



## RFP RESPONSE

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### REQUEST FOR PROPOSAL RFP-249-25-GJ MAJOR EVENTS PRODUCTION



Preferred Contractor



(877) 357-5459 \* [www.soundskilz.com](http://www.soundskilz.com)

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## COVER LETTER / LETTER OF TRANSMITTAL

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April 12, 2024

Dear City of Hollywood, City Staff, Council and Mayor,

On behalf of Soundskilz Group please let us introduce ourselves. We are excited to submit this Letter of Transmittal as a joint agency, pursuant to the RFP. We have thoroughly read and reviewed the RFP and certify that we completely understand and are fully qualified to execute the Scope of Work and requirements therein.

Soundskilz is a group of senior event production gurus with over 60+ years of combined large scale event design, production and management experience around the globe. Our combined agencies boast a wide range of capabilities, directly relevant experience and strategic relationships which we feel uniquely qualifies us to design and execute the desired event program in Hollywood.

Our range of services and experience include:

- Talent buying artist relations, contracts and booking
- and man event design and production management
- supplier & vendor solicitation, management and logistics
- marketing, promotion and public relations for ticketed and public events
- indoor/outdoor AV design, rental, and technical production for small-to-arena scale venues
- box office, ticketing and revenue management
- event budgeting, accounting and auditing
- event staffing; site plan engineering
- sponsor development, sales and management
- retail and F&B vendor management
- on-premise alcohol & hospitality services
- traffic planning and road/highway closures
- Police/Fire/EMT services and Emergency Action Plan development
- ...and more.

Together with our preferred contractor Romeo Entertainment, our team is composed of industry leaders who have executed world class events across music, film, fashion, art, sports and cultural gatherings in 3 countries and 13 different states.

In the pages that follow, you will find that we have worked with a wide range of clients throughout our 100+ years of experience. These experiences will help ensure the success of the Major Events Production. Many of these experiences include a large number of major city municipal, state and federal government entities; major media outlets; NGOs; state fairs and fairgrounds/DAAs; Fortune 100 brands; ethnic cultural organizations; corporate retreats & summits; global film & music festivals; fashion weeks; fun runs; presidential and political campaign events and more. We have extensive experience producing multi-day events up to 30+ days in duration.

We will outline how our joint company and experience will work. With Soundskilz being the contract signatory; handling the site operations, box office, vendors and food and beverage. While Romeo Entertainment Group will handle the talent offers, talent management, advance, marketing and promotions. Together, Soundskilz and Romeo Entertainment Group will share the responsibility of sponsorship sales, with Steve Clayton being the point of contact.

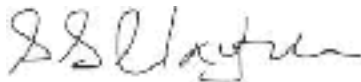
Our company is strategically located throughout the US with key personnel in West Palm Beach Florida, New Braunfels, Texas, Nashville Tennessee, Washington DC, and Southern California. We service and travel all over the USA, Canada, Mexico and the EU for our clients. There is truly no event that is outside of our scope or capabilities.

In summary, we believe that our track record of talent procured, festival management and municipal experience is uniquely matched to the needs of the City of Hollywoods Major Events Production opportunity. If awarded this contract, we pledge our commitment to deliver amazing results on behalf of the City with full transparency, accountability and dedication to excellence, and in accordance with the terms and conditions set forth in the resulting Agreement.

#### STATEMENT OF AUTHORIZATION

I, Steve Clayton, as President of Soundskilz, Inc, am authorized to make the representations contained herein and throughout the attached proposal on behalf of the Company. I am further so authorized as the sole shareholder of the Company and its President to bind the Company to contract with the City if we are awarded the contract. I further declare that I will be the sole source Point of Contact for any further communication and event execution details.

I appreciate your consideration of this proposal and look forward to serving you. Sincerely,

A handwritten signature in dark ink, appearing to read "S. Clayton", written in a cursive style.

Stephen Clayton, President

## A. 1 & 2 Firm Overview

Combined, Soundskilz is a full-service entertainment marketing and event production group. Our primary businesses are broken in to three areas:

- Talent procurement, marketing, management and production of cultural and music festivals under contract to municipal clients, fairs, festivals and private entities
- Rental of owned production assets professional stage, lighting and sound equipment to large scale events
- Development of original IP-based owned & operated events and festivals

Our range of services & skills include but are not limited to:

- Concept, Design and Production Management for events up to 500,000 attendees (Soundskilz)
- AV Design, Rental, and Technical Production for small-to-arena scale indoor and outdoor venues; (Soundskilz)
- Site Plan Engineering for large-scale indoor and outdoor mixed-purpose venues (Soundskilz)
- Event Budgeting, Accounting and Auditing for up to \$10mm+ event budgets (Soundskilz)
- Box Office, Ticketing and Revenue Management for multiple simultaneous shows (Soundskilz)
- Event & Volunteer Staffing and Management for up to 300+ person event teams (Soundskilz)
- Marketing, Promotion and Public Relations on a regional and national scale (Romeo Entertainment Group)
- Sponsor and Vendor Recruitment, Onboarding and Management (Romeo Entertainment Group / Soundskilz)
- F&B Management for Hospitality services covering tens of thousands of event attendees daily (Soundskilz)
- Parade and Carnival event planning including multi-acre sites and multi-mile civic parade routes (NA)
- Event Safety Planning and Emergency Action Plans for public scale events (Soundskilz)

### *Firm Structure*

**Soundskilz, Inc.** – a registered California Corporation  
**Soundskilz Group** - Registered Texas dba

#### **Founded:**

100+ Years Combined Professional Experience

2000 (sole proprietor), incorporated 2006 (stock corporation)

#### **Headquarters/Local Office:**

(1) 31600 FM 3009

New Braunfels, TX 78132



(2) PO Box. 891720 Temecula, CA  
92589

**Satellite Offices / Executive Locations:**

Washington, DC | Phoenix, AZ | Atlanta, GA  
| West Palm Beach, FL | Nashville, TN (REG)

**Staff:** 10 full-time employees, 40 part-time employees

**Billings:** ~\$10mm annually

**D-U-N-S Number:** 835679353

**Ownership:** Single

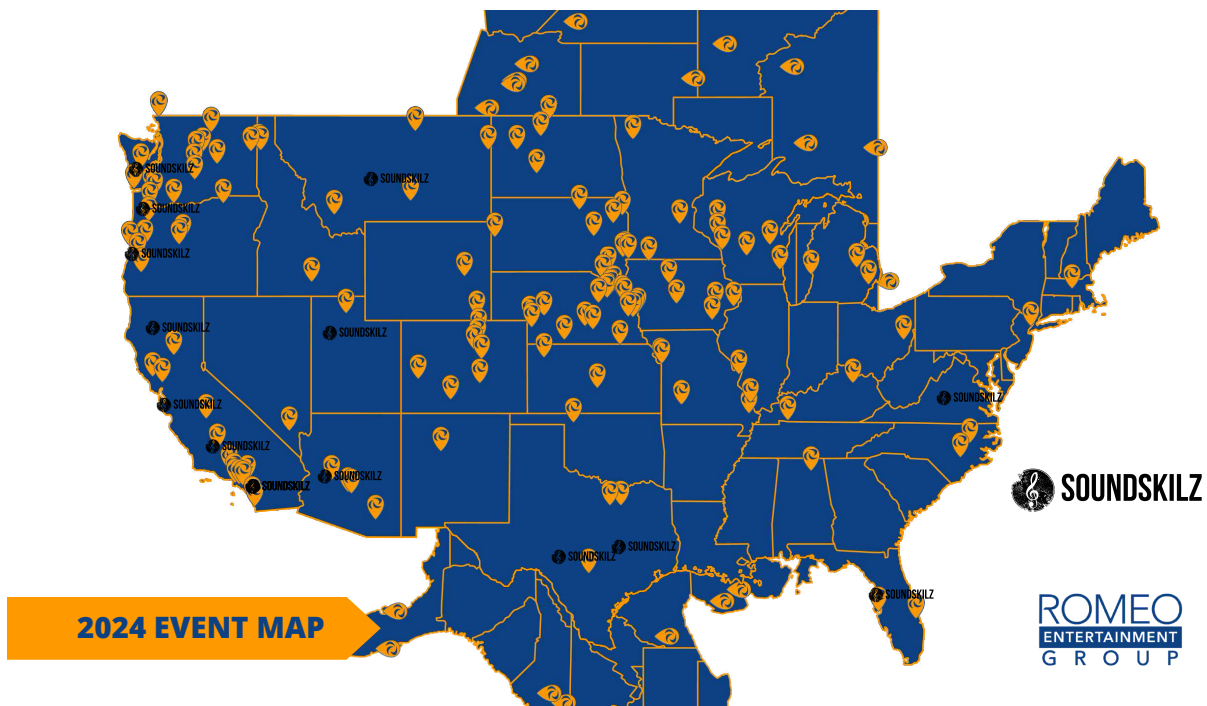
Shareholder, 100%

Stephen J. Clayton

31600 FM 3009

New Braunfels, TX 78132

877.357.5459

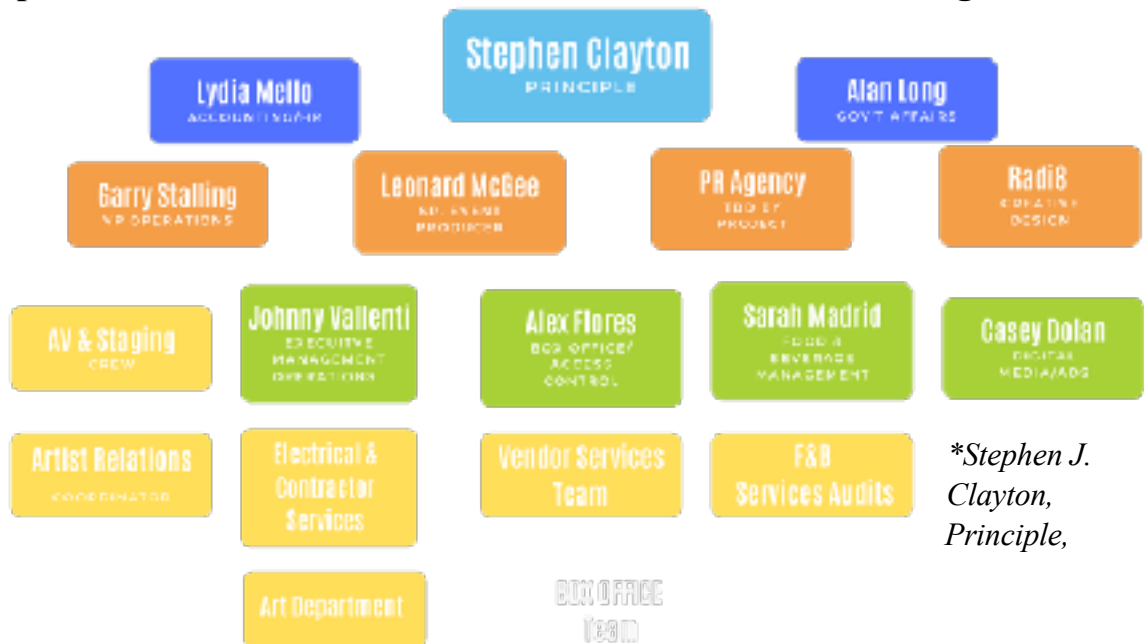




Corporate

## COMPANY ORGANIZATIONAL CHART

Organization



*\*Stephen J. Clayton, Principle,*

### Soundkilz

*\*Johnny Valenti, Operations Management Soundkilz*

*Garry Stalling, Operations Management Soundkilz*

*Lydia Mello, Accounting/HR Soundkilz*

*Alex Flores, Box Office Soundkilz*

*Sarah Madriz, Food & Beverage Concessions Manager Soundkilz*

*Casey Dolan, Digital Media Ads Soundkilz*

*Kyle Kerr, Creative Designs Soundkilz*

*Contractors:*

*\*Scott Kernahan, Talent Buyer, REG*

*\*RJ Romeo, Principle, Romeo Entertainment Group*



Soundskilz Founder and **Executive Producer Steve Clayton\*** has a distinguished history as an Event Educator at University of San Diego & UC Riverside, coupled with 20+ years' experience producing and managing large scale events. From creating and launching The Neon Run™ annual event in 10 different markets, to producing political campaign tours, State Fairs and music festivals, Steve brings tremendous touring experience and logistics management to every engagement. [sclayton@soundskilz.com](mailto:sclayton@soundskilz.com)

Steve is a leading industry speaker often presenting at industry conferences such as: Music Biz Con (Nashville), Canadian Music Week (Toronto), X-Live (Las Vegas), Mobile Beat (Las Vegas) WFA (Anaheim/Reno), FestForums (Santa Barbara), The Special Event (Austin)

**Air National Guard Account // Atlanta, GA**  
NATIONAL DIRECTOR OF EVENTS

- Direct operations related to employees, federal customers and subcontractors as part of the larger team, maintaining key customer relationships and enhancing the company image
- Serve as the primary communications leader between senior management, clients and team members.

