information is said to be "from those polled", and represents only the above-described sample. TouchPoll South Florida is not responsible for damages or liability as a direct or indirect result of misinterpretation of data by the client or third party. The intention of this report does not represent a full economic impact study.

### Cross-Tabulations

Unlimited cross-tabulations for any two closed-ended questions are available upon request. Because of the number of possible combinations, cross-tabulations are provided on a per-request basis at no additional charge.

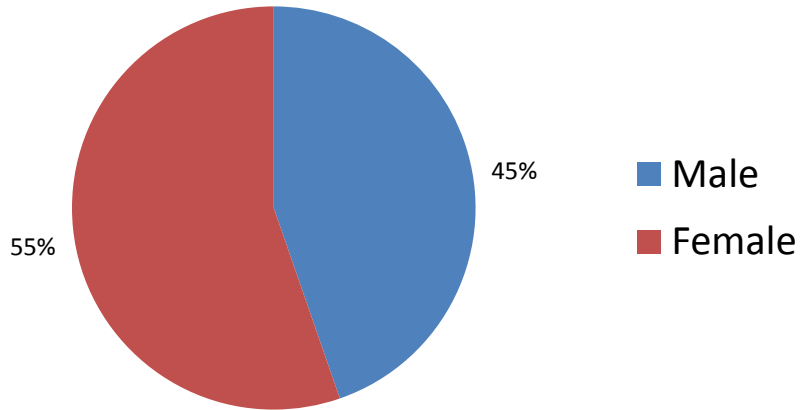
## Set Up



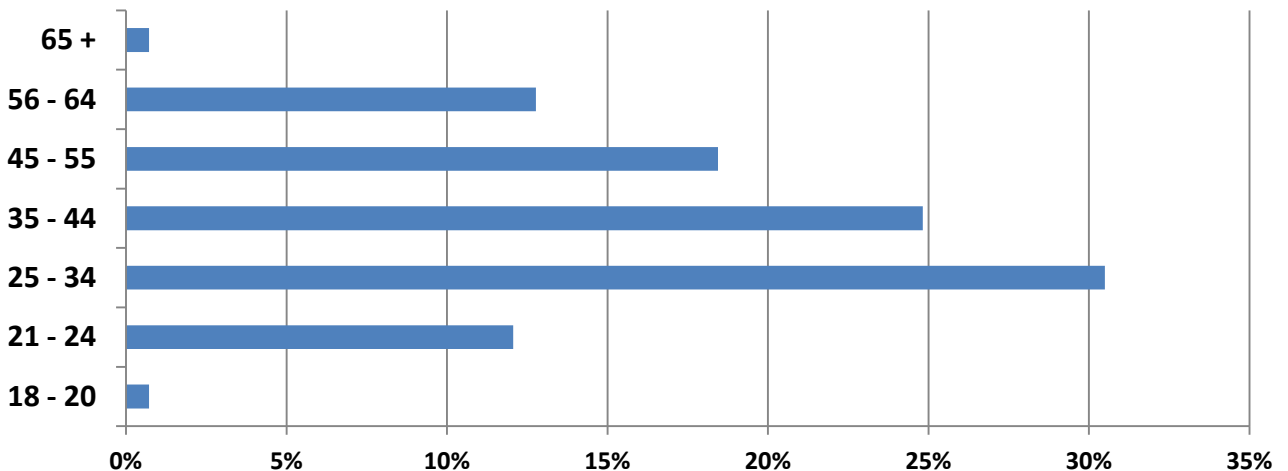


# Gross Results Report Hollywood ArtsPark Experience: Jose Gonzalez, Spetember 2015

Q1: What is your GENDER?		
Answers	Responses	Selection Percentage
Male	63	44.68%
Female	78	55.32%
Valid Respondents: 141.0	Total Responses: 141	100.00%



Q2: Please select your AGE RANGE:		
Answers	Responses	Selection Percentage
18 - 20	1	0.71%
21 - 24	17	12.06%
25 - 34	43	30.50%
35 - 44	35	24.82%
45 - 55	26	18.44%
56 - 64	18	12.77%
65 +	1	0.71%
Valid Respondents: 141.0	Total Responses: 141	100.00%



Q3: Please select your ANNUAL HOUSEHOLD INCOME range (used for demographic purposes only):

Answers	Responses	Selection Percentage
\$34,999 and under	52	36.88%
\$35,000 - \$49,999	22	15.60%
\$50,000 - \$74,999	25	17.73%
\$75,000 - \$99,999	17	12.06%
\$100,000 and above	10	7.09%
I respectfully decline to answer	15	10.64%
Valid Respondents: 141.0	Total Responses: 141	100.00%

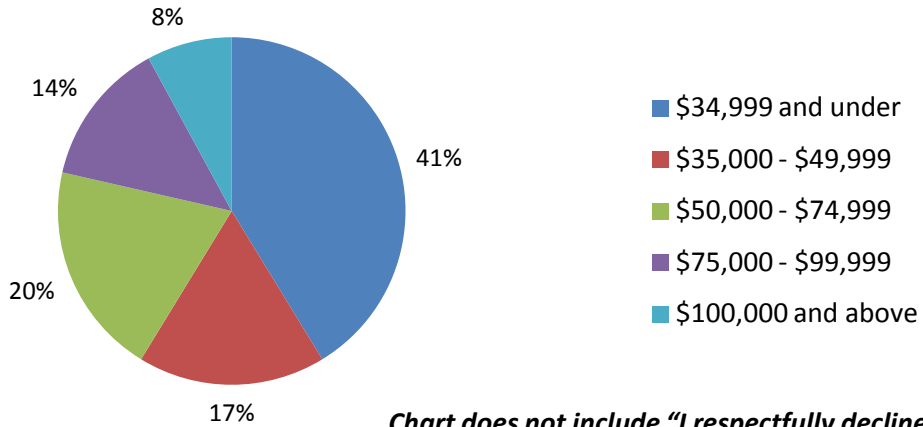
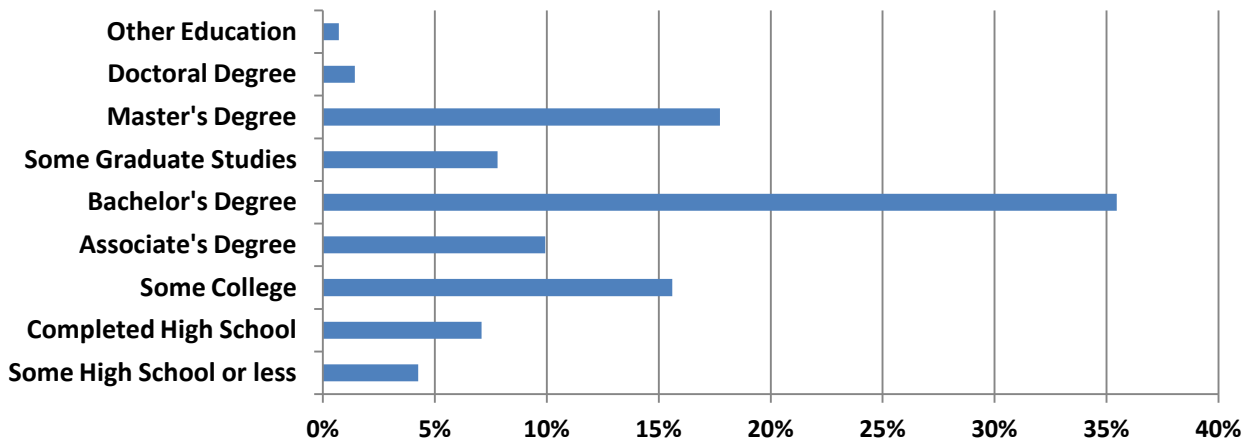


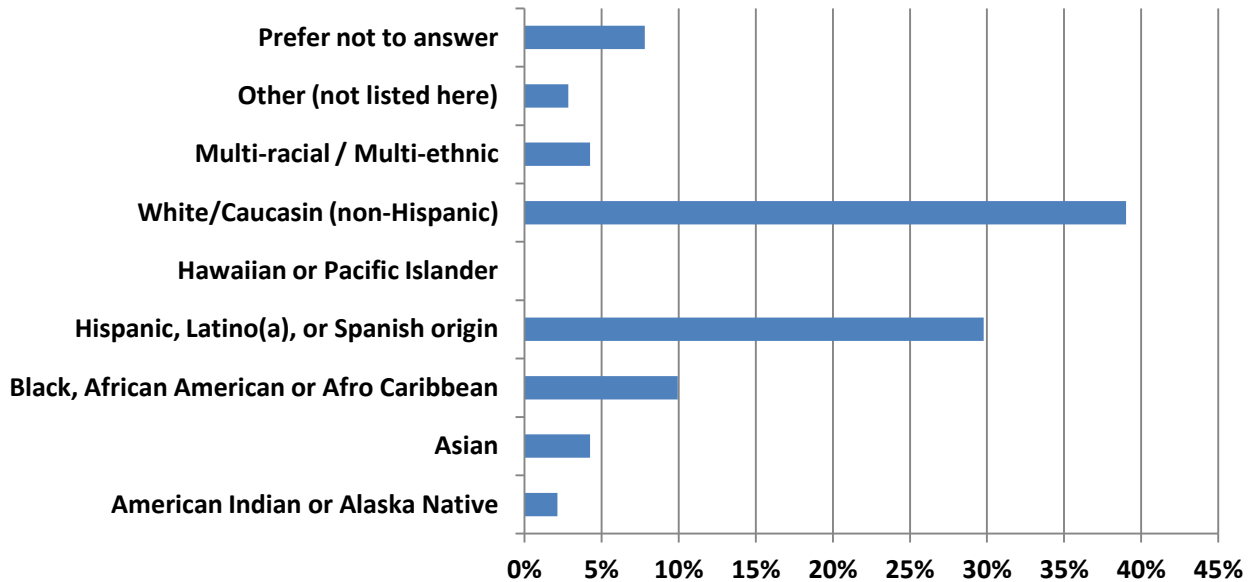
Chart does not include "I respectfully decline to answer"

Q4: What is your HIGHEST level of EDUCATION?

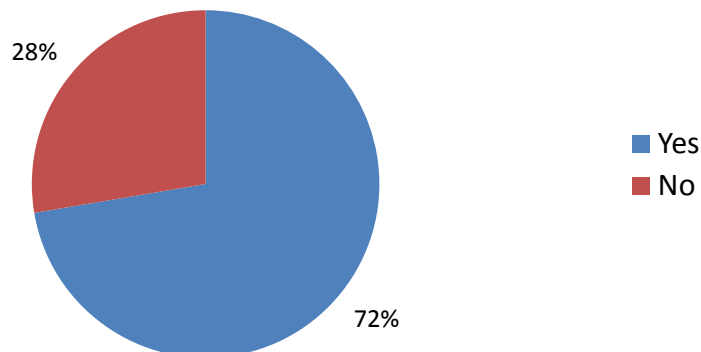
Answers	Responses	Selection Percentage
Some High School or less	6	4.26%
Completed High School	10	7.09%
Some College	22	15.60%
Associate's Degree	14	9.93%
Bachelor's Degree	50	35.46%
Some Graduate Studies	11	7.80%
Master's Degree	25	17.73%
Doctoral Degree	2	1.42%
Other Education	1	0.71%
Valid Respondents: 141.0	Total Responses: 141	100.00%



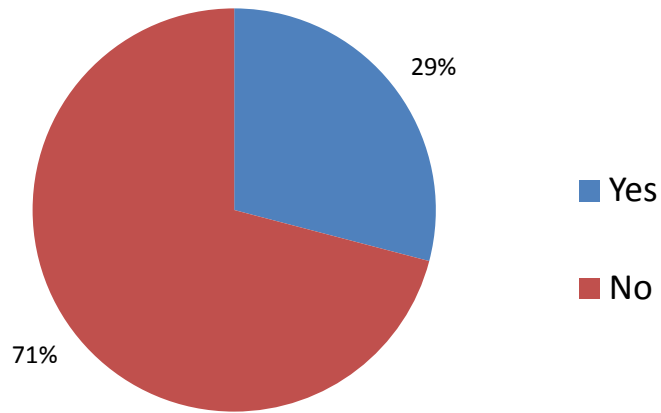
Q5: What is your race/ethnicity?		
Answers	Responses	Selection Percentage
American Indian or Alaska Native	3	2.13%
Asian	6	4.26%
Black, African American or Afro Caribbean	14	9.93%
Hispanic, Latino(a), or Spanish origin	42	29.79%
Hawaiian or Pacific Islander	0	0.00%
White/Caucasin (non-Hispanic)	55	39.01%
Multi-racial / Multi-ethnic	6	4.26%
Other (not listed here)	4	2.84%
Prefer not to answer	11	7.80%
Valid Respondents: 141.0	Total Responses: 141	100.00%



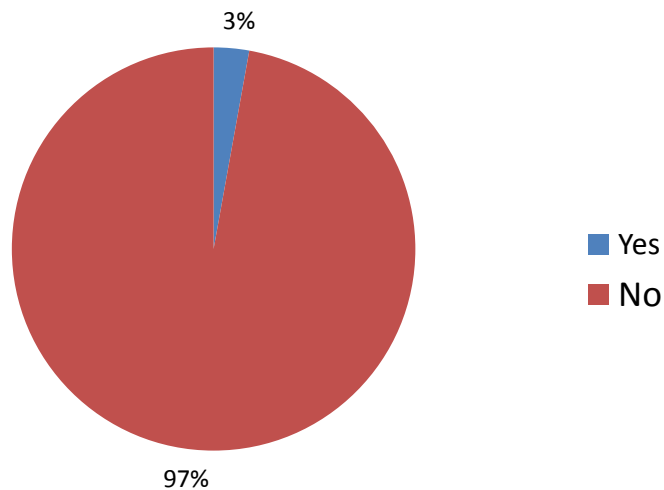
Q6: Are you visiting Downtown Hollywood SPECIFICALLY for the Hollywood ArtsPark Experience concert?		
Answers	Responses	Selection Percentage
Yes	102	72.34%
No	39	27.66%
Valid Respondents: 141.0	Total Responses: 141	100.00%



Q7: Is this your FIRST TIME at the Hollywood ArtsPark?		
Answers	Responses	Selection Percentage
Yes	41	29.08%
No	100	70.92%
Valid Respondents: 141.0	Total Responses: 141	100.00%

