



2831 Somerset Drive, 100, Lauderdale Lakes, Florida 33311

Event Business Plan for Reggae Rhythm & Spice Fest at ArtsPark

Reggae Rhythm & Spice Fest: The Ultimate Music & Food Festival in Florida

Submitted to: City of Hollywood, Florida

Submitted by: CaneJuice Ent LLC

Date: February 9, 2025

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1. Executive Summary

The Reggae Rhythm & Spice Fest is poised to become Florida's premier Caribbean music and food festival, celebrating the region's rich cultural heritage while driving economic growth, tourism, and community wellness. With Florida being home to the largest Caribbean-American population in the U.S., this festival is positioned to be a massive annual attraction.



Organized by CaneJuice Ent LLC, a seasoned international event production company with 15+ years of experience, the festival will feature world-class Caribbean and American music artists, a diverse culinary showcase, and wellness initiatives promoting mental health awareness.

Planned for the third week of August annually, the festival taps into a key travel and entertainment period, making it a high-traffic event capable of drawing over 6,500 attendees per edition. Our expertise in large-scale festival execution, combined with a strategic partnership approach, will ensure that Reggae Rhythm & Spice Fest is a landmark event in Hollywood, Florida.

2. Vision & Mission

Vision:

To establish Reggae Rhythm & Spice Fest as the most electrifying Caribbean music and food festival in Florida, enhancing cultural appreciation, economic growth, and community wellness.

Mission:

- Deliver an unparalleled music and culinary experience, featuring top-tier entertainment and diverse Caribbean flavors.
- Strengthen Hollywood's cultural and economic appeal, driving increased visitor spending and local business engagement.
- Create a wellness-focused festival, incorporating mental health awareness, stress-relief activities, and positive social engagement.

3. Market Opportunity & Strategic Positioning

- Hollywood, Florida, sits between two major metro hubs: Miami & Fort Lauderdale, making it a prime location for a large-scale festival with a regional and international draw.



- Growing demand for authentic Caribbean experiences, fueled by Florida's Caribbean-American community and tourism appeal.
 - A first-of-its-kind festival in Hollywood, filling a gap in the market for Caribbean-themed mega-events.
 - Positioned at the intersection of music, food, and wellness, tapping into three high-growth entertainment industries.
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4. Event Concept & Experience

The festival will be a multi-sensory experience, divided into:

- **Main Stage:** Live performances from top-tier Caribbean and American artists, delivering high-energy entertainment.
 - **Food Pavilion:** A showcase of Caribbean street food, gourmet dining, and mixology, featuring renowned chefs.
 - **Wellness & Mindfulness Zone:** Spaces dedicated to guided meditation, sound therapy, and stress relief activities.
 - **Marketplace:** Vendors selling arts, crafts, merchandise, and holistic wellness products.
 - **VIP & Luxury Experience:** Exclusive areas with premium seating, private lounges, and artist meet-and-greet access.
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5. Economic & Tourism Impact

Key Metric	Annual Estimate	5-Year Projection
Expected Attendance	6,500+	32,500+
Local Business Revenue Boost	\$3.5M	\$17.5M
Hospitality & Hotel Impact	\$2M	\$10M
Vendor & Food Sales	\$750K	\$3.75M
Ticket Sales Revenue	\$1.3M	\$6.6M
Overall Economic Impact	\$6.2M+	\$30M+



6. Financial Overview & Profitability

Updated Budget Allocation (\$750K Annually | \$3.75M Over 5 Years)

Category	Annual Budget	Five-Year Projection
Artist & Talent Booking	\$275K	\$1.375M
Production (Stage, Sound, Lighting, Logistics)	\$150K	\$750K
Marketing & Promotions	\$50K	\$250K
Security & Public Safety	\$50K	\$250K
Travel, Transportation, Per Diems & Accommodations	\$100K	\$500K
Permits, Insurance & Legal Fees	\$25K	\$125K
CaneJuice Ent LLC Project Management & Execution	\$100K	\$500K
Total Budget	\$750K	\$3.75M



CaneJuice Ent LLC Remuneration

CaneJuice Ent LLC will receive:

- \$100K annually (\$500K over 5 years) for full project management & execution services.
- 20% commission on ticket sales revenue, ensuring continued motivation and alignment with the success of the festival.