**Nu Opp Inc./Steve Harvey Radio Network // Atlanta, GA**  
NATIONAL DIRECTOR OF EVENTS

- Produced televised live events, including 12 out of 14 editions of Steve Harvey's Neighborhood Awards.
- Partner with Executive Director and Producers to determine strategic direction and execution plan.
- Directed production of national comedy/gospel tour for award winning performers and entertainers.
- Manage negotiations with premiere venues, including MGM properties and Radio City Music Hall.
- Select, hire and oversee training of production crews for live events and in-house productions
- Lead daily operations for the production studio inclusive of staff and budget management.



**Radio One // Atlanta & Los Angeles, CA**

SENIOR MARKETING AND PROMOTIONS DIRECTOR

- Directed strategic marketing, promotional and special event activities for the company's flagship broadcast property with budgets up to \$500K, a team of ten and revenues up to \$15M.
- Formulated and launched an innovative events portfolio with profits of \$4 to \$10 per invested dollar.

Leonard lead the Steve Harvey Neighborhood Awards Show production to multiple years of success; working with the likes of Jill Scott, Erykah Badu, Keith Sweat, Maxwell, Charlie Wilson & Steve Harvey to name just a few. Leonard currently operates out of our **Atlanta Office**.





Washington DC native, now based out of **Atlanta**, Noni Nicolas has worked behind the scenes in entertainment for over sixteen years. Starting out as a production assistant in news and sports, she has aggressively climbed her way up the ranks as a powerhouse female in a predominately male-dominated industry. From booking, to scripting, developing to producing, Noni has worked in nearly every facet of production, which has donned her the affectionate nickname “The Know it All”.

The Sports genre has been a large part of Noni’s career as she started here and worked as an associate sports producer for networks, NBC, UPN, TNT, Comcast and BET. Among her many duties, were scheduling shoots, assisting with highlight features during the NBA season, and writing daily shows. During this tenure, Noni also worked as a stage manager for various award shows which perfected her skills as a multi-tasker, a skill that would undoubtedly take her to the next level.

In 2005, Nicolas joined the Steve Harvey Family as the Talent Coordinator for The Steve Harvey Morning Show. Yet, with her knowledge of the business and diligence, she was the show’s Producer within the first year. While there, Noni caught the eye of BET Executives who were impressed by her no-nonsense business ethics. At the time the company was growing and opening offices in Atlanta, Georgia. BET asked Nicolas join the company as the Creative Executive.

Then Radio One team welcomed Noni as an Executive Producer for their syndicated radio shows in 2013. And in 2014 TV One opened their arms to Noni to join the News One Now team as the Sr. Lead Editorial Producer.

Noni still takes time to do the things she loves like working with the Big Tigger Foundation, EarthGirl Inc., shopping, traveling, and spending time with her son and family. She is an active member of Delta Sigma Theta.



Production Manager **Johnny Valenti** runs events in California along with our Washington DC & Florida offices and oversees production design, site operations and hospitality for Soundskilz events. Johnny’s experience includes hundreds of high-profile multi-day productions including Air + Style, LA Fashion Week, Chase Sapphire Lounge at Sundance, VIP operations at the Electric Daisy Carnival, Details Magazine x Hennessy Coachella activation at The Mirage and the Latino International Film Festival. [johnny@soundskilz.com](mailto:johnny@soundskilz.com)



Senior A/V Producer **Garry Stalling** has been with Soundskilz for 11 years and oversees all stage and live performance departments for Soundskilz events. Garry manages our multi-million- dollar A/V inventory and all stage planning/design/engineering, FOH and backstage operations, talent rider fulfillment and technical crews for all live performances. [g2@soundskilz.com](mailto:g2@soundskilz.com)



Social Media Director **Casey Dolan** runs the in-house digital media agency of Soundskilz, bringing more than 20 years' experience managing paid ad campaigns and social media for hundreds of clients. Jamie has successfully executed over \$20mm in digital ad campaigns for live events and has dramatically increased YOY engagement of every Year 1 festival contract engagement of Soundskilz to date.

[marketing@Soundskilz.com](mailto:marketing@Soundskilz.com)



Government & Public Affairs Manager **Alan Long** oversees municipal relationships for Soundskilz, bringing over 30 combined years as a retired Fire Division Chief and past Mayor, Council member, Commissioner, and local events & venue business owner in Murrieta, CA. Alan has overseen critical planning for a wide scale of local, national, and international events such as: MLB World Series, NHL Stanley Cup, various festivals, conventions, marathon and many more. Alan's institutional knowledge gives him a unique ability to balance the needs of the community along with larger municipal interests in our contract executions.



Head of Finance & HR **Lydia Mello, CPA** manages all Soundskilz finances and event accounting operations, from billing to cash management to AR/AP to event settlement and post-event auditing. Lydia oversees all contract payments, revenue share collections and accounting, payroll, disbursements and post-event audit reporting for Soundskilz events to ensure clear and transparent reporting for all stakeholders. [accounting@Soundskilz.com](mailto:accounting@Soundskilz.com)



# Scott Kernahan

*Senior Talent Buyer - Romeo Entertainment  
Group*



Scott Kernahan is a strategic and versatile Operations Leader, bringing proven success in the development and management of brands and event lifecycles in the entertainment space. Leveraging an organic passion for the entertainment industry and consultative approach to forge strong and ascending relationships. Acknowledged as "the hub" between clients, teams, and stakeholders with a keen eye for identifying and securing opportunities that deliver success and elevate the bottom line.

## Industry Experience

October 2023 - Current: Senior Talent Buyer/Event Producer, **Romeo Entertainment Group** (based in New Braunfels, TX)

August 2021 - October 2023 - Senior Talent Buyer/Event Producer, **Encore Live**

January 2004-August 2021 - VP Operations/**Artist Management Partners** (major clients included: Dierks Bentley, Cody Johnson, Wade Bowen, Will Hoge, Angaleena Presley (Pistol Annies), Neal McCoy, Roger Craig, etc)

## Previous Experience:

Artist Manager - **The Erv Woolsey Company**, Nashville, TN (Lee Ann Womack, George Strait)

Talent Booker/Tour Director - **PACE Concerts**, Houston, TX (George Strait Country Music Festival - stadium tour)



# STEVE CLAYTON



Entrepreneur Steve Clayton is known for being the man who can put together any event to the highest caliber. As CEO and owner of SoundSkilz, he has worked on world renowned events such as High Times' Cannabis Cup, Bernie Sanders 2020 Campaign, Steve Harvey's Neighborhood Awards, Chalice Festival, and the San Diego Fair to name a few. Many events, drawing thousands of attendees and racking up profit and prestige for clients, have awarded him the reputation as the go-to expert in curating experience, call-to-action, interactive marketing, and tradition for both brands and their supporters.

A formative expert on festival development, he is co-owner of the Roots on 66 Festival and the Neon Run. His expertise has developed

algorithmic strategy in factoring staffing, logistics, infrastructure and event layout. With 18 years of event strategy and development, he is often sought after as the lead developer or go-to consultant for projects both nationally and throughout the world.

Steve Clayton's drive to create events that propel economic conversion for companies and memorable experiences for consumers stems from his love of service, education, and coaching. As an educator, Clayton taught public school and coached basketball for several years before realizing that his innovative organization and leadership was best suited to develop not just students into adults, but young and fresh companies into standouts in their respective markets. "There's value in having learned from the past, as well as having strategic foresight," he says, "I know how to streamline processes, to manage systems efficiently, and to look outside the box. It is a vital benefit I can impart to guide the next generation of entrepreneurs based on refined experience."

Bridging both his ability to create exclusive, stand-out events and his incredible talents as coach and mentor, Steve Clayton's current project consulting for Salute the Troops has



# Steve Clayton

him developing and preparing large events for American servicemen in both New Jersey and San Diego in 2020. Additionally, he is working with Boots in the Park and High Tide Festival for upcoming country & reggae music festivals.

Based in New Braunfels Texas, Steve Clayton is no stranger to consistent travel schedules, but maintains his deep family bond and values through designated family time. While he curates pop-culture history, his wife and children live on a beautiful farm where they instill work ethic through caring for their many horses, donkeys, and dogs. "We have instilled this sense of hard work in our daughters, that doing something with purpose will be rewarding and lead to positive outcomes."

Steve reckons that taking risks and doing what you love is the essence of success. Through his many projects and their unique ups and downs, he has acquired a mindset where positive thinking always prevails. "You need to make sure that you are learning from any difficulty that may arise," he explains, "you can turn what may be a momentary failure into an ultimate success by safeguarding the future against challenge that was."

A business consultant and executive coach, public speaker, entrepreneur, and renowned event creator, Steve Clayton is the authority on turning imagination and drive into dollars. He has built a reputation of consistent success, innovation, and expertise, which leaves companies and clients with the same positive mindset that he applies to each of his undertakings. His final thought? "Some people are blessed in their life to find a career they are passionate about, and while I've been fortunate to love what I do, the best part is to be able to share it with other people."

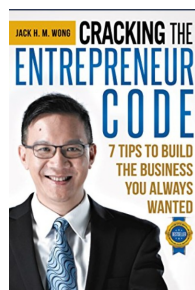
Steve Clayton is available for interviews, speaking engagements, and projects through the offices of Rachel Dares PR and ISET Agency.

## MEDIA

KIVO DAILY



Medium



@iamsteveclayton



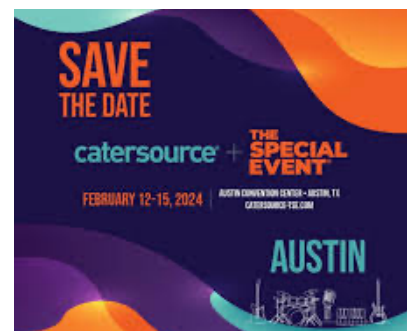
# Steve Clayton -



## SPEAKING TOPICS ON FESTIVAL BUSINESS / ENTREPRENEURSHIP:

- Scaling & Growing Your Event Company
- Building the Right Event Concept for Your Property/Venue Launching a New
- Festival Event Production
- Event Property/Venue
- Motivation & Business Coaching
- Sponsorship Brand Partnership
- Maximizing your event revenues
- Building the right event brand

As Seen At..



***Company Philosophy: "We live for creating memorable moments"***

At Soundskilz, our philosophy revolves around creating unforgettable live events that bring communities together and leave a lasting positive impact. As an event company specializing in producing live experiences for city municipal clients, we understand the profound influence these gatherings have on the social fabric of a community. Our philosophy is rooted in four core principles:

***1. Community-Centric Approach:***

We believe that every event is an opportunity to foster unity and celebrate the diverse tapestry of a city. Our approach is deeply embedded in understanding the unique characteristics, traditions, and aspirations of each community we serve. By collaborating closely with our municipal clients and involving local stakeholders, we ensure that our events resonate authentically with the people they are meant to inspire.

***2. Creativity and Innovation:***

We see every event as a blank canvas, waiting to be transformed into a masterpiece of creativity. Our philosophy encourages us to push the boundaries of conventional event planning, exploring innovative concepts and technologies that elevate the experience to new heights. By seamlessly blending artistry and technology, we craft events that surprise, delight, and engage attendees in ways they never imagined.

***3. Exceptional Execution:***

A great idea can only truly shine when executed flawlessly. Our philosophy hinges on meticulous planning, attention to detail, and a relentless pursuit of perfection. From the initial conceptualization to the final applause, we leave no stone unturned to ensure that every aspect of the event aligns with our client's vision and exceeds their expectations.

***4. Sustainability and Social Responsibility:***

We understand that the impact of our events goes beyond the immediate spectacle. Our philosophy embraces environmental stewardship and social responsibility. Through sustainable event practices, we minimize our ecological footprint while leaving a positive mark on the community. We engage with local businesses, promote inclusivity, and actively seek ways to give back, leaving behind a legacy of goodwill.

***5. Collaborative Partnership:***

*Our philosophy extends to building strong and enduring partnerships. We view our municipal clients not just as customers, but as partners in our journey to create transformative experiences. We foster open communication, mutual respect, and a shared dedication to bringing the vision to life. By working hand-in-hand, we forge relationships that withstand the test of time.*

### ***A. 3 Proposers Experience with Similar Events***

Soundskilz and preferred contract Romeo Entertainment have successfully executed projects for many clients, festival, and organizations thought the country. For the purposes of this RFP, we will be highlighting some of similar festivals that Romeo Entertainment has booked along with the city municipal & festivals that Soundskilz has successfully executed.

#### **ROMEO ENTERTAINMENT:**

##### **SAN DIEGO COUNTY FAIR-client since 2021**

2260 Jimmy Durante Blvd

Del Mar, CA 92014

Capacity: 8,000

REG books approx. 21 days of shows between the Grandstand (ticketed) and Free Stage. The fair has a very diverse line-up to try to reach all demographics. The entertainment budget is approx. \$2.5 Million. Here are the artists REG booked at the fair in 2023: Alabama, Best of Both Worlds-Van Halen Tribute, Boyz II Men, Carly Pearce, Core a tribute to Stone Temple Pilots, Dr. Crue, Eagle Eyes, Elle King, HIRIE, Hysteria, I Am King: The Michael Jackson Experience, Kalimba-Earth, Wind & Fire, Kevin Hart, Kiss the Sky-The Jimi Hendrix reexperience, L.A. vation, Lynyrd Skynyrd, Mariachi Rock Revolution, Nelly (REL), Nirvana Tribute-NIRVANISH, Randy Houser, Springsteen Experience, Stephen Marley, Super Diamond (Tribute), Switchfoot, Symphonic Sinatra (Tribute), Taken By the Sky-Fleetwood Mac Tribute, The Fab Four - The Ultimate Tribute, The Green, The Scarlet Opera, Train, Vegas McGraw, Woodie and the Longboards. This fair is part of the District Agricultural Association, giving REG familiarity with this California public run sector and contract requirements. REG also handles the correction of all artist contracts and on-site service representation for the duration of the fair.

##### **COLORADO STATE FAIR- client since 1992**

1001 Beulah Ave

Pueblo, CO 81004

Capacity: 14,472

REG books approx. 8 days of entertainment in the Fair's Grandstand and Event Center. The fair books many different genres including Comedy, Classic Rock, Country and Hispanic, some hard tickets and some sold with the rodeo. Here are some artists REG booked in 2023 for the Fair: Ian Munsick, Chase Rice, Fluffy, Lady A, Pat Benatar & Neil Giraldo, Lil Jon, Chingy, Sawyer Brown, and Ned LeDoux. The fair's budget for entertainment is approx. \$1 Million.

##### **MISSISSIPPI VALLEY FAIR-client since 1985**

2815 West Locust St.

Davenport, IA 52804

Capacity: 20,000

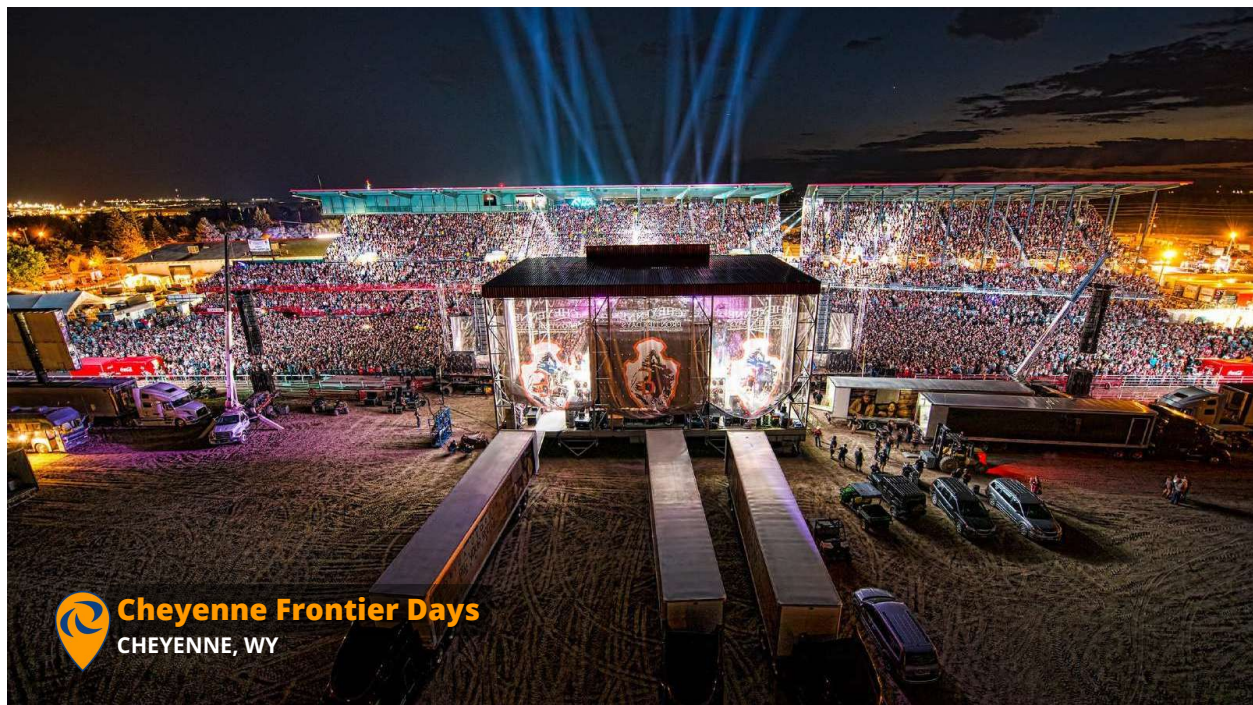


REG books 7 nights of entertainment at the fair which has a Pay One Price ticket. In 2023, REG booked some of the following artists: Tyler Farr, Limp Bizkit, Ludacris, Three Days Grace, and Hardy to name a few. The fair's entertainment budget is approx. \$1.5 Million.

### **Cheyenne Frontier Days in Wyoming -client since 1987**

Cheyenne, WY  
Capacity: 25,000

REG books seven nights of ticketed entertainment, handles all contracts, advances all shows and provides on-site service representation and production management at the event with a talent budget of approx. \$15 million. 2023 line up consisted of Carly Pearce, Chase Rice, Cody Johnson, Eric Church, Five Finger Death Punch, Jon Pardi, Kip Moore, Levi Turner, Old Dominion, Papa Roach, Paul Cauthen, Tim McGraw, Whiskey Myers, and Zach Bryan.



### **State Fair of Texas- Client since 2022**

Dallas, TX  
Capacity: 7500

REG books approx. 24 days of line-ups consisting of local, regional, and headline entertainment at the State Fair of Texas with an entertainment budget of approx. \$1 Million. The shows are free with fair admission. 2023 Artist line-up: 38 Special, Bowling For Soup, Braxton Keith, CeeLo Green, Charlotte Sands, Chrisette Michele, Clayton Mullen, Craig Morgan, Dallas Burrow, DJ/House Party, Experience Selena (Tribute / Selena), Forever Motown, Graycie York, Hairball, Holly Beth, Jake Worthington, JR Carroll, Katie Toupin, La Zenda Nortena, Lil Jon

(Skam), Lonestar, Matt Hillyer, Matt Koziol, Outlaw Mariachi, Rathmore, Sabor Puro, Sazerac Jazz Band, Shane Smith and the Saints, South Texas Homies, The 40 Acre Mule, The Little Mermen, The Powell Brothers, The Red Jumpsuit Apparatus, UNT Four O’Clock Lab Band, We The Kings, X Ambassadors, Yahritza y Su Esencia. REG processes all contracts on behalf of the fair and provides an on-site service rep for the duration of the fair.

## Activated Events

Multiple Cities in California and AZ and others: Norco, San Diego, Long Beach, Huntington Beach, Tempe, Gilbert

Capacities: approx. 20,000

Festival Ticket with an entertainment budget of approx. \$15 million. REG booked 14 Festivals for Activated Events in 2023 and is planning to book 22+ more in 2024. These festivals are 1-to-2-day events with the most popular festivals being branded as Boots in the Park and Coastal Country Jam. Artist line-ups consist of approx. six headline artists for each day. Here was the line up for the 2023 Coastal Country Jam in Long Beach, CA: Alana Springsteen, Ashland Craft, Blake Shelton, Blanco Brown, Brooks & Dunn, Carrie Underwood, Chase Matthew, Chris Janson, Chris Lane, Chris Young, Cody Johnson, Cole Swindell, Dustin Lynch, Dylan Scott, Ella Langley, Flo Rida (DADP), Frank Ray, Gavin DeGraw, Hailey Whitters, Ian Munsick, Ingrid Andress, Jameson Rodgers, Jimmie Allen, Kane Brown, Kidd G, LOCASH, Mackenzie Porter, Maren Morris, Niko Moon, Pillbox Patti, Rodney Atkins, Sam Hunt, Scotty McCreery, Tim McGraw, Trace Adkins, Tyler Hubbard, Tyler Rich, Walker Hayes.



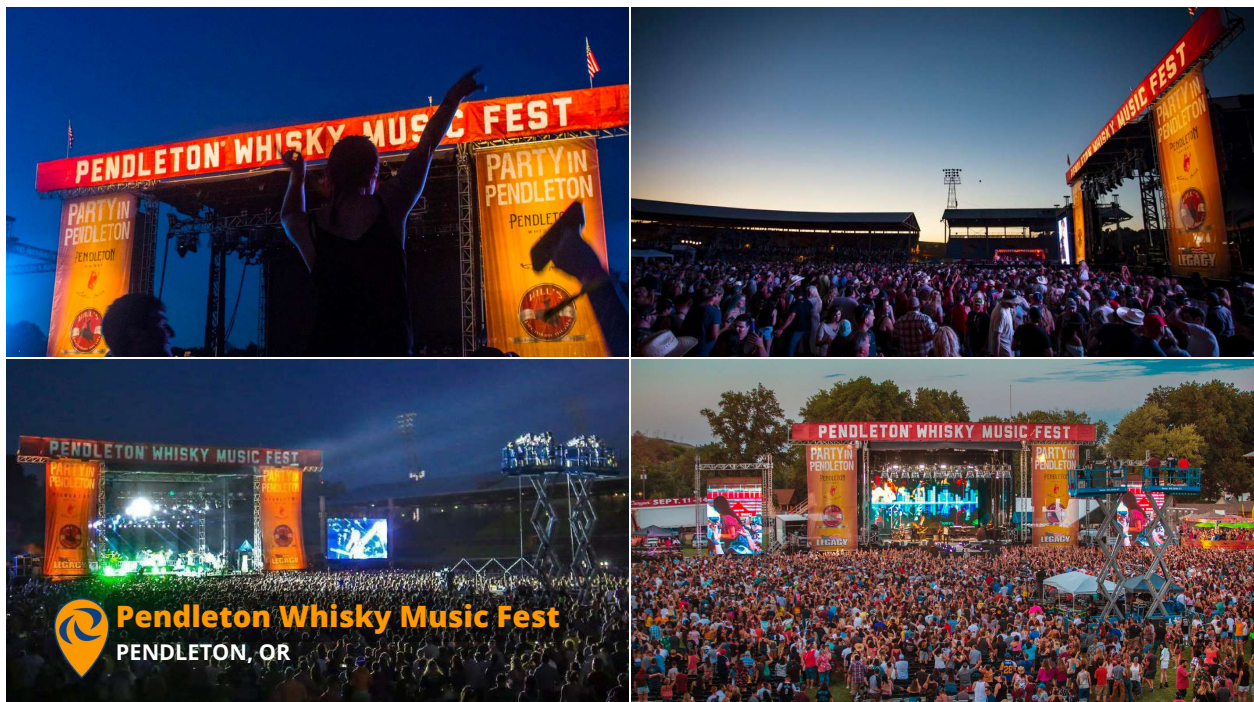


### **Fremont Street Experience, Las Vegas Nevada**

REG books several events throughout the year for Fremont Street including Downtown Rocks, April Fridays, Downtown Hoedown, and New Year's Eve to name a few. These are all free shows with multiple stages on Fremont Street and an entertainment budget of approx. \$1.5 Million.



### **Pendleton Whisky Music Festival, Pendleton Oregon**



## ***A. Proposer's Previous Experience Working with Public Agencies***

Our Agencies have specific event history and experience affords us a unique opportunity to fulfill the needs of this RFP as it relates to working with other city municipal clients. Over the years we have produced numerous multi-day festivals, concerts and events and managed all key elements of the events on a turnkey basis. Some examples include:

- ***Municipal:*** We just won a competitive bid process with the city of **Temple Texas** where we will produce an iconic festival for the next 3 years. We were the current Agency of Record for the **Huntington Beach** annual *4<sup>th</sup> of July Festival* (500K people annually); **City of Upland** *Upland Lemon Festival* (100K attendees), **Cathedral City** *Taste of Jalisco Festivals* (15K attendees each) and **City of Westminster** *Taste of Westminster* (launching 3Q 2023) and have successfully won a new 5 year agreement with the **City of Chula Vista**, Ca. Along with a multi year, multi festival agreement with the **City of West Palm Beach** CRA, in Florida.
- ***Travel & Tourism:*** We have years of experience working with airlines, tourism and convention/visitor bureaus, municipal government Special Events departments, destination properties/resort cities, high end travel media, luxury travel concierges and more. Our clients and experiences have included Greater Coachella Valley CVB, VisitHB, Palm Springs Life, Travel + Leisure and more
- ***Diversity & Community:*** Our contracts have us overseeing various events targeted to numerous demos, from families to adults to millennials/Gen Z, cultural segments from Latino to LGBTQ+ and more. Diversity is a core principle of our event planning and marketing in every municipal event we manage.
- ***Carnival & Amusements:*** We have partnered repeatedly with some of the largest carnival operators in the nation, to subcontract for Carnival rides and operations successfully at multiple municipal events over the last 3 years. Our carnival partner would be prime subcontractor for us to provide the necessary carnival design and planning/execution for this project.
- ***Sponsorship:*** In the last 10 years we have procured over \$6mm in corporate sponsorship for events, with deals from \$2000 to \$200,000 per event/category, enabling local/small businesses and national brands alike to participate at appropriate budget levels. Past event sponsors have included Tesla, AB InBev, Beam Suntory, Deep Eddy Vodka, Dick's Sporting Goods, La Crema Wines, Comcast NBCUniversal, Prime Video, ABC7, Hint Water, Monster Energy, Red Bull and over 65 more brands/companies.
- ***Marketing & Media:*** Our in-house digital media agency and regional PR teams will enable us to bring an expanded geographical reach to events, drive wider awareness and build sizable earned-media opportunities ties to destination marketing goals. We have worked repeatedly with the top PR firms, lifestyle media companies and bloggers in North America on PR campaigns, media barter/sponsorship and branded co-productions since our inception. Soundskilz will be able to garner your city more earned media for your event - period.

## **BROWNWOOD TEXAS**

In 2024 the city of Brownwood Texas set out to develop its own festival to match the branding of the city. The goal was to develop it's own IP that would draw on three factors.

1. TOT Tax and Tourism
2. Economic development for the downtown and city owned festival space.
3. Branding for the city to show case in the surrounding markets.

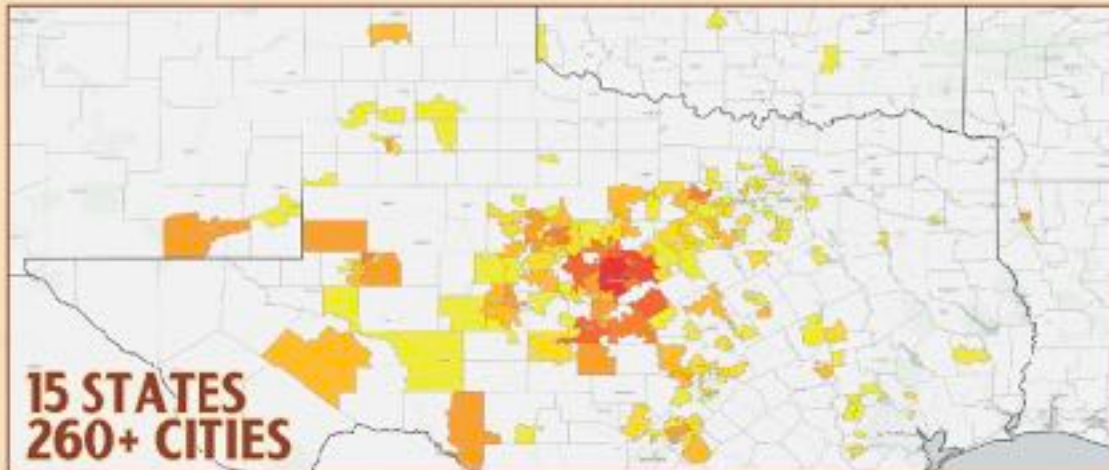
Soundskilz was hired for the task and set out to develop Feels Like Home Festival.







## 2024 EVENT TICKET LOCATIONS



Alabama, California, Indiana, Idaho, Illinois, Kentucky, Louisiana, New Mexico, New York, Oklahoma, Pennsylvania, Texas, Utah, Washington



## NEW TOURISM REACH





## ECONOMIC IMPACT



### \$1.2 MILLION IN DIRECT VISITOR SPENDING

- Big benefit to Downtown businesses directly (double sales for most)
- All area hotels were fully booked - including short term rentals



## 9,557,664 TOTAL MEDIA IMPRESSIONS

### REFERENCE:

**Marshal Macintosh**

**Deputy City Manager**

**325-646-5775**

**[mmcintosh@Brownwoodtexas.gov](mailto:mmcintosh@Brownwoodtexas.gov)**



## Huntington Beach 4<sup>th</sup> of July Festival

[www.hb4thofjuly.org](http://www.hb4thofjuly.org)

[Instagram](#)

*Synopsis:* The largest 4<sup>th</sup> of July celebration west of the Mississippi, a 118-year-old tradition attracting 500K annual attendees from the entire west coast, 15+ additional states and the greater LA/San Diego metro regions and beyond. Open to public. This event was designed as a home town event to foster regional and national attention. We were brought in to enhance/elevate the event experience.

*Events Managed:* multi-day Pier Vendor Festival (100+ vendors/sponsors, 30+ live performances) and multi-ride Carnival installation on PCH, Surf City Run 5K (4000+ entrants), Main St Kickoff Block Party, 4<sup>th</sup> of July Parade (2.5 miles, 300+ entries), Fireworks Over The Ocean.

*Scope of Work:* Official Agency of Record, responsible for ALL event concept design, planning, permits, vendor/sponsor sales, event staffing, budget planning, subcontractor bids & management, marketing/advertising/PR, social media, City BID relations, site plans/engineering, creative, live music/stage production, photo/video/content and event recap

[Broadcast TV Clips](#)

[Print/Digital Media Clips](#)

[2023](#)

[Sponsor Deck](#) Reference/Contact:

Chris Cole, Community Services Supervisor - Specific Events  
714-536-5265 [ccole@surfcity-hb.org](mailto:ccole@surfcity-hb.org)

In partnership with Soundskilz and with the support of the City of Huntington Beach, our PR Agency team assisted with the execution of the annual Huntington Beach 4<sup>th</sup> of July celebrations which took place June 30-July 4, 2023. These events not only promoted the city itself, but many local businesses, event sponsors, performers and more. The 100inc Agency team connected with a multitude of local broadcast networks and local publications about the events and local traditions. Through this outreach came a plethora of local coverage; multiple news stations and local media representatives were in attendance previewing the festivities, along with a variety of press and photographers highlighting each aspect of the event via their widely viewed platforms, reaching approximately **168.5 million** people. When coordinating with these media representatives, 100inc Agency organizes all press outreach, day-of logistics and more; we handle all the moving pieces, personalize every email, follow up message, confirmations, etc.

### II. *PRESS & BROADCAST OUTREACH*

Through thoughtfully composed and carefully positioned press releases, Our Agency recently alerted numerous representatives of local and national publications about the Huntington Beach 4<sup>th</sup> of July Celebrations. The Opening Night Block Party, Pier Plaza Vendor Festival, Surf City Run, Annual Home and Business Decorating Contest, 1st Annual Huntington Beach Cornhole Tournament of Champions, Independence Day Parade, as well as Fireworks Over The Ocean were all highlighted and shared with the press throughout the months of May, June and July of 2023. Our Agency team members always communicate with these media professionals with great enthusiasm and attention to detail, allowing them to provide press coverage with a thorough and relevant information source at hand.

### III. *PRESS RELEASES & MEDIA ALERTS*

*Distributed May, 2023 - July, 2023*

Huntington Beach 4<sup>th</sup> of July – [Save The Date Press Release](#)

Huntington Beach 4th of July – [Press Release](#)

Huntington Beach 4th of July – [Press Release and Sponsorship Follow Up](#)

#### IV. PRESS COVERAGE

Acquired May, 2023 - July, 2023

CNN.com: [In pictures: The Fourth of July holiday weekend](#)

Coast Report: [Huntington Beach 4th of July Pier Plaza Festival 2023](#)

Enjoy OC: [Huntington Beach 4th of July Celebration](#)

Fun with Kids in LA, Blog: [Huntington Beach 4th of July Parade and Fireworks 2023](#)

LA Daily News: [Where to see July 4th fireworks in LA, Ventura and Santa Barbara counties](#)

LA Daily News: [July 4th in LA County: Where old-school fireworks evolve into high-tech drone shows](#)

LA Times: [Fourth of July - A Look at Events in Coastal OC](#)

NBC Los Angeles: [Fourth of July fireworks and drones will sparkle across Southern California](#)

Orange County Register: [10 July 4th fireworks shows lighting up Southern California](#)

Orange County Register: [Where you can celebrate July 4, see fireworks in Orange County](#)

Orange County Register: [Headed to the beach for the Fourth of July? Here's what you need to know](#)

Orange County Tribune: [Strike up the band for July 4th](#)

Patch.com: [July 4th Fireworks 2023 In Orange County](#)

SoCal Pulse / WHERE Mag: [Orange County Weekend Roundup, June 30 - July 4, 2023](#)

South OC Beaches: [Huntington Beach Official 4th of July Weekend Kickoff is HB 4th Block Party Friday June 30 2023](#)

South OC Beaches: [Huntington Beach 4th of July 2023 Fireworks and Celebrations Guide](#) The

Epoch Times: [Fun Things To Do in Orange County to Celebrate July Fourth](#)

The Epoch Times: [Thousands on Bicycles Kick Off Fourth of July Celebrations in Huntington Beach](#)

The Times & Democrat: [Huntington Beach Fourth of July Parade](#)

Travel & Leisure: [The Best Beach Towns for Celebrating the Fourth of July in 2023](#)

Voice of OC: [Where to See July 4 Fireworks and Celebrations Across Orange County](#)





Thousands of people gathered in downtown Huntington Beach to watch the 2021 fireworks display.

We've compiled a list of the best spots to watch the fireworks.

### Fourth of July fireworks at the waterfront

The City of Long Beach is hosting a fireworks display at the waterfront at 9 p.m. and attendees can enjoy live music, food and beer. The display will be visible from the Harbor and Marina. Tickets are available for purchase.

### Huntington Beach Fourth of July celebration

Huntington Beach is hosting a large fireworks display at the beach at 9 p.m. and attendees can enjoy live music, food and beer. The display will be visible from the beach and downtown.

Los Angeles Daily News

When to see July 4th fireworks in LA, Ventura and Santa Barbara counties

The show takes place across Southern California from July 1st to the 4th day.



Fourth of July fireworks and drone will sparkle across Southern California

Huntington Beach 4th of July Celebration: Ready to celebrate America in a city that's billed as the "largest 4th of July fest of the West Coast"? The "Fireworks Over the Coast" is the wrap-up to an exciting celebration, which includes the Fire City Fireworks display.

## Huntington Beach: Fourth of July Carnival, Parade, Carnival & More

Time: 10am - 10pm (10am - 10pm)

Location: Huntington Beach Pier Plaza/Main Street/Huntington Beach

Huntington Beach's 4th of July Celebration is an annual tradition stretching back over 100 years. Originally launched in 1914, the initial celebration commemorated the arrival of the first electric passenger train linking the area with Long Beach and Los Angeles.

The event brings in more than 300,000 people during the five-day celebration and includes several vendors, food vendors, a carnival, a parade and a fireworks show.

The 4th of July starts at 7 a.m., the fireworks show starts at 9 p.m. The carnival ends at 10 p.m. and food and retail vendors will stick around until 10 p.m. as well. There will be live entertainment from 1 to 9 p.m.

Guests can purchase a ticket for general admission (\$10) each or preferred seating (\$45) each to view the fireworks from the pier. The show is free for all to view from the beach or downtown. Guests can also purchase a preferred seat for the parade (\$10) and ride tickets for the carnival.

Working at the Main Pier/Beach parking structure and City Beach parking lot will be 400, each only. Some streets will be closed to accommodate the event. Find more information about street closures and parking [here](#).

The Gonor Squadron will also be firing over Huntington Beach at 10:10 a.m.

REGISTER

10 July 4th fireworks shows lighting up Southern California


Celebrations include elaborate fireworks displays, live music, family activities and more.



10 July 4th fireworks shows lighting up Southern California

10 July 4th fireworks shows lighting up Southern California

Celebrations include elaborate fireworks displays, live music, family activities and more.



Fourth of July fireworks and drone will sparkle across Southern California

The show takes place across Southern California from July 1st to the 4th day.



Fourth of July fireworks and drone will sparkle across Southern California

Los Angeles Daily News

July 4th in LA County: Where old-school fireworks evolve into high-tech drone shows

There will be scores of old-fashioned fireworks shows this year, but one stand-out for light shows featuring drone displays.



July 4th in LA County: Where old-school fireworks evolve into high-tech drone shows



### III. BROADCAST COVERAGE

Acquired June, 2023 - July, 2023

June 30, 2023

Fox 11 - Good Day LA, 6am: [Huntington Beach 4th of July Celebrations](#)

July 3, 2023

Fox 11 - Good Day LA, 7am: [Huntington Beach 4th of July Celebrations](#)

Fox 11 - Good Day LA, 8am: [Huntington Beach 4th of July Celebrations; Pier Plaza Festival and more](#)

Fox 11 - Good Day LA, 9am: [Huntington Beach 4th of July Celebrations; Pier Plaza Festival and more](#)

Fox 11 - Good Day LA, 10am: [Huntington Beach 4th of July Celebrations; Pier Plaza Festival and more](#)

July 4, 2023

NBC4, Today in LA, 5am: [Huntington Beach 4th of July Celebration, 5K Run and more](#)

NBC4, Today in LA, 6am: [Huntington Beach 4th of July, 5K Run, 119th Independence Day Parade](#)

KTLA5 - Morning News, 6am: [Fourth of July 5K Run and Parade](#)

KTLA5 - Morning News, 7am: [Fourth of July Festivities, Huntington Beach](#)

NBC4, Today in LA, 7am: [Huntington Beach 4th of July Celebration, 119th Independence Day Parade](#)

CBS/KCAL9, 8am: [Fourth of July 5K Run, 119th Independence Day Parade and more](#)

KTLA5 - Morning News, 9am: [Fourth of July 5K Run and Parade](#)

KTLA5 - Morning News, 10am: [Huntington Beach Fourth of July Parade](#)

NBC4, Today in LA, 10am: [Huntington Beach Fourth of July Parade](#)

CBS/KCAL9, 11am: [Huntington Beach Fourth of July Parade; 119th Surf City USA Fourth of July Parade](#)

KTLA5 News, 1pm: [July 4th Celebrations](#)

Fox 11, 2pm: [Huntington Beach 4th of July Celebrations](#)

NBC4, Today in LA, 4pm: [Huntington Beach celebrates 4th of July](#)

Fox 11, 5pm: [Largest Fourth of July Celebrations West of the Mississippi](#)

Fox 11 - In Depth with Hal Eisner, 6pm: [Celebrating 4th of July in Southern California](#)

CBS/KCAL9, 9pm: [Fourth of July revelers enjoy fireworks at Huntington Beach's gigantic celebration](#)

KTLA5 News, 10pm: [Huntington Beach Fourth of July celebrations draw thousands](#)



## Huntington Beach: Fourth of July Carnival, Parade, Carnival & More

Times share 24 - July 2019 11:00 AM - 11:00 PM

Location: Huntington Beach Pier Plaza/Main Street/Huntington Beach

Huntington Beach's [4th of July Celebration](#) is an annual tradition stretching back over two years. Originally launched in 1954, the initial celebration commemorated the arrival of the first electric passenger train linking the area with Long Beach and Los Angeles.

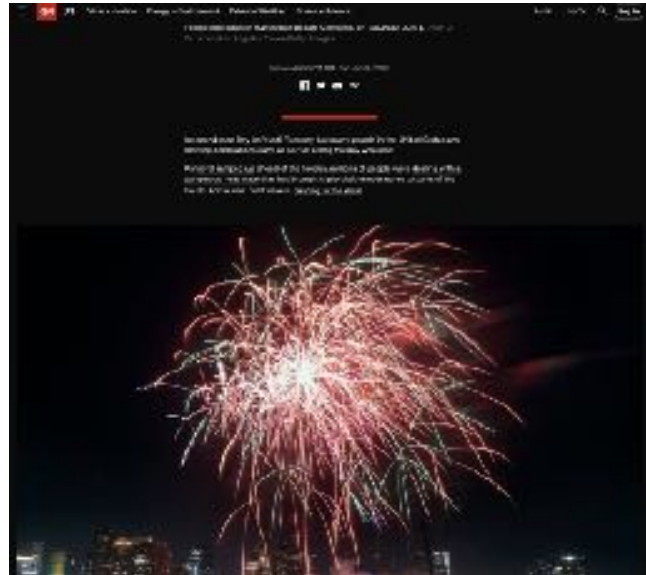
This event brings in more than 300,000 people during the five-day celebration and includes several seminars, food vendors, a carnival, a parade and a fireworks show.

The celebration starts at 7 a.m., the parades start at 10 a.m. and the fireworks show starts at 9 p.m. The carnival ends at 10 p.m. and food and retail vendors will stick around until 10 p.m. as well. There will be live entertainment from 1 to 9 p.m.

Guests can purchase a ticket for general admission (\$50 each) or preferred seating (\$45 each) to view the fireworks from the pier. The show is free for all to view from the beach or downtown. Guests can also purchase a [preferred seat](#) for the parade (\$30) and [ride tickets](#) for the carnival.

Parking at the Main Pier and parking structures and City Beach parking lot will be \$10, each, only. Some streets will be closed to accommodate the event. Find more information about street closures and parking [here](#).

The Condor Squadron will also be flying over Huntington Beach at 9:30 a.m.



**35,222,379+**  
TOTAL POTENTIAL AUDIENCE FROM NEWS ARTICLES

**133,370,244+**  
TOTAL POTENTIAL AUDIENCE FROM BROADCAST SEGMENTS

**EARNED MEDIA FOR THE CITY**

**\$14,382,300+**  
EST OF WHAT THESE PLACEMENTS WOULD HAVE COST IF FEATURES WERE PAID VS

**EARNED TOTAL 168,592,623**

## **Upland Lemon Festival**

<https://www.uplandlemonfestival.com>

*Synopsis:* Soundskilz was awarded a multi-year (5-year) contract to produce the Upland Lemon Festival in the post- COVID era, which for 25+ years has celebrated the City of Upland, CA and its citrus grove history.

*Outcome* – with less than 8 weeks of planning & marketing from the date of the award, the event attracted over 100,000 attendees and participation of 150+ vendors and food trucks, and operated with a perfect safety record and a substantial net operating profit

Reference/Contact:

Michael Blay,  
City Manager  
(909) 931-4106

### **Sponsor Video**

<https://drive.google.com/file/d/1aqZcJcoAhEqfHVKGDRFFwQfXS1bfW7WT/view?usp=sharing>

### **Community Video**

<https://drive.google.com/file/d/1sQGbaoLn-MYp9QKYtK2RSWdOBMzHK2Tm/view?usp=sharing>

### **PRESS COVERAGE**

*Acquired June, 2023*

Claremont Courier: [\*Upland's Lemon Festival returns next weekend\*](#)

Fontana Herald News: [\*Upland Lemon Festival\*](#)

[\*2023\*](#) Macaroni Kid, Blog: [\*Upland's Lemon\*](#)

[\*Festival\*](#) Honey Buckets, Blog: [\*Upland\*](#)

[\*Lemon Festival 2023\*](#) See California, Blog:

[\*Upland Lemon Festival\*](#)

Inland Empire, Event Listing: [\*Upland Lemon Fest\*](#)

[\*\(6/9-11\)\*](#) Happening Next, Event Listing: [\*Upland\*](#)


[\*Lemon Festival\*](#) Patch, Blog: [\*Upland Lemon Festival\*](#)

# HAPPENING NEXT

## Lipland Lemon Festival

**Schedule**  
Sat, Aug 18 2018 at 11:00 AM  
11:00 - 1:00 PM

**Location**  
Lipland Leisure Centre, Lipland, Devon, UK



**Advertisement**

[View on Google](#)


[Register Link](#)

Location of the event: South Devon College

**Already it happening?**

📍 Lipland Leisure Centre, Lipland, Devon, UK

From nearest major roads



[illegible]



*Additional digital coverage from Upland Lemon Festival can be found in Google Drive:  
[Upland Lemon Festival, Press Coverage](#)*

*BROADCAST COVERAGE  
Acquired June, 2023*

*June 7, 2023*

KTLA, 11am: [Upland Lemon Festival](#)

*June 9, 2023*

Fox 11 - Good Day LA, 7am: *Company policy prohibits Fox 11 from distributing content files*

Fox 11 - Good Day LA, 8am: [Upland hosts Lemon Festival this weekend](#)

Fox 11 - Good Day LA, 9am: [Lemon Festival bringing family fun to Upland](#)

Fox 11 - Good Day LA, 10am: *Company policy prohibits Fox 11 from distributing content files* CBS LA, Evening Weather: [Here's how the weather's looking like for the Upland Lemon Festival](#) KFI AM 640, Wake Up Call: [Upland Lemon Festival](#)

**46,660+**

**TOTAL POTENTIAL AUDIENCE FROM NEWS ARTICLES**

**28,565,176+**

**TOTAL POTENTIAL AUDIENCE FROM BROADCAST SEGMENTS**

**EARNED MEDIA FOR THE CITY**

**\$3,985,615+**

**EST OF WHAT THESE PLACEMENTS WOULD HAVE COST IF FEATURES WERE PAID VS  
EARNED**

## OTHER EVENTS/FESTIVAL HISTORY

– Details/case studies available upon request

- **Boots in the Park - Production Management** for multiple concert events in different marketings. Including Fresno, CA. Jon Pardi, Dustin Lynch and others. San Diego, CA. Old Dominion, Carrie Underwood and Cole Swindle.
- **Green Haus Festival - Executive Producer / Principle** Washington DC. 200 Vendors and headline talent with Gucci Mane, Bone Thugs N Harmony.
- **KKBT (Los Angeles) Summer Jam** concert with 20 pop acts and audiences of 50,000+
- **Amaze Light Festival (Norco, CA, COTA, Austin TX.)** – Over 1M holiday lights festival with 80,000 attendees
- Site Logistics & Production for the **San Diego Holiday Bowl Parade** featuring 100+ floats
- 5-year contract with the **Rose Bowl Tailgate Festival** to manage production, talent & AV
- **Steve Harvey** live national comedy tours and Las Vegas Weekend Extravaganza “**The Neighborhood Awards,**” (Las Vegas, NV) **Producer:** 3-day weekend that hosts 175K attendees across 5 casino resort properties. Included multiple celebrity, ticketed performances of over 10,000 attendees
- **The Neon Run - Executive Producer / Principle** in 10 Cities across the country and in Canada, Nighttime 5k Glow Run and Party spanning 20 events and over 125,000 attendees. Orland, Washington, DC, Phoenix, Calgary, Edmonton, Seattle, Portland, and many others.
- Full production management of **LA Taste of Soul** on historic Crenshaw Blvd with 100k+ ppl
- 5k Foam Run - Goodyear, AZ ballpark & Washington DC Area
- **Bernie Sanders 2016 & 2020 Campaign Tour Arena Events-** US / Nationwide. 10k+ high profile political events thought the nation. South Carolina, Wisconsin, Michigan, Texas, Virginia, Washington DC, California and Arizona.
- **Chalice Cannabis Music Festival** - The Coachella of Cannabis Festivals. **Executive Producer** for 2015-2018. With over 500 vendors set-up, 40k attendees over 3 days. 3 stages and 40 national musical and art acts. Managed a \$3m budget for execution which saw 50% YOY growth. Talent line ups included: Wu Tang Clan, Ice Cube, Thievery Corporation, Cypress Hill, Big Boi, Machine Gun Kelly, Buster Rhymes, STS9 and many others.
- **Happy Place Music Festival - Cannabis New Year’s Eve Festival. Executive Producer** 100 brands and sponsors with a talent line up including: Post Malone, Dirty Heads, Rae Shremmur, 21 Savage, D.R.A.M and many others.

## ***A. Special circumstances & Capabilities***

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### ***1. We Own Production Inventory:***

Soundskilz owns a multi-million-dollar inventory of staging, lighting, sound, video and tech equipment which enables us to control costs and limit the number of external vendors required to produce large scale events. Although we will prefer to use existing local relationships, by owning of these assets limits the financial risk of outsourcing to another supplier. It provides a financial “backstop” in case of emergency.

Our inventory includes the SL320 Main Concert Mobile Trailer Stage along with Concert Audio Meyer Sound and JBL VTX Audio Rigs. And a smaller SL100 Mobile Trailer Stage. We own Absen LED Video Panel, walk-through metal detectors, a fleet of walkie talkies, on-site printing for signage. We own our own A-Frames, Cable Ramps, ADA Lifts and much much more. Owning these assets helps set us apart as we are able to more closely control internal costs. Upon successful negotiation, Soundskilz would be willing to include production package to city of Hollywood.

## ***B. . Capacity of staff and ability to work in a timely manner***

Ensuring effective communication and adherence to timelines are fundamental pillars of our strategy in producing this iconic festival. Our staff will operate in a timeline manner while being effective communicators with city staff through our crafted processes. Most of these phases we have implemented some technology piece to aid in the processes. Though the last 10 years, we have refined and perfected this process.

1. **Clear Objectives and Milestones:** We will establish clear objectives and milestones for each phase of the festival planning process. By breaking down the project into smaller, manageable tasks, we can track progress effectively and ensure everyone is aligned with the overall vision.
2. **Regular Check-ins and Updates:** Our team will schedule regular check-in meetings to review progress, address any challenges, and ensure that everyone is on track to meet deadlines. These meetings will provide opportunities for open communication, allowing team members to voice any concerns or ideas they may have. We set a monthly update call for all departments. While we silo single departments who many need to also have weekly update calls.
3. **Utilization of Project Management Tools:** We will leverage project management tools such as our project management system [flowlu.com](https://flowlu.com) to keep track of tasks, assign responsibilities, and monitor progress in real-time. These tools will help streamline communication by providing a centralized platform for collaboration and document sharing.
4. **Proactive Communication with City Staff:** Effective communication with city staff is crucial for obtaining necessary permits, approvals, and support for the festival. Our team will establish regular communication channels with relevant city departments, keeping them informed of our plans, timelines, and any potential issues that may arise. We use [slack.com](https://slack.com) as a regular tool in daily communication and threads so that all parties are in communication of specific elements of the project.
5. **Flexibility and Adaptability:** While we will strive to adhere to the established timeline, we understand that unforeseen circumstances may arise. Our team is committed to remaining flexible and adaptable, ready to adjust plans as needed to ensure the success of the festival.

By implementing these strategies, we are confident that our team will work efficiently on a timeline manner while maintaining effective communication with city staff throughout the planning process. Together, we will bring this iconic festival to life and create an unforgettable experience for all involved.

### ***C. Project Managers Approach to ensure clear communication***

Similar to above, we provide a more specific outline of the project manager's approach to clear communication with city staff:

- A. Establishing Key Contacts:
  - Identify relevant city departments and personnel.
  - Establish strong relationships with key contacts early in the planning process.
  - Ensure clear lines of communication are established and maintained.
- B. Regular Updates and Progress Reports:
  - Provide scheduled updates to city staff on the progress of festival planning.
  - Include information on achieved milestones, upcoming tasks, and potential challenges.
  - Communicate progress in a concise and easily understandable manner.
- C. Responsive Communication Channels:
  - Be readily available to respond to inquiries and feedback from city staff.
  - Utilize various communication channels such as email, phone calls, and in-person meetings.
  - Ensure timely responses to ensure efficient collaboration.
- D. Clarifying Expectations and Requirements:
  - Work closely with city staff to understand their expectations and requirements.
  - Seek clarification on any ambiguous or unclear instructions.
  - Clearly communicate our needs and constraints to ensure alignment.
- E. Documentation and Record-Keeping:
  - Maintain thorough documentation of all communications with city staff.
  - All digital and print assets kept in dropbox for easy access while notes and files are kept in Google Drive.
  - Keep records of meeting minutes, emails, and official correspondence.
  - Use documentation as a reference point for both parties to ensure clarity and accountability.
- F. Flexibility and Adaptability:
  - Remain flexible in communication methods and timing to accommodate city staff preferences.
  - Adapt communication style to suit the needs and preferences of different stakeholders.
  - Be open to adjusting plans and strategies based on feedback and changing circumstances.

By following this approach, the project manager will ensure that communication with city staff is clear, effective, and conducive to successful collaboration throughout the planning process.

***Talent Acquired or Produced by:***

***Soundskilz & Romeo Entertainment Group***

Collectively, our agencies have secured and/or produced talent and celebrity appearances for literally hundreds of events worldwide, and maintain deep connections to top talent agencies, managers and publicity teams in numerous entertainment verticals. Our history includes securing concert performances of more than 20 platinum-selling music artists, in addition to literally thousands of local and regional bands for events across the country. By no means is this list exclusive or this the only talent we can work with. Further talent list available upon request.

We understand that securing the right talent for city festivals is a multifaceted and crucial endeavor. For us this is a 1-2-3 approach

- Talent Research
  - Thorough Market Analysis: Our process begins with a comprehensive analysis of the talent market: We stay attuned to emerging artists, performers, and culinary experts, continually expanding our knowledge of who's making waves in the industry.
  - Understanding Event Goals: We work closely with our clients to grasp their event objectives and theme. This helps us identify the type of talent that would best resonate with the target audience and create the desired atmosphere.
  - Audience Demographics: We consider the demographics and preferences of the festival's attendees. This information helps us select talent that not only entertains but also engages the audience on a personal level.
  - Cultural Sensitivity: In the case of festivals with cultural themes, we conduct extensive research to ensure that the selected talent aligns with and respects the cultural nuances and traditions involved.
- Negotiation:
  - Transparent Budgeting: Our team is adept at creating transparent and detailed budget proposals. We present the client with a clear breakdown of all costs associated with talent acquisition, ensuring there are no hidden surprises.
  - Skillful Negotiation: Armed with a deep understanding of the talent market, we negotiate contracts with artists, performers, and vendors on behalf of our clients. Our experience in this area enables us to secure the best possible terms and ensure that the talent's expectations align with the client's vision.
  - Legal Compliance: We are meticulous about legal compliance. Our contracts are designed to protect both the client and the talent, covering aspects such as performance schedules, cancellations, and intellectual property rights.
- Booking Process:
  - Logistical Coordination: Once contracts are finalized, we take over the logistical coordination. This includes scheduling, travel arrangements, accommodation, and any technical requirements for performances or presentations.
  - Communication Hub: We serve as the central point of contact between the client

and the talent. This streamlined communication ensures that all parties are on the same page, leading to smooth planning and execution.

- Rehearsal and Technical Support: We assist talent with rehearsal spaces, sound checks, and technical setups to guarantee flawless performances or presentations during the festival.
- On-Site Management: Our team is present on-site throughout the festival to oversee talent arrivals, sound checks, and performance schedules. This ensures that everything runs according to plan and that any last-minute adjustments can be made promptly.

## **Food & Beverage**

- Food and beverage will be a major part of this festival. We will curate a selection of food vendors offering a range of Southern and country-inspired cuisine, including smoked meats, BBQ, chicken, beans, cornbread, and more. Headlining our BBQ involvement will be national touring BBQ pit masters and restaurant groups from across the country. Beverage vendors will provide a variety of options, including craft beer, cocktails, and non-alcoholic beverages, catering to diverse tastes.
- Our food and beverage is a “headliner”. It is not just a necessity. Our curated food selections and beverage partners will create ambience and add to the experience that is “Down Home Smoke Show”. **See our Deep Eddy and Dos Equis activations below!**
- We have extensive experience managing F&B operations at large-scale events and understand the critical importance of an effective hospitality management program. The contribution of F&B revenues to the bottom line, concerns of alcohol liability and the relevance to the customer experience at points of service are all critical factors in the success of any event.
- Through our Vendor Management Team we conduct an extensive campaign to recruit top local food vendors to set up during events and provide a wide-ranging culinary experience (when applicable)
- On an event-specific basis, and after a thorough review of the venues’ available infrastructure (power, water, concession locations, etc.), we propose an ideal mix of food operators and effective food management plan to maximize revenues and provide relevant and high-quality experiences to attendees.
- Through Soundskilz internal inventory, we provide point of sales units

to each of our food vendors. By doing this, we ensure accurate reporting which in turn, provides the City with accurate post event data.

- Furthermore, our vendor onboarding protocols and onsite management ensure 100% health code compliance at each event and seamless auditing for revenue management.
- We request alcohol policy-specific meetings with the City to discuss local laws, protocols, liability concerns and licensing options before determining any event-specific plan(s). Options on a per-event basis include awarding a third-party alcohol licensee a management contract for alcohol concessions, or to secure an event-specific license in partnership with a local non-profit – and thereby manage all alcohol operations “in-house.”

### **Services and Expectations:**

Our firm will handle all aspects of event planning, operations and management, including artist negotiations, venue logistics, marketing and promotion, ticketing, and all on-site operations.

Our expectation for the City is to provide support in securing necessary permits and approvals, as well as assistance with traffic management, public safety and trash.

We propose a bi-weekly meeting schedule leading up to the event, including a project kick-off meeting, regular progress updates, and final preparations meetings. City funding for the backstop of any losses on the festival for the initial term is required for this festivals growth and success.

>>>>>> *This Space Intentionally Left Blank*<<<<<<<<<<







### ***General Project Management Approach/Methodology***

We have refined a unique and proven approach to municipal engagements over the years, centered around key research into historical data, planning milestones and execution steps. Our key steps to any successful event include:

1. Conduct a review of prior event executions in the City, to determine successful best practices and identify past execution problems, any potential liability issues, and any history of commercial disruption issues/complaints with neighboring businesses.
2. Conduct informal surveys and/or 1:1 interviews with previous vendors, sponsors, City stakeholders, local Chamber and Tourism entities, etc. to gauge their direct experience with prior local events and solicit recommendations for future improvement and measure community sentiment and awareness.
3. Analyze tourism trends, hotel/bed inventory, parking/transportation options and other key travel- based metrics to determine how best to position, market and program the event to maximize reach and draw. Establish a specific network of tourism/travel-related partners and assets that can be activated on a scalable basis to promote and service the event.

4. In collaboration with the City, review all vendor and commercial rules & regulations, and set up appropriate licensing protocols for on-site event vendors to ensure compliance across all participants and activities. This step also encompasses initial setup of our online Vendor Portal for applicants via the [LENND](#) platform
5. Analyze existing City-owned digital/online assets, and with our in-house digital agency team integrate official event sites and social channels (and/or create new channels for same) to streamline event functions and maximize data capture value/opportunity. This includes websites, social channels, participant/vendor application processes, required document management, FAQ's, ticketing functions (if necessary), help desk (email) using our standardized suite of platforms, including WebConnex, LENND, CMS frameworks and back-end business advertising tools.
6. Propose an initial pro-forma built out with all expenses and potential revenue scenarios for the city's review and approval.
7. In conjunction with the pro-forma, develop and initial site plan/layout and timeline for the event. The budget, timeline and site plan must be built in conjunction with one another; as no one product lives in a vacuum. A change to one item will cause a change to another.
8. In conjunction with the pro-forma, provide a short list talent pool for city's review and approval.
9. Set-up weekly staff meetings and individual departmental staff meetings. Below is an example of what previous events require for our department leads.
  - 160-120 days prior department heads will be working about 8-14 hours per week
  - 90-60 days prior department heads will be working about 14 hours per week
  - 30-60 days prior 15 hour per week
  - 5-30 days prior department leads will be working about 20 hours per week
  - Build, Run of Show & Post Event department leads could be working about 15 hours per day.
10. Coordinate with City to identify all appropriate City-owned advertising and

sponsorship assets and clear them for usage – signage such as light poles, OOH locations, digital billboards, kiosk advertising, etc. and activation opportunities such as experiential buildouts, concession exclusivity, venue naming rights, etc. - and ensure the permit process is vetted and known for each specific use- case.

11. Develop high quality print and digital sponsorship presentations and event-specific advertising materials to promote the event alongside City advertising campaigns. ([See Example Sponsorship Deck](#))
12. Develop service-specific RFPs and conduct competitive bid processes for best-in-class vendors, with an eye towards prioritizing local merchants and service providers to keep the spending within the local community, as well as observing any City-preferred HUB/MBE/LBE policies. Additionally deploy sponsorship sales teams at local, regional and national levels to pitch our 20+ year network of commercial partners in multiple markets.
13. Develop new and/or expanded integrated marketing and PR campaigns to simultaneously promote the event and the City to grow reach, commercial opportunities and media coverage. Special emphasis will be placed on digital media and technologies, regional media partners, influencer relationships (particularly local/regional talent) and strategic relationships with key brand partners.
14. Manage the ongoing planning and fulfillment of the event requirements up through the actual event date and post-event recap period.
15. Provide the City with a full post-event review, best practices report, media/PR recap with clips/content/statistics and recommendations for future years and best practices.

This methodology has been honed and refined over numerous municipal event throughout the country. The result of these productions has repeatedly proven to deliver growth in multiple key metrics at our newly awarded/contracted events, including audience reach, engagement metrics, sponsorship dollars secured and earned media results for the host City and stakeholders.

### **Marketing & Event Communications**

- Appraisal of existing and development of new online assets, and rollout

- of websites and social media channels (FB, IG, TikTok) for events
- Create a paid online media campaign per-event to attract authentic, segment-targeted audiences focusing on tourists/visitors, regional awareness and in key geo-targets for the City as defined in local CVB/ Tourism Dept guidelines.
- Develop a content posting schedule led by our dedicated social manager, to include:
  - Save The Date announcements
  - highlighting “greatest hits” content
  - influencer engagements and cross-posting
  - online polls and contests for the local community to raise awareness
- Assessment of City tourism marketing efforts and how to cross-promote and amplify the campaign vis-à-vis specific events
- Appraisal of local radio, travel guide and CVB/Tourism agency assets/ channels we can use to promote
- Local signage, flyer/poster and print campaign resources
- Direct outreach to all local businesses to pitch B2B vendor opportunities and advertising assets during the event (banners, signage, booths), and to create internal promotion incentives to secure storefront signage for event posters, email blasts to their customer databases, etc.

### ***Public Safety, Regulations & Permits***

Our team has extensive experience working with every level of government agency to ensure smooth, safe and legal execution of every element of event activities. Public Safety is a paramount concern at every event we produce, large or small, and we proudly point to our 100% safety record at every major event we have produced – including those that have featured commercial alcohol promotions and even cannabis consumption. Our experience includes having worked on event protocols, permitting and activation specifics with:

- US Secret Service
- US Federal Marshals Service
- US Dept of Homeland Security
- FAA
- Chicago Dept of Aviation
- CA Dept of Food & Agriculture

- CA ABC and alcohol agency equivalent in 7 other US states
- CA District Agricultural Associations (multiple)
- CA Bureau of Cannabis Control
- County and State health departments nationwide
- State, county and local police forces
- City Fire Departments
- City and County Councils / Boards
- *and more...*

Our team is highly experienced in researching all applicable legal requirements and ensuring that all activities are properly licensed, insured and operated within all applicable code requirements. We pride ourselves on our risk mitigation policies and planning skills, and work collaboratively with all government stakeholders in our events to ensure safety, compliance and fulfillment of all necessary obligations months and weeks in advance of every event. This conduct extends to our vendors and subcontractors, all of whom are given comprehensive pre-production guidelines and all necessary permit materials that must be completed before they commence activation on a Soundskilz job or event site.

We expect to work closely with City Staff and departments to conduct pre-event public safety meetings and develop Emergency Action Plan(s) as required for each activation. In addition, we shall highlight all necessary permits and required code compliance months in advance of the event to our vendors, suppliers and subcontractors, and will use our technology-based event platforms to provide constant monitoring of required filings, permits and approvals through every step of the production process.

### ***Collaboration Model***

We value collaboration with multiple event stakeholders in every event we produce – and in municipal events such as contemplated in this RFP, cooperation and communication among many parties is paramount to success.

- Through our upfront survey process of prior stakeholders and participants, we allow people to be heard, gain wisdom from their own firsthand experiences with local events, and help shape best practices and YOY proposals that can only improve the experience and reputation of the events that take place in the City

- We typically conduct monthly and then weekly event status calls and/or in-person meetings as event dates approach. As well, we remain available for on-demand meetings for urgent or timely event requirements as needed/
- Our key subcontractor personnel are welcome and invited on team calls and specific issue meetings, to ensure that all parties responsible for execution of critical path elements are “part of the conversation” that affects their performance and deliverables/scope of work. Key decisions are therefore able to be informed by the experts in each department or service that needs to be addressed, and things do not get lost in translation or layers of management.
- We maintain dedicated email accounts for each event (for example, festival@, vendor@, siteops@, publicity@, accounting@ ) that give partners direct lines of communication to our executives and department teams for prompt routing and response to questions and concerns.
- We utilize advanced team collaboration tools, including [ASANA](#), [Slack](#) and others that can be opened to each stakeholder in the event who needs to interact with our direct planning schedules, document repositories and internal chat threads about specific event planning issues.

Through this approach, we have successfully executed large scale events involving government officials, corporate partners, publicity/media teams, technical production units, vendors, suppliers, sponsors and more in a unified system with minimal friction and quick access to answers and solutions at every step of the event production and planning process.

>>>>>> *This Space Intentionally Left Blank*<<<<<<<<<



### ***C. Proposed Operations Budget & Soundskilz Asset Contribution***

Soundskilz plans on delivering a turnkey Meyers Milo concert audio system along with a base stage lighting system, risers, microphones and consoles. This house system will be Soundskilz contribution to the project to help lessen the cost to outside promoters coming in to rent the venue.

An overall annual budget will be developed and approved by the city for operations.

#### ***Maximizing Revenues:***

In the case of maximizing revenues to help underwrite the expenses of the project, several revenue strategies may be implemented.

- **Tiered Pricing:** Offer different ticket tiers at varying price points, such as General Admission, VIP, and Ultimate Pit Pass, each providing different levels of access and amenities. This allows attendees to choose the ticket option that best fits their budget and desired experience.
- **Early Bird Discounts:** Offer discounted ticket prices for early bird purchasers to incentivize early ticket sales and generate revenue upfront. Early bird discounts can create a sense of urgency and encourage attendees to commit to purchasing tickets sooner rather than later.
- **Bundle Deals:** Create bundle deals that combine tickets with other festival offerings, such as merchandise, food and beverage vouchers, or exclusive experiences. Bundling tickets with additional perks can increase the perceived value of the ticket package and drive higher sales. In addition, to accomplish the City's goal of "heads in beds" we plan on working with one of the major hotel booking services to integrate hotel rooms directly into the ticketing page and customer journey.
- **Group Discounts:** Offer discounted ticket prices for groups purchasing a certain number of tickets together. Group discounts can incentivize friends, families, and social groups to attend the festival together, leading to higher ticket sales volume.
- **Promotional Partnerships:** Partner with local businesses, tourism boards, and influencers to promote the event and offer exclusive ticket discounts or promotional offers to their audiences. Promotional partnerships can expand the reach of the event and attract new attendees who may not have otherwise been



aware of the festival.

- Referral Programs: Implement a referral program where existing ticket holders can earn rewards or discounts for referring friends and family to purchase tickets to the festival. Referral programs leverage word-of-mouth marketing and incentivize attendees to become ambassadors for the event.
- Upselling and Add-Ons:\*\* Offer upselling opportunities during the ticket purchase process by promoting add-on options such as VIP upgrades, parking passes, merchandise, or exclusive experiences. Upselling and add-ons increase the average transaction value per attendee and maximize revenue potential.
- Dynamic Pricing: Implement dynamic pricing strategies that adjust ticket prices based on demand, time of purchase, or other factors. Dynamic pricing allows for flexibility in pricing adjustments to optimize revenue and maximize ticket sales.
- Exclusive Pre-Sale Opportunities: Offer exclusive pre-sale opportunities or access to pre-sale ticket releases for loyal attendees, newsletter subscribers, or members of VIP clubs. Exclusive pre-sale opportunities create a sense of exclusivity and reward loyalty, encouraging repeat attendance and ticket purchases.

We believe that by implementing these revenue strategies, that we can effectively maximize revenue from ticket sales and optimize the overall financial performance of the event.

### ***Detailed Financial Close Out:***

Regarding the festival operations team providing the client with a detailed close-out financial report, here's how it can be done:

- Revenue Breakdown: Provide a comprehensive breakdown of all sources of revenue, including ticket sales, sponsorships, vendor fees, merchandise sales, and any other income generated from the event. All revenues tied to hardcopy data saved on serve and linked in spreadsheet.
- Expense Breakdown: Detail all expenses incurred in organizing and executing the festival, including contractors, permits and licenses, talent fees, marketing and promotion costs, staff wages, equipment rentals, and miscellaneous expenses. All expenses tied to hardcopy data saved on serve and linked in spreadsheet.

- **Net Profit Calculation:** After the revenues and expenses are calculated, we will find the net profit. The suggested 5-10% hold back for any credit card charge backs and discrepancies is standard practice to settle this project. This information will provide an accurate representation of the financial performance of the event and the overall profitability achieved.
- **Analysis of Financial Performance:** Once the Net Profit has been settled, we will provide an analysis of the financial performance, highlighting key metrics such as gross revenue, net profit margin, return on investment, and any variances from our originally budgeted projections.
- **Comparative Analysis:** We will provide a report which will compare the actual financial results to the budgeted projections, identifying areas of over performance or underperformance and analyzing the factors contributing to the variance.

**Recommendations for Improvement:** Upon submitting our final reports to the city, we offer recommendations for improving financial performance in future events, based on lessons learned, areas of success, and opportunities for optimization.

**Transparency and Documentation:** Ensure transparency by providing supporting documentation, receipts, invoices, and financial records to validate the accuracy of the financial report.

These are standard practice with any of our festivals. By utilizing this process, our team can demonstrate accountability, transparency, and professionalism to the client, while also providing valuable insights and recommendations for future event planning and management.

### ***Attendance Goals:***

In year one, our attendance goals will be an average of 2,500 with a minimum of 8 activation dates.

In year 2, we would like to increase this number to over 3,000 on average with 12 activation dates.

### ***Sponsorship Revenue Goals:***

Our year one sponsorship goal is \$80,000. However, being realistic with a new venue that has not hit the market in a number of years, numbers around \$50,000 maybe more realistic. In year 2, our sponsorship goal is \$100,000

#### ***D. Agency Fee Structure:***

Our fee structure is designed to provide transparent pricing while accommodating the unique needs of each event. We offer competitive rates that reflect the depth of our expertise and the quality of our services. In our experience, we have seen many different ways of operating financially in the context of a municipal services contract – and these are most often (and necessarily) determined by specific financial conditions set forth by the agency. The factors that must be considered in any Fee Proposal for this RFP include, but are not limited to:

- Budget expectations and fiscal year approved funds for the event
- Total talent budget allocated for the event along with total event budget
- Funds for general tourism, advertising and promotional campaigns which may or may not offset event advertising costs
- Mandate of event to drive bottom line revenue gains, break even or operate as loss leader for economic impact or other city specific goals
- Known costs for mandatory and specific services required from the agency based on approved scope
- Ability of City to waive specific fees or provide in-kind services and assets such as venues, power, water, Fire, PD, Public Works, OOH advertising assets, etc.
- Inflationary outlook for the event window which is 12+ months away

Without having a significantly deeper discussion with the City to ascertain the above data points, and those outlined in the paragraphs above, it is not possible to come to a contractual number in this proposal.

With that being said, we are able to outline two practical scenarios around which a financial arrangement can be modeled if we are awarded the contract. These models have been proven successful in our prior arrangements with other municipalities, and we remain open and willing to discuss and/or negotiate specific terms during a final round interview with the agency to clarify a final Fee Proposal amenable to the parties.

#### **PROPOSED AGENCY FEE:**

20% agency management fee against an approved operations budget and scope of work.

30% of all revenues procured and managed through F&B, Sponsors, Vendors, Etc.

Please note: The above options are starter points for discussion and are negotiable in final interviews with the City.

## *Executive Summary*

- By contracting with Soundskilz, The City will garner 2 great agencies for one contract. Soundskilz festival agency operating festivals for major municipalities along with Romeo Entertainment Groups talent buying and promotion who has successfully sold over **90 million** tickets since their inception. We believe that collectively, Soundskilz and Romeo Entertainment Group have a uniquely qualified skill set that set's us apart in this RFP. Our track record and our references included in this proposal will bear this out.
- Our Agencies operate in multiple different states but we are local in South Florida. We have worked with or produced events in: Arizona, Washington, Idaho, Utah, Nevada, California and Texas. We have just been approved as a vendor for Seminole Tribe in Florida and produce multiple festivals for the city of West Palm Beach Florida. We pledge to be attentive and responsive to the City of Hollywood's needs.
- As the proposal content above demonstrates, we have the requisite experience to help guide the City of Hollywood to create a truly unique, memorable and successfully manage these iconic events.
- We know that we will deliver a successful result to the City. Which will include a top-notch headline performance, a safe event for the consumers. A brand that the city will be proud of. Along with statistical data outcomes delivered upon the conclusion and recap of the event.
- If chosen as the most qualified agency to meet the City's needs we are ready, willing and able to engage the City immediately in that process as part of negotiating an initial agreement for services.
- Upon completion of the requisite research and discussion process, we can flexibly adapt our fee scenario to meet the City's objectives and provide the best service at the best price.



It's real.

Date: February 27, 2024

To whom it may concern:

As the former Assistant City Manager of San Marcos, TX and the current City Manager of Seguin, TX, Scott Kernahan and Romeo Entertainment Group are my go to choice for Entertainment/community Festival producers.

Having attended multiple first class events they've produced in the region (benefits, galas, street concerts), their attention to detail and creativity is unsurpassed. We are currently working together on concepts for Seguin.

Their creative concepts, focusing on community involvement, foster great civic pride and raises the overall perception of the city to residents and visitors alike.

Sincerely,

A handwritten signature in black ink, appearing to read "Steve Parker", written over a horizontal line.

Steve Parker

City of Seguin 205 North River, Seguin TX 78155



## COMMENDATION

*The City of Huntington Beach  
Commends*

**Steve Clayton  
Soundskilz, Inc.**

*A full event production, specializing in event technology,  
AV, sound, lighting and talent management.*

*For your expertise in producing the  
Pier Plaza Festival  
Surf City 5K Run  
Neighborhood Car Parade  
Fireworks Over the Ocean—at the world  
famous Huntington Beach Pier*

*In celebration of the  
2021 Huntington Beach 4<sup>th</sup> of July  
Festivities - Surf City Dreamin'*

*Dated this 1<sup>st</sup> day of July 2021*

  
Kim Carr, Mayor



811 800

*The City of Huntington Beach  
Congratulates*

**Steve Clayton  
Soundskilz**

**2023 Huntington Beach 4<sup>th</sup> of July Festivities  
Surf City Soul**

*Launched in 1904, the first Huntington Beach 4<sup>th</sup> of July celebration  
commemorated the arrival of the first electric passenger train linking  
the area with Long Beach and Los Angeles, attracting 50,000 people to  
the celebration. 119 years later, the annual tradition annually attracts  
more than 300,000 attendees over five days of programming!*

*Thank you for your work and time assisting the Fourth of July  
Executive Board in managing and producing the 4<sup>th</sup> of July activities  
including:*

*Home Decorating Contest  
Block Party  
Pier Plaza Carnival  
Cornhole Tournament  
Surf City 5K Run  
Parade  
Fireworks Over the Ocean*

*In celebration of the 2023 Huntington Beach 4<sup>th</sup> of July Festivities  
Surf City Soul*

*Dated this 14<sup>th</sup> day of August 2023*

  
Tony Strickland, Mayor

  
Gracey Van Der Mark, Mayor Pro Tem



811 800



September 29, 2022

To Whomever it May Concern,

This letter is to recommend Romeo Entertainment Group (REG) as a talent buyer for the Sonoma-Marin Fair. The San Diego County Fair (the 22nd DAA) had served as its own talent buyer for many years when the employee responsible for talent buying retired. After some careful analysis, our team realized that we did not have the time or expertise to take the duties on ourselves and we would be better served contracting the services out to a knowledgeable, reputable company to act on our behalf. After issuing an RFP and receiving multiple proposals, we identified REG as a company who could help us achieve our headline entertainment goals. In 2022, they were challenged with putting together an entire program (13 grandstand headliners and 21 cover bands) in 3 months! They rose to the challenge every step of the way. We arranged to meet in person to outline our goals and budget then followed up with a weekly Zoom meetings until the program was finalized. In between of course was a lot of communication via phone and e-mail. Having handled the offers, agent relations, contracting, etc. in the past I can't tell you how wonderful they were to work with. Offers were made in a timely manner and budgets were strictly adhered to. REG made recommendations based on various data sources that were very helpful in making the right decisions both for the financial goals of the Fair but also to serve our diverse community of fairgoers. The contracting process was extremely smooth and they were able to meet and understand all of the contracting nuances that come with being a state agency. All contracts were signed before the performance so we were able to produce checks in a timely manner. REG worked closely with our production team to ensure there were no issues and was present for all of the shows they had booked. On a personal note, our team has greatly enjoyed the relationship we have with the REG team- particularly Eric, Lacey and Jenny- who have assisted us in marketing, ticketing, production, contracting and everything in between! Start to finish, REG is a great team to work with and can help you achieve your entertainment goals.

If you have any further questions, I am happy to answer them.

Sincerely,

Katie Mueller  
Chief Operations Officer  
Del Mar Fairgrounds



September 16, 2021

Letter of Recommendation – Romeo Entertainment Group

I would like to highly recommend the Romeo Entertainment Group (REG) to you for your concert booking needs. I have had the opportunity to work with REG as our concert booking agent for over 20 years and they excel in every area of expertise you are looking for. REG is an experienced and recognized leader in the music industry with a consistent reputation for top notch performance. They have a solid record of contribution to the success of the Clark County Fair and always strive for excellence in service and results.

REG understands the specific management, logistics, safety, planning and organizational support needs of our Fair very well. They work closely with us throughout the year and have created a cohesive team environment. They have superb instincts for selecting musical acts that balance our budget with recommendations that appeal to our local market. They take the time to do the research as far as what works in this area.

The pre-Fair and on-site production management support provided by REG is unequalled. Every detail is handled professionally and makes for a smooth event from start to finish. Whether it is working with the tour management, contracting, local support requirements or actual day of event coordination, they never miss a beat. I trust them completely in the decision-making role that is so important to a successful concert. Simply put, their track record is one of positive results and continued advancement of the popularity of our Fair's concert series.

In short, REG operates comfortably and effectively across the professional music spectrum I have personally seen how they operate professionally and always with the utmost integrity.

Please feel free to call me at (564) 397-6180 with any questions you have or additional information you may need. Needless to say, the Romeo Entertainment Group is deserving of your consideration and selection and will quickly become an asset to your organization. Were this my decision to make, I would select them today.

Sincerely,

John R. Morrison, Jr.  
CEO, Clark County Event Center and Clark County Fair



PHONE 214.565.2996

EMAIL [jhays@bigtex.com](mailto:jhays@bigtex.com)

P.O. Box 150009  
Dallas, Texas 75315

[BIGTEX.COM](http://BIGTEX.COM)

February 28, 2024

To Whom It May Concern,

It is with great pleasure that I write this letter of recommendation for Romeo Entertainment Group. As an integral part of the State Fair of Texas, REG has consistently demonstrated exceptional talent programming and buying, stellar production capabilities, stewardship with budget management, and professionalism in execution of event plans – all qualities helping forward the prominence and stature of our annual exposition.

Romeo Entertainment Group has been a trusted partner in the success of our event for two years now. Their expertise in talent programming and buying has been instrumental in curating a diverse and captivating lineup of performers that appeal to our vast audience demographics. Their keen eye for talent, combined with their strong industry connections, ensures that our fair offers top-tier entertainment that excites and entertains our audience.

In addition to their exceptional booking abilities, REG has consistently showcased their exemplary production capabilities. From stage design to technical logistics, they have consistently delivered seamless and memorable experiences for performers, attendees, and Fair staff. Their attention to detail and commitment to excellence are evident in every aspect of their work, ensuring that our event runs smoothly from start to finish.

Furthermore, Romeo Entertainment Group's creativity and professionalism have been unparalleled. They approach every project with innovation and enthusiasm, consistently exceeding our expectations with fresh and exciting ideas. Their dedication to their craft and their clients is commendable, and their professionalism shines through in every interaction we have had the pleasure of experiencing.

In conclusion, I cannot recommend Romeo Entertainment Group highly enough. Their vast skillset has been invaluable to the success of the State Fair of Texas since our partnership began. It is without hesitation that I endorse them for any endeavor they pursue, confident in their ability to deliver outstanding results.

Cordially,

Jason Hays  
Senior Vice President, Brand Experience  
State Fair of Texas

The State Fair of Texas is a 501(c)(3) nonprofit organization with proceeds helping to preserve and improve our home, Fair Park; underwrite museums, community initiatives, and scholarship programs to support students throughout the Lone Star State pursuing higher education; and help improve State Fair operations.

**- SPECIFIC REFERENCES AVAILABLE UPON REQUEST -**