

ARTSPARK CONCERT SERIES PRODUCER

RFP 4575-18-JE

FEBRUARY 28, 2018

BRANDING ALLIANCE, LLC

1408 E HAWTHORNE CIRCLE

HOLLYWOOD, FLORIDA 33021

954-997-5410

LENOR RYAN, TINA ACEVEDO, KEN BOESEN



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BRANDING ALLIANCE (BA) WOULD LIKE TO THANK YOU FOR THE OPPORTUNITY TO RESPOND TO THE RFP FOR ARTSPARK CONCERT SERIES PRODUCER FOR THE CITY OF HOLLYWOOD. WE ENCOURAGE THE CITY TO TAKE ADVANTAGE OF OUR SERVICES TO PRODUCE AN ENTICING MUSICAL CONCERT SERIES WHICH WILL INCLUDE GENERATING EVENT AWARENESS, INCREASING TRAFFIC TO ARTSPARK AND, MOST IMPORTANTLY, PRODUCING FOUR ENTERTAINING CONCERTS THAT RESIDENTS WILL BE EXCITED TO ATTEND.

LENOR RYAN, PROJECT MANAGER, HAS BEEN A CITY OF HOLLYWOOD RESIDENT FOR MORE THAN 18 YEARS. HER EVENT MANAGEMENT EXPERIENCE INCLUDES SOME OF THE LARGEST EVENTS IN SOUTH AND CENTRAL FLORIDA, INCLUDING SOUTH FLORIDA ZOMBIE CRAWL, ART MIDTOWN, WALT DISNEY WORLD'S PACK YOUR BAGS EVENT, AND THE ORLANDO SENTINEL BOOK FAIR, TO NAME A FEW.

KEN BOESEN, PRODUCTION MANAGER, BRINGS MORE THAN 28 YEARS OF EVENT AND CONCERT EXECUTION KNOW-HOW TO THE TEAM. ALL OF THIS EXPERIENCE COMES FROM HIS ROLE AS OPERATIONS MANAGER IN RADIO BROADCASTING AT MEDIA OUTLETS ACROSS THE COUNTRY. HE ALSO WORKED FOR EIGHT YEARS AS OPERATIONS MANAGER, EXECUTIVE PRODUCER AND CONCERT PROMOTER AT WKIS - MIAMI'S 99.9 KISS COUNTRY, WHERE KEN AND HIS TEAM PRODUCED OVER A HUNDRED SHOWS INCLUDING THE ANNUAL KISS COUNTRY CHILI COOKOFF, DRAWING AN ANNUAL AUDIENCE OF OVER 30,000.

TINA ACEVEDO, MARKETING MANAGER, HAS BEEN A RESIDENT OF SOUTH FLORIDA SINCE 2000. TINA HAS WORKED IN RETAIL MARKETING AND HER DIVERSE EXPERIENCE INCLUDES EVENT PLANNING AND EXECUTION, COPYWRITING FOR MARKETING MATERIALS, CREATION OF SOCIAL MEDIA CAMPAIGNS AND NETWORKING. HER EVENT MARKETING EXPERIENCE INCLUDES SOUTH FLORIDA ZOMBIE CRAWL, WALT DISNEY WORLD'S PACK YOUR BAGS EVENT, AND MANY MORE.

BA WILL WORK TO CREATE A FOUR-PART CONCERT SERIES AT ARTSPARK IN DOWNTOWN HOLLYWOOD. OUR ROLE WILL BE TO SECURE HIGH-QUALITY, ENTERTAINING TALENT, WORK WITH THE MUSICIANS TO PRODUCE THEIR STAGE NEEDS, INCLUDING SOUND PRODUCTION, LIGHTING, AND TIMELINE. WE WILL CREATE OTHER ACTIVITIES THROUGHOUT THE PARK TO GENERATE INTEREST AND ENTERTAIN GUESTS BETWEEN MUSICAL ACTS. AN EXCITING MEDIA CAMPAIGN WILL BE EXECUTED TO GENERATE AWARENESS OF THE CONCERT SERIES. SPONSORSHIP OPPORTUNITIES WILL BE CREATED AND SOLD TO GENERATE ADDITIONAL REVENUE TO SUPPORT THE EXPENSES OF THE EVENT. BA WILL WORK WITH THE PARK STAFF TO MAKE SURE ALL SET-UP, EVENT DAY, AND POST EVENT TASKS ARE COMPLETED, AND LEAVE THE PUBLIC PARK CLEAN AND TIDY. WE WILL ALSO SERVE AS ON-SITE MANAGEMENT FOR ALL FUNCTIONS OF THE CONCERT SERIES.

THE BA TEAM LOOKS FORWARD TO MEETING WITH THE CITY OF HOLLYWOOD TO REVIEW OUR PROPOSAL AND TO EXPLORE THE NEXT STEPS IN CREATING A STRONG AND MUTUALLY BENEFICIAL BUSINESS RELATIONSHIP. PLEASE CONTACT LENOR AT 954-997-5410, LENOR@BRANDINGALLIANCE.NET WITH ANY REQUESTS OR QUESTIONS YOU MAY HAVE.



Branding Alliance is a local business. The work will be performed at our home office location in Hollywood, Florida. Meetings and planning sessions will be held at the vendor/musician's offices or at an agreed-upon, convenient location.

The firm has more than 20 years of experience creating exciting events from small to large scale, including concerts for top musical artists with more than 25,000 in attendance. The team has an extensive background in generating additional event revenue through sponsorships and creating marketing campaigns to garner excitement around events.



BA has applied and completed the required documentation for certification as a Minority/Women-Owned Business.

BA is registered on Sunbiz.org and is current with its annual report.

BA, nor any of its associates, has been in any litigation for any reason.



LENOR RYAN

LENOR IS AN INNOVATIVE MARKETER AND BUSINESS DEVELOPMENT PROFESSIONAL WITH PROVEN ABILITY TO DRIVE BUSINESS THROUGH UNIQUE, AGGRESSIVE MARKETING INITIATIVES THAT DELIVER REVENUE GROWTH, MARKET SHARE, BRAND AWARENESS, AND MARKET PENETRATION. SHE'S A STRATEGIC THINKER WHO CAN PLAN AND IMPLEMENT EVENTS, MARKETING, AND BUSINESS INITIATIVES TO SUPPORT CORPORATE OBJECTIVES. HIGHLY SKILLED IN GENERATING REVENUE FROM UNTAPPED RESOURCES, INTENSELY FOCUSED ON BOTTOM-LINE RESULTS, LENOR HAS AN IMPRESSIVE TRACK RECORD OF MORE THAN 17 YEARS' EXPERIENCE IN BUSINESS DEVELOPMENT, PUBLIC RELATIONS AND MARKETING. LENOR'S EXPERIENCE INCLUDES DRIVING UNPRECEDENTED REVENUE AND PROFITABILITY GAINS WITHIN HIGHLY COMPETITIVE ORGANIZATIONS, INDUSTRIES, AND MARKETS.

ON THE SHORT LIST OF HER ACCOMPLISHMENTS IS CREATING ART MIDTOWN, ONE OF THE LARGEST EVENTS IN MIAMI DADE COUNTY, AND COORDINATING THE FIRST U.S. UNVEILING OF THE BMW I8 SPORTS CAR IN PARTNERSHIP WITH BMW GERMANY AND BRAMAN MOTORS MIAMI. SHE ALSO CREATED AND IMPLEMENTED A BUSINESS PLAN TO INSTALL THE FIRST ELECTRONIC CAR CHARGING STATION IN MIAMI-DADE COUNTY, WHICH WAS COMPLETED IN APRIL 2014. LENOR CREATED AND IMPLEMENTED THE ANNUAL SOUTH FLORIDA ZOMBIE CRAWL. HER COMPLETED PROJECTS LIST ALSO SHOWS HER ABILITY TO CREATE AND IMPLEMENT SOCIAL MEDIA CAMPAIGNS, BOTH IN-HOUSE AND OUT-SOURCED, PROVIDING AN ALTERNATIVE AVENUE TO REACH CUSTOMERS, GAINING KEY INSIGHT INTO THEIR SPECIFIC WANTS AND NEEDS.



KEN BOESEN

KEN IS A PROVEN EVENT PRODUCER, BROADCAST TEAM LEADER, TALENT COACH AND ON-AIR PERSONALITY. FOCUSING ON STRATEGY AND DEVELOPING TACTICS TO DELIVER HUGE, SUCCESSFUL EVENTS, HE HAS HELPED HIS RADIO OUTLETS GENERATE MILLIONS IN REVENUE. KEN BRINGS RELATIONSHIPS WITH THE TALENT AGENCIES THAT REPRESENT ARTISTS IN MULTIPLE GENRES, DRAWING CROWDS TO EVENTS. SOME OF HIS ACCOMPLISHMENTS INCLUDE THE KISS COUNTRY CHILI COOKOFF, DRAWING TENS OF THOUSANDS ANNUALLY IN SOUTH FLORIDA, AND KISS COUNTRY'S UNDER COVER CONCERTS DRAWING LARGE CROWDS TO SEE UNKNOWN ARTISTS. IN ADDITION TO LARGE-SCALE CONCERT ORGANIZATION, HE HAS ALSO COORDINATED FLASH-MOB CONCERTS THAT SPRING UP AND DRAW CROWDS ON A MOMENT'S NOTICE AND HUNDREDS OF FESTIVALS AND EVENTS. KEN IS BEST KNOWN IN SOUTH FLORIDA FOR HIS YEARS SPENT HOSTING THE AFTERNOON DRIVE TIME ON WKIS 99.9.



TINA ACEVEDO

WITH OVER 17 YEARS EXPERIENCE, TINA'S DIVERSE PORTFOLIO INCLUDES EVENT PLANNING AND EXECUTION, COPYWRITING FOR MARKETING MATERIALS, CREATION OF SOCIAL MEDIA CAMPAIGNS, AND NETWORKING FOR MULTI-MILLION DOLLAR CORPORATIONS AND SMALL BUSINESSES IN SOUTH FLORIDA.

TINA HAS WORKED WITH NUMEROUS CLIENTS FOR THE PAST NINE YEARS AS A PR/MARKETING AND SOCIAL MEDIA CONSULTANT. DURING HER CAREER WORKING WITH LARGE CORPORATIONS AND SMALL BUSINESSES CLIENTS ALIKE, SHE HAS CREATED A UNIQUE PORTFOLIO OF WRITING AND EXPERIENTIAL MARKETING EVENTS. HER CLIENT LIST INCLUDES PEMBROKE LAKES MALL, MIDTOWN MIAMI COMMUNITY DEVELOPMENT DISTRICT, THE SHOPS AT MIDTOWN MIAMI, AND THE FOUNTAINS IN PLANTATION. SHE HAS WORKED ON CREATING AND PROMOTING EVENTS WITH DISNEY, LOCAL RADIO STATIONS, LOCAL ARTISTS, AND SMALL BUSINESSES.

PRODUCED EVENTS



KISS CHILI COOKOFF

KISS 99.9 BREWS UP A MOUTH WATERING MASTERPIECE OF GREAT FOOD AND AN ALL-STAR CAST OF THE HOTTEST COUNTRY ARTISTS AROUND AND IT'S KNOWN AS THE ANNUAL CHILI COOK-OFF!

IT'S THE HOTTEST TICKET IN TOWN, AND PRODUCING THE MAIN STAGE STARTS IN THE SPRING FOR THE ANNUAL CONCERT IN JANUARY. SECURING AN AMAZING LINE UP TAKES A LOT OF HARD WORK AND HOURS OF PREPARATION. SO MANY ELEMENTS TAKE PLACE AT THIS EVENT INCLUDING SPONSORSHIPS TOTALING MULTI-MILLION DOLLAR AMOUNTS, MORE THAN 25,000 ATTENDEES, AND HUNDREDS OF KEY ADVERTISERS TO HOST AND PROMOTE THE EVENT.

JOE BELL, VP MARKET MANAGER
BEASLEY MEDIA GROUP
610-667-2500



DEWAR'S SCRATCHED CASK TOUR

EVER WANTED TO TOUR SCOTLAND? SOME LUCKY SOUTH FLORIDIANS HAD THE CHANCE WITHOUT EVER LEAVING MIAMI. DEWAR'S SCRATCHED CASK POP-UP TASTING EXPERIENCE MADE A STOP AT MIDTOWN MIAMI, WITH A MULTI-SENSORY TASTING EXPERIENCE. AS GUESTS ENTERED A 10' TALL WHISKY BARREL, THEY WERE TRANSPORTED TO THE SCOTTISH HIGHLANDS. IN THIS ENCOUNTER, CONSUMERS WERE FANNED BY THE SAME FLAMES THAT CHAR AND SCRATCH THE WHISKY BARRELS AT THE DISTILLERY AND WERE IMMERSSED IN THE CREATION OF THIS FINE WHISKY. MORE THAN 2,200 VISITORS FELT THE HEAT OF THIS EVENT AND HAD A SIP OF THE DEWAR'S CRAFT WHISKY.

DEWAR'S SCOTCH WHISKY PORTFOLIO
DAN PILAS, VP & BRAND MANAGING DIR. (NOW
EMPLOYED AT JOHNSON & JOHNSON)



US UNVEILING BMW I8

THE US UNVEILING OF THE BMW I8 HAPPENED IN MIAMI. BMW'S GUESTS GOT A CLOSER LOOK AT THE I8, AS WELL AS SEVERAL I3 ELECTRIC VEHICLES.

THE BMW I8 BRINGS THE VISION OF A MODERN AND SUSTAINABLE SPORTS CAR TO LIFE. BMW I8 USES A PLUG-IN HYBRID SYSTEM CONSISTING OF A TURBOCHARGED THREE-CYLINDER BMW TWIN POWER TURBO PETROL ENGINE AND BMW E DRIVE TECHNOLOGY IN THE FORM OF AN ELECTRIC DRIVE SYSTEM. 5,275 VISITORS TO THE I8 UNVEILING GOT THE CHANCE TO LEARN MORE ABOUT ELECTRIC VEHICLES AND CAN SAY THEY WERE THE FIRST IN THE US TO SEE THIS NEW CONCEPT CAR BROUGHT TO LIFE.

KEN HARTE, GENERAL MANAGER
BRAMAN MOTORS
305-571-1200



LENOR RYAN

PROJECT MANAGER

LENOR@BRANDINGALLIANCE.NET

954-997-5410

PROFESSIONAL SUMMARY

INNOVATIVE MARKETING AND BUSINESS DEVELOPMENT PROFESSIONAL WITH **PROVEN ABILITY TO DRIVE BUSINESS EXPANSION** THROUGH UNIQUE AGGRESSIVE MARKETING INITIATIVES THAT DELIVER REVENUE GROWTH, MARKET SHARE, BRAND AWARENESS, AND MARKET PENETRATION. STRATEGIC THINKER WHO CAN PLAN AND IMPLEMENT SALES, MARKETING AND BUSINESS INITIATIVES TO SUPPORT CORPORATE OBJECTIVES. HIGHLY SKILLED IN **GENERATING REVENUE** FROM UNTAPPED RESOURCES, **INTENSELY FOCUSED ON BOTTOM-LINE RESULTS.**

QUALIFICATIONS AND ACCOMPLISHMENTS

- AN **IMPRESSIVE TRACK RECORD** OF MORE THAN 17 YEARS' EXPERIENCE IN **BUSINESS DEVELOPMENT**, PUBLIC RELATIONS AND MARKETING, DRIVING UNPRECEDENTED REVENUE AND PROFITABILITY GAINS WITHIN HIGHLY COMPETITIVE ORGANIZATIONS, INDUSTRIES, AND MARKETS
- **GREW** ADVERTISING **REVENUE BY 200%** IN ONE YEAR, INCREASING FROM \$1 MILLION TO \$3 MILLION
- **CREATED** ONE OF THE **LARGEST EVENTS** IN MIAMI-DADE COUNTY – **ART MIDTOWN**
- **CREATED** AND SECURED **\$2.3 MILLION DOLLARS IN A SINGLE ADVERTISING CONTRACT** FOR MIDTOWN MIAMI
- COORDINATED THE **FIRST US UNVEILING OF THE NEW BMW I8 SPORTS CAR** IN PARTNERSHIP WITH BMW GERMANY AND BRAMAN MOTORS
- **CREATED AND IMPLEMENTED A BUSINESS PLAN** TO INSTALL THE **FIRST ELECTRONIC CAR CHARGING STATION** IN MIAMI-DADE, COMPLETED IN APRIL 2014
- POSSESSES FINANCIAL ACUMEN AND COMMERCIAL FLAIR NEEDED TO UNDERSTAND DIVERSE MARKET AND IDENTIFY POTENTIAL REVENUE OPPORTUNITIES
- PROVEN ABILITY TO **CREATE AND IMPLEMENT SOCIAL MEDIA CAMPAIGNS**, BOTH IN-HOUSE AND OUT-SOURCED, PROVIDING AN ALTERNATIVE AVENUE TO REACH CUSTOMERS, GAINING KEY INSIGHT INTO THEIR SPECIFIC WANTS AND NEEDS
- ENTHUSIASTIC, **ENERGETIC, POLISHED PROFESSIONAL** WITH UNQUESTIONABLE INTEGRITY, DYNAMIC LEADERSHIP, AND INTERPERSONAL SKILLS TO **EFFECTIVELY INTERACT WITH ALL LEVELS OF STAFF**
- ABLE TO **LEAD A TEAM** OF PROFESSIONALS TO NEW LEVELS OF SUCCESS IN A VARIETY OF AREAS INCLUDING MARKETING, OPERATIONS, ANCILLARY INCOME, NEW BUSINESS, EVENTS AND LEASING
- EXCEPTIONAL ABILITY TO IDENTIFY PROCEDURAL PROBLEMS AND INSTITUTE CORRECTIVE ACTION, WHICH RESULT IN **GREATER EFFECTIVENESS, PRODUCTIVITY, AND COST SAVING BENEFITS**
- PROVEN ABILITY TO **REACT QUICKLY IN CRISIS SITUATIONS**
- SHARES KNOWLEDGE AND EXPERTISE IN A HIGHLY PROFESSIONAL MANNER



KEN BOESEN

PRODUCTION MANAGER

KEN@BRANDINGALLIANCE.NET

954-529-3375

PROFESSIONAL SUMMARY

CREATIVE TEAM LEADER AND PROVEN STRATEGIST WHO HAS CONSISTENTLY DELIVERED EVENTS OF ALL SHAPES AND SIZES TO DELIVER ON THE GOALS OF THE ORGANIZATION. **INNOVATIVE TACTICIAN** WHO CONCEPTUALIZES, DESIGNS, DEVELOPS AND EXECUTES MIND-BLOWING EVENTS THAT BRAND THE ORGANIZATION AND DELIVER THE AUDIENCE.

QUALIFICATIONS AND ACCOMPLISHMENTS

- MORE THAN 28 YEARS EXPERIENCE **LEADING WINNING RADIO BROADCAST TEAMS** IN CITIES ACROSS AMERICA DELIVERING WINNING RATINGS THAT DOMINATE THE MARKETPLACE.
- TALENT COACH WHO HAS DEVELOPED TACTICS AND PROVIDED CLEAR **DIRECTION TO HIGH-PERFORMING ON-AIR PERSONALITIES.**
- **PRODUCER OF HUNDREDS OF CONCERTS, SHOWS AND EVENTS** FROM SMALL "FLASH MOB CONCERTS" THAT POP UP ON A MOMENT'S NOTICE TO SURPRISE THE AUDIENCE AND BRAND THE ORGANIZATION TO **MAJOR OUTDOOR CONCERTS** LIKE THE KISS COUNTRY CHILI COOKOFF THAT DRAWS MORE THAN 30,000 CONCERTGOERS ANNUALLY.
- **PRODUCER, DESIGNER AND TEAM LEADER** OF THE KISS COUNTRY CARES FOR KIDS RADIOTHON BENEFITING JOE DIMAGGIO CHILDREN'S HOSPITAL - RAISING WELL OVER \$1 M.
- CREATIVE WRITER BEHIND **HUNDREDS OF ON-AIR CAMPAIGNS** ON RADIO.
- PROVEN LEADER AND SUPERVISOR OF COMPLEX EVENTS LIKE CONCERTS.
- IN EVERY CASE, AS OPERATIONS MANAGER, KEN WAS RESPONSIBLE FOR CONCEPTUALIZING, DESIGNING, BOOKING, **PROMOTING AND EXECUTING COUNTLESS CONCERTS**, EVENTS AND CAMPAIGNS.



TINA ACEVEDO

MARKETING MANAGER

TINA@BRANDINGALLIANCE.NET

954-294-2283

PROFESSIONAL SUMMARY

CREATIVE MARKETING AND PR PROFESSIONAL WITH **PROVEN ABILITY TO DRIVE BRAND AWARENESS AND SALES** THROUGH UNIQUE MARKETING PACKAGES THAT INCLUDE SOCIAL MEDIA, RADIO, AND ON-SITE PROMOTION. OVER 17 YEARS OF EXPERIENCE IN **EVENT PLANNING AND EXECUTION**, WORKING WITH MULTI-MILLION DOLLAR CORPORATIONS AND SMALL BUSINESSES ALIKE. WORKING AS A PR/MARKETING/SOCIAL MEDIA CONSULTANT FOR THE PAST NINE YEARS, TINA IS A SELF-STARTER WHO CAN INTEGRATE THE IDEAS OF A TEAM INTO THE EXPERIENTIAL PLAN OF AN EVENT.

QUALIFICATIONS AND ACCOMPLISHMENTS

- EXPERIENCE IN **GENERATING ALTERNATIVE REVENUE** THROUGH CREATIVE **PARTNERSHIPS AND SPONSORSHIPS** WITH OUTSIDE BUSINESSES
- **CREATING SALES AND SPONSORSHIP PROPOSALS** AS WELL AS MARKETING MATERIALS TO PROMOTE CLIENTS TO PROSPECTIVE PARTNERS
- WRITING **NEWS RELEASES** TO ANNOUNCE EVENTS AND PROGRAMS, INCLUDING **INTERNATIONAL RECOGNITION** FOR IMPLEMENTATION OF THE "FAST LANE" PROGRAM FOR SANTA VISITORS—PEMBROKE LAKES MALL WAS THE FIRST MALL IN THE COUNTRY TO UTILIZE THIS SYSTEM
- **GENERATED AND EXECUTED OVER 75 EVENTS** FOR THE PEMBROKE LAKES MALL BETWEEN NOVEMBER 2000 AND NOVEMBER 2003
- **STRONG CUSTOMER SERVICE SKILLS** INCLUDING SUPERVISING STAFF OF 12 CUSTOMER SERVICE REPRESENTATIVES
- CREATING UNIQUE AND EFFECTIVE **SOCIAL MEDIA CAMPAIGNS** FOR CLIENTS INCLUDING **EVENT PROMOTION** AND SALES FOCUSED INITIATIVES. SKILLED IN IMPLEMENTATION OF NUMEROUS **STRATEGIES FOR ONLINE MARKETING**.
- ACTED AS LIAISON FOR **CHAMBER OF COMMERCE NETWORKING**, AS WELL AS PARTICIPATING IN THE **LEADERSHIP PROGRAM**, LEARNING ABOUT FLORIDA'S LEGISLATIVE PROCESS AND LOCAL GOVERNMENTAL PROCEDURES.