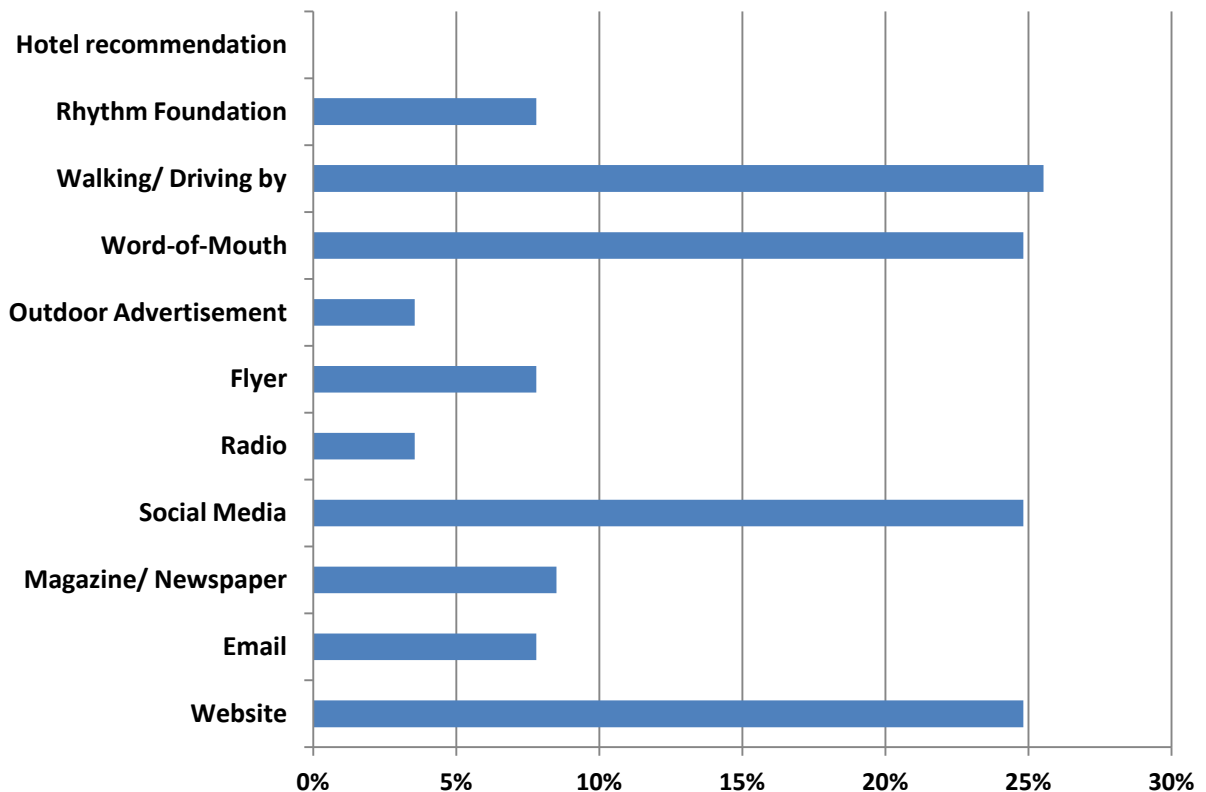


Q8: Are you staying OVERNIGHT in a hotel or motel in Hollywood/Greater Fort Lauderdale?		
Answers	Responses	Selection Percentage
Yes	4	2.84%
No	137	97.16%
Valid Respondents: 141.0	Total Responses: 141	100.00%



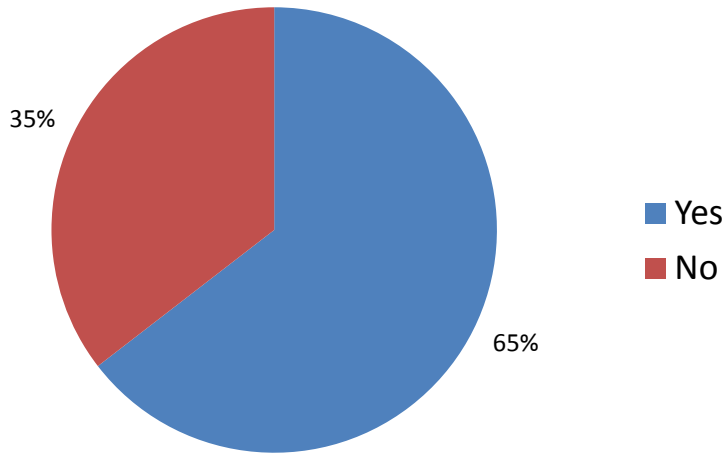
Q9: How many nights are you staying in a hotel or motel in Hollywood/Greater Fort Lauderdale?	
Data	Frequency
3 nights	1
5 nights	1
7 nights	2
Valid Respondents: 4	Total Responses: 4

Q10: How did you LEARN about the Hollywood ArtsPark Experience concert? (Please select ALL THAT APPLY and touch "continue")		
Answers	Responses	Respondent Percentage
Website	35	24.82%
Email	11	7.80%
Magazine/ Newspaper	12	8.51%
Social Media	35	24.82%
Radio	5	3.55%
Flyer	11	7.80%
Outdoor Advertisement	5	3.55%
Word-of-Mouth	35	24.82%
Walking/ Driving by	36	25.53%
Rhythm Foundation	11	7.80%
Hotel recommendation	0	0.00%
Valid Respondents: 141.0	Total Responses: 196	(May add up to more than 100%)



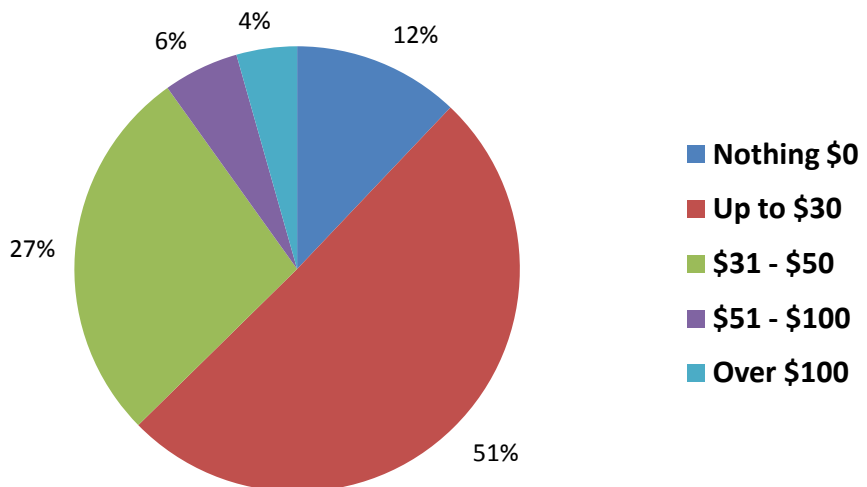
**Q11: Did you visit (or plan to visit) any Downtown Hollywood businesses (bars, restaurants, shops, etc.) either BEFORE or AFTER this evening's ArtsPark Experience event?**

Answers	Responses	Selection Percentage
Yes	91	64.54%
No	50	35.46%
Valid Respondents: 141.0	Total Responses: 141	100.00%

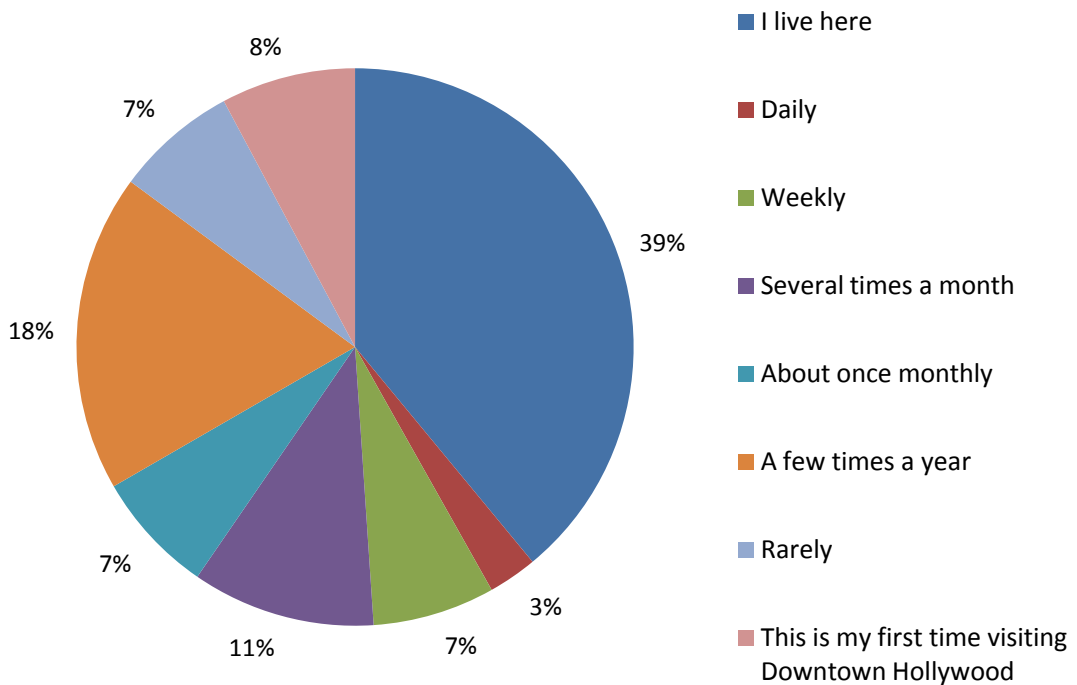


**Q12: Approximately, how much did you (or do you) plan on SPENDING in Downtown Hollywood bars, restaurant and shops before or after this evening's EVENT?**

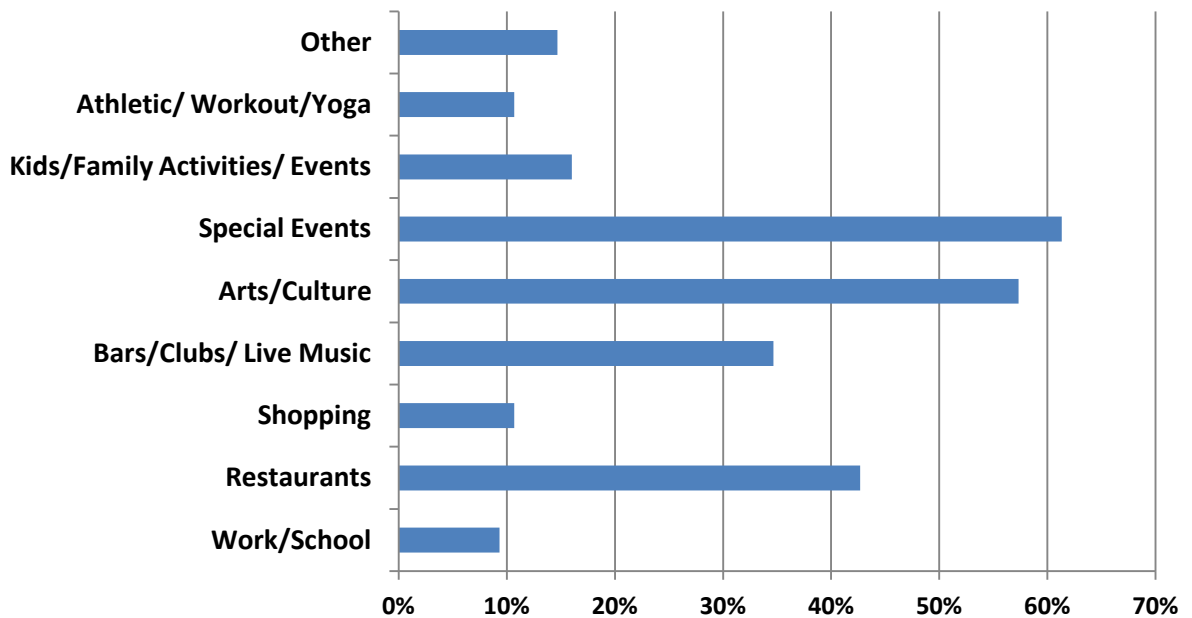
Answers	Responses	Selection Percentage
Nothing \$0	11	12.09%
Up to \$30	46	50.55%
\$31 - \$50	25	27.47%
\$51 - \$100	5	5.49%
Over \$100	4	4.40%
Valid Respondents: 91.0	Total Responses: 91	100.00%



Q13: How often do you visit Downtown Hollywood?		
Answers	Responses	Selection Percentage
I live here	55	39.01%
Daily	4	2.84%
Weekly	10	7.09%
Several times a month	15	10.64%
About once monthly	10	7.09%
A few times a year	26	18.44%
Rarely	10	7.09%
This is my first time visiting Downtown Hollywood	11	7.80%
Valid Respondents: 141.0	Total Responses: 141	100.00%

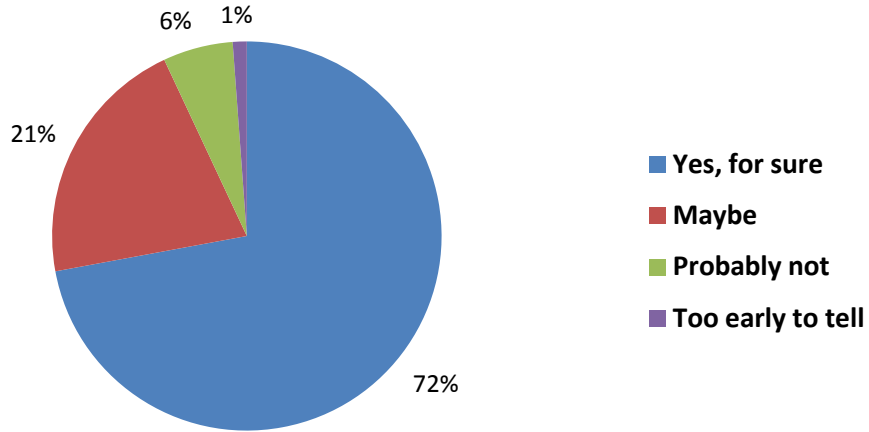


Q14: Why do you come to Downtown Hollywood? (Please select all that apply and touch "continue")		
Answers	Responses	Respondent Percentage
Work/School	7	9.33%
Restaurants	32	42.67%
Shopping	8	10.67%
Bars/Clubs/ Live Music	26	34.67%
Arts/Culture	43	57.33%
Special Events	46	61.33%
Kids/Family Activities/ Events	12	16.00%
Athletic/ Workout/Yoga	8	10.67%
Other	11	14.67%
Valid Respondents: 75.0	Total Responses: 193	(May add up to more than 100%)

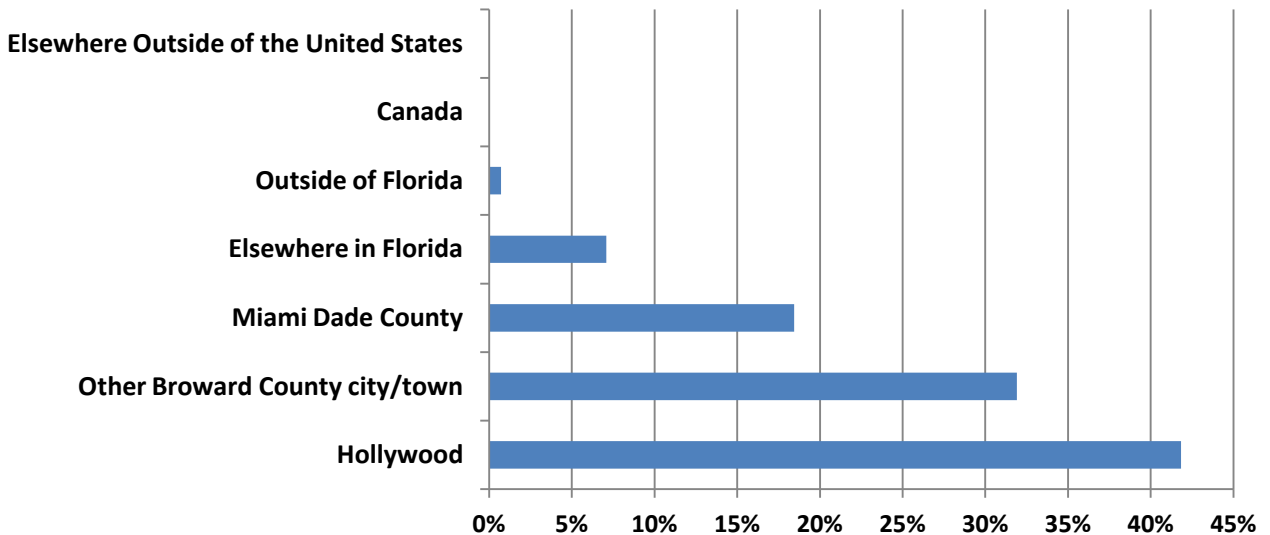




Q15: Do you plan to return to Downtown Hollywood as a Shopping/Dining/Nightlife destination?		
Answers	Responses	Selection Percentage
Yes, for sure	62	72.09%
Maybe	18	20.93%
Probably not	5	5.81%
Too early to tell	1	1.16%
Valid Respondents: 86.0	Total Responses: 86	100.00%



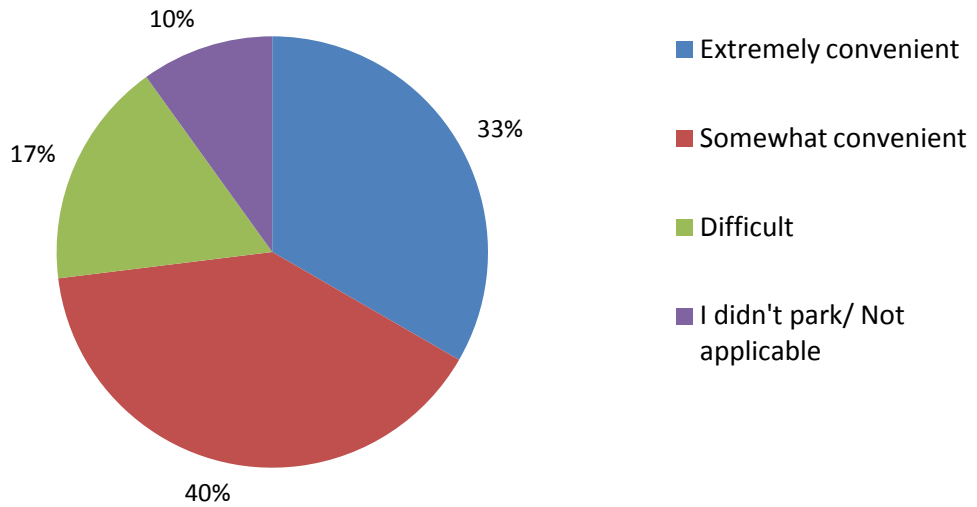
Q16: Where is your PRIMARY residence?		
Answers	Responses	Selection Percentage
Hollywood	59	41.84%
Other Broward County city/town	45	31.91%
Miami Dade County	26	18.44%
Elsewhere in Florida	10	7.09%
Outside of Florida	1	0.71%
Canada	0	0.00%
Elsewhere Outside of the United States	0	0.00%
Valid Respondents: 141.0	Total Responses: 141	100.00%



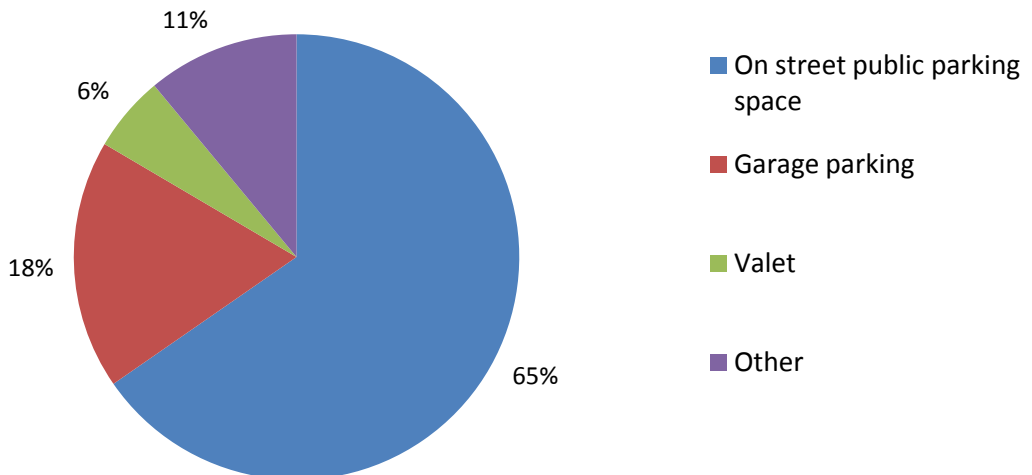
Q17: Please enter your zip code:

Data	CityAliasName	CountyName	State	Respondents
32003	ORANGE PARK	CLAY	FL	1
33004	DANIA	BROWARD	FL	3
33009	GOLDEN ISLES	BROWARD	FL	8
33014	MIAMI GARDENS	MIAMI-DADE	FL	2
33015	MIAMI LAKES	MIAMI-DADE	FL	1
33016	HIALEAH	MIAMI-DADE	FL	2
33018	HIALEAH	MIAMI-DADE	FL	3
33019	HOLLYWOOD	BROWARD	FL	7
33020	HOLLYWOOD	BROWARD	FL	38
33021	HOLLYWOOD	BROWARD	FL	7
33023	PEMBROKE PARK	BROWARD	FL	4
33024	DAVIE	BROWARD	FL	4
33025	HOLLYWOOD	BROWARD	FL	1
33027	PEMBROKE PNES	BROWARD	FL	1
33055	CAROL CITY	MIAMI-DADE	FL	1
33060	POMPANO BEACH	BROWARD	FL	2
33062	HILLSBORO BCH	BROWARD	FL	1
33063	POMPANO BEACH	BROWARD	FL	2
33064	DEERFIELD BEACH	BROWARD	FL	2
33069	POMPANO BEACH	BROWARD	FL	1
33076	CORAL SPRINGS	BROWARD	FL	1
33127	MIAMI	MIAMI-DADE	FL	1
33133	COCONUT GROVE	MIAMI-DADE	FL	2
33134	CORAL GABLES	MIAMI-DADE	FL	1
33137	MIAMI	MIAMI-DADE	FL	2
33138	EL PORTAL	MIAMI-DADE	FL	2
33140	MIAMI	MIAMI-DADE	FL	1
33141	MIAMI	MIAMI-DADE	FL	1
33154	MIAMI	MIAMI-DADE	FL	1
33162	MIA SHRS	MIAMI-DADE	FL	1
33169	MIAMI	MIAMI-DADE	FL	2
33172	MIAMI	MIAMI-DADE	FL	1
33180	NORTH MIAMI BEACH	MIAMI-DADE	FL	1
33301	FORT LAUDERDALE	BROWARD	FL	2
33304	OAKLAND PARK	BROWARD	FL	1
33305	WILTON MANORS	BROWARD	FL	2
33308	FORT LAUDERDALE	BROWARD	FL	1
33312	DAVIE	BROWARD	FL	5
33314	HOLLYWOOD	BROWARD	FL	2
33315	FORT LAUDERDALE	BROWARD	FL	1
33316	FT LAUDERDALE	BROWARD	FL	1
33317	FORT LAUDERDALE	BROWARD	FL	2
33323	TAMARAC	BROWARD	FL	1
33324	PLANTATION	BROWARD	FL	3
33328	FT LAUDERDALE	BROWARD	FL	2
33334	FORT LAUDERDALE	BROWARD	FL	1
33401	WEST PALM BEACH	PALM BEACH	FL	2
33428	BOCA RATON	PALM BEACH	FL	1
33441	DEERFIELD BEACH	BROWARD	FL	1
33442	DEERFIELD BEACH	BROWARD	FL	1
33755	CLEARWATER	PINELLAS	FL	2
34112	NAPLES	COLLIER	FL	1

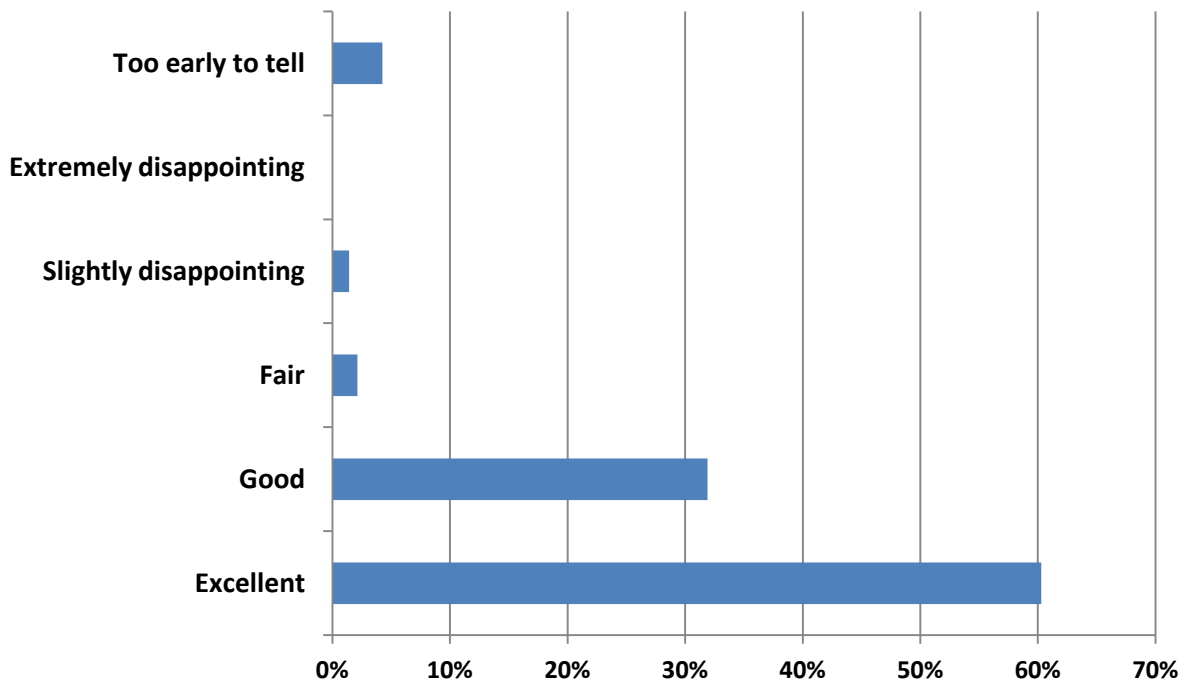
Q18: For this event, how was your PARKING experience in Downtown Hollywood?		
Answers	Responses	Selection Percentage
Extremely convenient	47	33.33%
Somewhat convenient	56	39.72%
Difficult	24	17.02%
I didn't park/ Not applicable	14	9.93%
Valid Respondents: 141.0	Total Responses: 141	100.00%



Q19: Where did you park?		
Answers	Responses	Selection Percentage
On street public parking space	83	65.35%
Garage parking	23	18.11%
Valet	7	5.51%
Other	14	11.02%
Valid Respondents: 127.0	Total Responses: 127	100.00%



Q20: Overall, how would you RATE this event?		
Answers	Responses	Selection Percentage
Excellent	85	60.28%
Good	45	31.91%
Fair	3	2.13%
Slightly disappointing	2	1.42%
Extremely disappointing	0	0.00%
Too early to tell	6	4.26%
Valid Respondents: 141.0	Total Responses: 141	100.00%



Q21/Q22: Your input and feedback are important! Do you have any COMMENTS OR SUGGESTIONS that you would like to share with us?

FREE & EXCITING EXPOSURE TO WORLD MUSIC IS WONDERFUL FOR THE COMMUNITY. CAME FROM NAPLES TO SEE JOSE GONZALEZ

GOOD

HAVE THESE EVENTS EVERY MONTH

HAVE MORE EVENTS MORE OFTEN

KEEP IT GOING. HOLLYWOOD NEEDS THIS A LOT

BEAUTIFUL PLACE TO HAVE EVENTS

GREAT EVENT. CAN'T BELIEVE IT WAS FREE. CLEAN RESTROOMS, THX.

NICE

RESTURANT OVER PRICED FOR HAPPY HOUR

HAVE BEER ON MONDAY NITE

MORE PARKING ON THE BEACH

NEEDS TO HAVE VEGAN TRUCKS

GET BETTER MUSIC SATURDAY NIGHT

KEEP THESE FREE CONCERTS FEATURING INTERNATIONAL MUSIC

LOVED IT

THANK YOU FOR A RELAXING EVENING

MORE LIVE MUSIC. THERE IS NOT MUCH IN BROWARD SOUTH OF FORT LAUDERDALE.

MORE VEGAN OPTIONS IN TRUCKS

HOLLYWOOD NEEDS MORE LOCAL ARTIST EVENTS.

KEEP FREE PARKING AND FREE MUSIC

I CANT BELIEVE YOU HAVE JOSE GONZALEZ FOR FREE. MY FAVORITE ARTIST RIGHT HERE IN HOLLYWOOD. THANK YOU.

THIS IS GREAT. NICE VENUE PLUS THE FOOD TRUCKS ARE GOOD.

BEAUTIFUL PLACE. WE ARE VERY HAPPY WITH THIS EVENT

PLEASE KEEP THESE GREAT CONCERTS GOING. IT BRINGS A GREAT CROWD HERE TO THE ARTSPARK.

QUALITY MUSIC WITH GOOD FOOD AND COOL CROWD. THIS IS WHAT HOLLYWOOD SHOULD BE ABOUT

EXCELLENT. GREAT CONCERT. THANK YOU FOR HAVING IT HERE

CLEAN RESTROOMS FOOD TRUCKS NICE LAWN AND OF COURSE GREAT MUSIC. WE LOVED IT

DEFINITELY KEEP THIS GOING EVERY MONTH

BEST MUSIC AND ITS FREE

FUN EVENT VERYCOOL

PLEASE CONTINUE THIS EVENT. MONDAY NIGHTS ARE GREAT

BETTER PARKING OR MORE SIGNS TO THE PARKING AREAS BUT ALL IN ALL GLAD TO BE HERE

AWESOME THANKS

SO HAPPY TO HAVE THIS HERE IN HOLLYWOOD. FANTASTIC MUSIC

GREAT JOB THANKS

LOVED IT. WILL COME AGAIN FOR GREAT MUSIC

Q23/Q24: Would you like to receive EMAIL UPDATES and EVENT INFORMATION from Downtown Hollywood?

Email addresses are provided under separate cover in an Excel format.

**You're Finished!**  
***Thank You!***

**HOLLYWOOD ARTSPARK**  
*Experience*  
A Florida Concert Series



**HOLLYWOOD**  
FLORIDA  
COMMUNITY REDEVELOPMENT AGENCY



# HOLLYWOOD ARTSPARK *Experience*

A Florida Concert Series





2015 Hollywood ArtsPark Experience highlights











Jamband favorites Galactic kicked off 2015 before 4000+ revelers, on a lovely funky night January 30. The opening set was by San Francisco-based soul stars Monophonics (left)



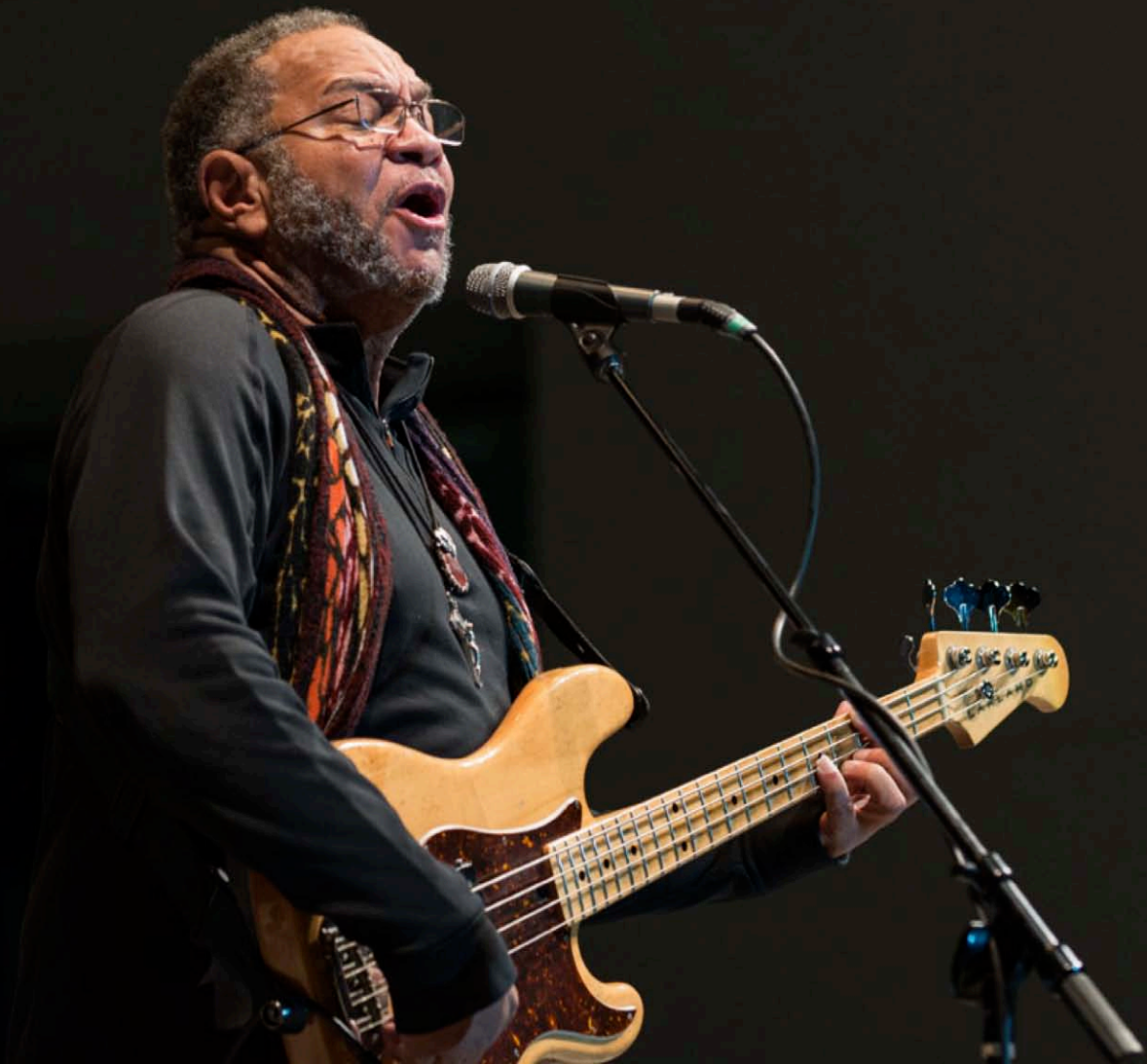
Hollywood ArtsPark Experience: New Orleans 2015 brought a special delight – an opening performance by the award winning Dillard High School Jazz Band, February 14.



Their set led in to a rocking performance by Louisiana cajun group Nathan and the Zydeco Cha Chas..



A chilly February night in Hollywood - luckily the grooves of New Orleans guitar legend George Porter Jr. (founding bassist from The Meters) kept the crowd warm.









March 21 2015 - Hollywood ArtsPark Experience: Americana. The evening kicked off with traditional folk dancing, led by Hollywood-based acoustic group Cornbread.



Hollywood ArtsPark Experience: Americana featured indie star Rachel Goodrich, warming up the crowd of 3000+ for a fantastic live show by The Wood Brothers.









## Previous highlights...

Here are some highlights from the first three years of the Experience series.