CaneJuice Ent LLC Turn-Key Services

- Full-scale event production & logistics
 - Talent booking & contract negotiations
 - Venue & infrastructure setup
 - Sponsorship & vendor management
 - Marketing, branding & ticket sales strategy
 - Public safety & security coordination
 - Financial oversight & budget management
 - City and government compliance handling
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7. Marketing & Sponsorship Strategy

- **Social Media & Digital Promotions:** Multi-channel advertising across Instagram, Facebook, TikTok, and YouTube.
 - **City Partnerships:** Aligning with Hollywood tourism authorities, hospitality groups, and government entities.
 - **Corporate Sponsorships:** Targeting food, beverage, and entertainment brands for exclusive branding opportunities.
 - **Influencer & Celebrity Collaborations:** Engaging key figures in the Caribbean music and lifestyle industries.
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8. Festival Execution & Infrastructure

- **Full Venue Setup:** Partnering with ArtsPark at Young Circle to maximize festival layout and audience engagement.
 - **Security & Public Safety Measures:** Coordinating with law enforcement and emergency response teams.
 - **Vendor & Hospitality Coordination:** Ensuring a seamless experience for attendees, businesses, and city stakeholders.
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9. Community & Wellness Initiatives

- **Mental Health Awareness & Wellness Focus:** Featuring stress-relief stations, guided meditation, and educational workshops.
 - **Economic Uplift for Local Businesses:** Prioritizing local food vendors, entrepreneurs, and cultural businesses.
 - **Youth & Cultural Development:** Providing opportunities for emerging artists, chefs, and entrepreneurs to showcase their talents.
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10. Growth & Long-Term Vision

- **Expanding to multiple Florida cities** after successfully establishing Hollywood as the flagship location.
 - **Increasing sponsorship and brand partnerships** to scale the event and enhance production quality.
 - ****Developing year-round activations**, including pop-up events, culinary workshops, and artist showcases.
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11. Next Steps & Conclusion

1. City of Hollywood Approval & Venue Confirmation
2. Talent Booking & Sponsorship Acquisition
3. Marketing Launch & Ticket Sales Activation
4. Infrastructure Development & Production Setup
5. Community Engagement & Wellness Integration

Conclusion

CaneJuice Ent LLC is fully prepared to deliver a world-class festival experience and looks forward to collaborating with the City of Hollywood to bring the Reggae Rhythm & Spice Fest to life.

Reggae Rhythm & Spice Fest will be Florida's most immersive cultural experience, ensuring economic prosperity, tourism growth, and community well-being in Hollywood and beyond.

Founder & Creative Director
CaneJuice Ent

www.canjuiceevents.com

www.youtube.com/canejuice

www.instagram.com/canejuice_events

VENDOR REFERENCE FORM

City of Hollywood Solicitation #: RFP-249-25-GJ
 Reference for: CaneJuice Ent LLC

Organization/Firm Name providing reference: St Kitts Music Festival
 Organization/Firm Contact **Title:**
 Name: Damion Hobson Chairman 2017-2022
 Email: dhobson@hobsonenterprises.com **Phone:** 1 869 662 2066
 Name of Referenced Project: St Kitts Music Festival **Contract No:** _____
 Date Services were provided: 2018-2022 **Project Amount:** 2m usd
 Referenced Vendor's role in Project: ☒ **Prime Vendor** ☐ **Subcontractor/ Subconsultant**
 Would you use the Vendor again? ☐ **Yes** ☐ **No. Please specify in additional comments**

Description of services provided by Vendor (provide additional sheet if necessary):
Complete Event Production Management

Please rate your experience with the Vendor	Need Improvement	Satisfactory	Excellent	Not Applicable
Vendor's Quality of Service				
a. Responsive	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Accuracy	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Deliverables	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Vendor's Organization:				
a. Staff expertise	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Professionalism	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Staff turnover	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Timeliness/Cost Control of:				
a. Project	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Deliverables	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Additional Comments (provide additional sheet if necessary):
Highly Recommended. Raphael has had an tremendous track record of executing events internationally with extensive work in the Caribbean and particularly in St.Kitts. His expertise boosted production appeal and sales for the island. Seeing him go back to the US was tough but we knew he would shine there.

****THIS SECTION FOR CITY USE ONLY****					
Verified via:	Email:	<input type="checkbox"/>	Verbal:	<input type="checkbox"/>	Mail: <input type="checkbox"/>
Verified by:	Name:				Title:
	Department:				Date: