

**CITY OF HOLLYWOOD  
INTEROFFICE MEMORANDUM**

**TO:** Mayor and Commissioners **DATE:** January 22, 2025  
**FROM:** Damaris Henlon, Interim City Attorney  
**SUBJECT:** Proposed Agreement with MAD Studios

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I have reviewed the above referenced Agreement with the participating Department/Office(s), and the proposed general business terms and other significant provisions are as follows:

- 1) Department/Division involved – Parks, Recreation and Cultural Arts
  - 2) Type of Agreement – Sponsorship Agreement
  - 3) Method of Procurement (RFP, bid, etc.) – n/a
  - 4) Term of Contract:
    - a) initial – January 14, 2025 – Event date
    - b) renewals (if any) – n/a
    - c) who exercises option to renew – n/a
  - 5) Contract Amount – \$150,000.00
  - 6) Termination Rights – The Agreement may be terminated in whole or in part by the City, upon written notice to MAD when the City determines in its sole discretion that it is in the City's interest to do so.
  - 7) Indemnity/Insurance Requirements – Contractor shall comply with applicable City requirements.
  - 8) Scope of Services – Contractor shall produce and coordinate all aspects of the Event. MAD will select, organize, and contract all artist for cutting-edge art installations that align with the festival's vision. MAD will oversee the setup of each exhibition, ensuring seamless integration of digital projection, sound, and interactive elements. MAD will be responsible for technical support providing full technical execution, including equipment setup (projection mapping, screens, etc., and ongoing maintenance throughout the exhibition period. MAD will provide coordination acting as the liaison between artists, and event stakeholders, ensuring smooth communication and problem solving.
  - 9) Other Significant Provisions: n/a
- cc: George R. Keller, Jr. CPPT, City Manager