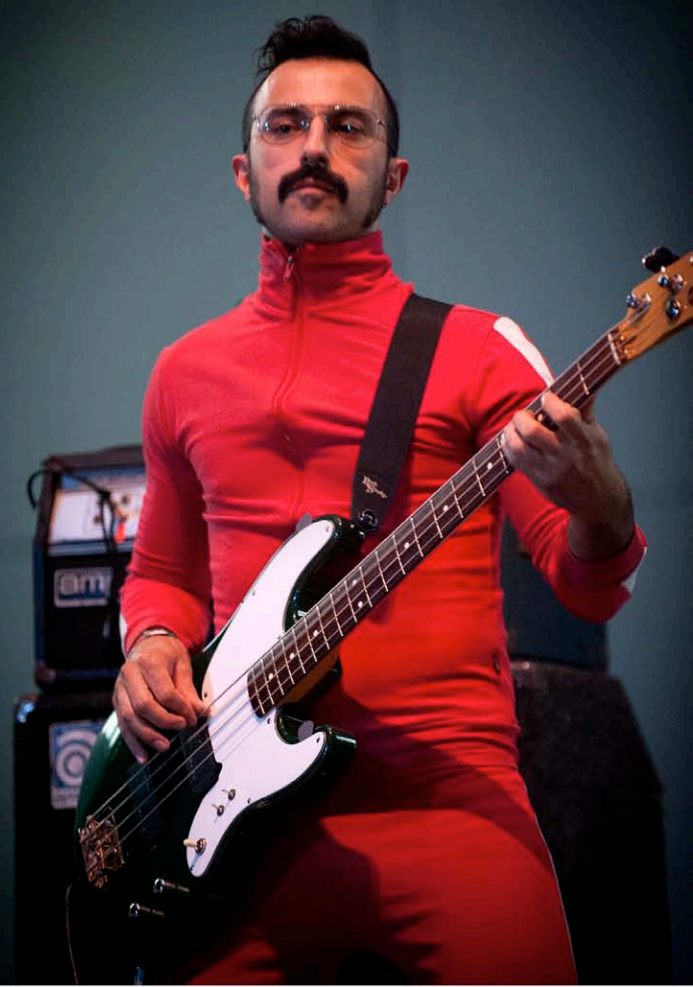
The concerts have brought major international artists and locally-based community ensembles to the stage, pre-show receptions to welcome visiting delegates from event-related partners, and other exciting activations through the entire ArtsPark.

At right, flamenco-rock star Antonio Carmona headlined Hollywood ArtsPark Experience: Spain (December 2012). This concert was recorded for broadcast on internationally syndicated travel TV show "Music Voyager."

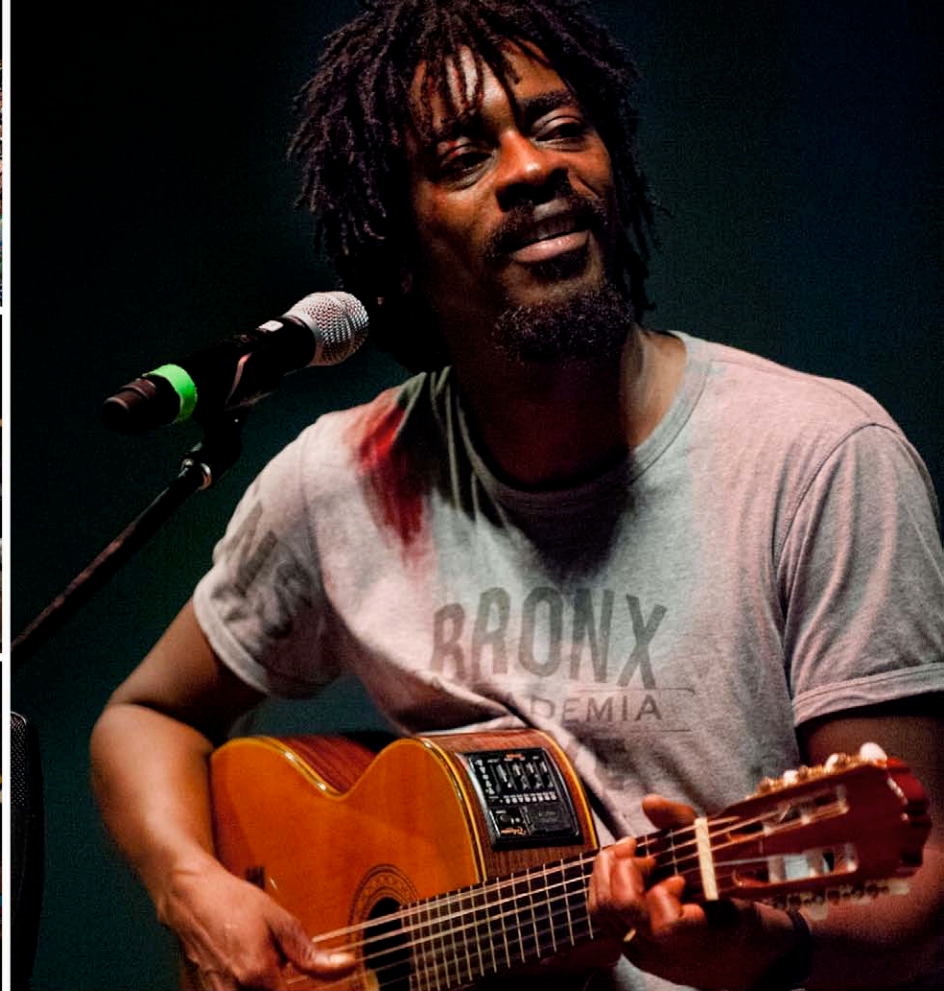








Top Italian rock groups, and a park full of fans, at ArtsPark Experience: Italy in 2012 and 2013. These shows involved partners from the Italian government both locally and from Rome.



One of the biggest crowds (7000+) came out for ArtsPark Experience: Rio featuring Brazilian music and film star Seu Jorge (July 2013).



Colombian musical treasure (and Latin Grammy Lifetime Achievement honoree) Toto La Momposina headlined an evening of Colombian rhythms (December 2013)



The park is full each Fathers Day Weekend with the sounds and flavors of the islands for ArtsPark Experience: Colors of the Caribbean – the biggest names in reggae and soca (above left, KES), the YMCA Kidzone, delicious vendors and more.



The Miami Heat Street Band marched downtown Hollywood into the ArtsPark for an Experience: New Orleans full of dancing to BeauSoleil, fun and of course Mardi Gras beads. (March 2014)



As we prepare for the 2016 Hollywood ArtsPark Experience series, we look forward to expanding the impact by live streaming the programming with media partners worldwide. We will work closely with the Hollywood CRA and local tourism partners to meet the goals of Hollywood businesses, residents and visitors.

Mar 2012 ArtsPark Experience: Brazil - Spok Frevo Orchestra  
Jun 2012 ArtsPark Experience: Colors of Caribbean - Marcia Griffiths, David Rudder  
Oct 2012 ArtsPark Experience: Italy - Subsonica  
Dec 2012 ArtsPark Experience: Spain - Antonio Carmona  
Mar 2013 ArtsPark Experience: New Orleans - Bonerama  
Jun 2013 ArtsPark Experience: Colors of Caribbean - KES  
Jul 2013 ArtsPark Experience: Brazil - Seu Jorge  
Oct 2013 ArtsPark Experience: Italy - Canzoniere Grecanico Salentino  
Dec 2013 ArtsPark Experience: Colombia - Toto La Momposina  
Mar 2014 ArtsPark Experience: New Orleans - BeauSoleil, Jon Cleary  
Jun 2014 ArtsPark Experience: Colors of Caribbean - Wayne Wonder  
Jan 2015 ArtsPark Experience: Jam - Galactic  
Feb 2015 ArtsPark Experience: New Orleans - George Porter Jr  
Mar 2015 ArtsPark Experience: Americana - Wood Brothers  
Jun 2015 ArtsPark Experience: Colors of Caribbean - Inner Circle  
Jul 2015 ArtsPark Experience: Argentina - Bajofondo  
Aug 2015 ArtsPark Experience: Brazil - Orchestra Rumpilezz

Photos: Luis Olazabal

The Rhythm Foundation • [RhythmFoundation.com](http://RhythmFoundation.com) • (305) 672 5202