ARTSPARK CONCERT SERIES PRODUCTION TEAM

PROJECT MANAGER

CREATION OF THE EVENT MASTER PLAN INCLUDING, TIMELINE, BUDGET, SITE LAYOUT, STAFFING AND RECAPS. DELIVER EXCEPTIONAL CLIENT RELATIONS AND SERVICE TO ENSURE A SMOOTH RUNNING CONCERT SERIES.

DOCUMENTATION OF THE FINANCES AND MAINTAIN ALL RECORDS FOR CITY OR PUBLIC REVIEW. CREATE BUDGET REPORTS IF REQUESTED AND PAY ALL VENDORS/ARTISTS AS REQUIRED. OVERSEE AND DIRECT THE MARKETING AND PRODUCTION MANAGER. GENERATE INDIVIDUAL BUDGETS FOR EACH MANAGER TO FOLLOW.

SERVE AS THE LIAISON WITH THE CITY AND THE CRA TO INSURE ALL GOALS ARE KEPT ON THE FOREFRONT AND AS THE MAIN TARGET.

PRODUCE A SPONSORSHIP PACKAGE FOR THE CONCERT SERIES AND SELL TO POTENTIAL SPONSORS. WORK TO SECURE MEDIA PARTNERS FOR EACH CONCERT. NEGOTIATE SPONSORSHIP CONTRACTS, CLOSE DEALS, AND MANAGE THE FULFILLMENT OF ALL SPONSORSHIPS.

ENSURE AN ACTIVE PIPELINE OF CURRENT AND PROSPECTIVE ARTISTS, VENDORS AND SPONSORS; IDENTIFY AND QUALIFY NEW LEADS TO EXPAND THE ENTERTAINMENT ELEMENT OF THE SERIES. SOLICIT VENDORS TO PARTICIPATE IN THE EVENT ACTIVITIES FOLLOWING THE RULES PROVIDED IN THE RFP.

MONITOR ALL CONTRACTS AND INSURANCE DOCUMENTATION FOR ALL WHO PARTICIPATE IN THE CONCERT SERIES. REVIEW ALL VENDORS AFTER EACH CONCERT TO CONFIRM PROPER PERFORMANCE.

PRODUCTION MANAGER

CONSULT WITH OPERATIONS, PRODUCTION, AND ARTISTS (OR THEIR REPRESENTATIVES) REGARDING STAGE PRODUCTION AND TECHNICAL REQUIREMENTS. PLAN ALL TECHNICAL REQUIREMENTS FOR EACH PERFORMANCE INCLUDING STAGE LIGHTING, STAGING, SOUND AND OTHERS ITEMS AS REQUIRED. REVIEW AND EDIT CONTRACT RIDERS AND LABOR RESOURCES OR OTHER TECHNICAL PRODUCTION NEEDS.

ACT AS PRIMARY POINT OF CONTACT WITH ARTIST AND THEIR REPRESENTATIVES.

ACT AS THE 'MANAGER ON DUTY', OVERSEEING ALL STAGING, WORK FLOW AND SCHEDULE FOR PRE-HANGS, RIGGING, LOAD-INS, REHEARSALS, PERFORMANCES, LOAD-OUTS AND CHANGEOVER DAYS. ARRANGE FOR THE PROCUREMENT OF TECHNICAL EQUIPMENT REQUIRED FOR AN EVENT, AS NEEDED. SERVE AS ONSITE TECHNICAL CONTACT FOR EVENT PRODUCTION NEEDS.

WITH PROJECT MANAGER, DOCUMENT ALL EVENT STAGE LABOR, VENDORS' EXPENSES AND LABOR HOURS. LEAD HIRED ON-SITE STAGE CREW DURING PRE-HANGS, LOAD-INS, REHEARSALS, SHOWS, LOAD-OUTS AND/OR CHANGEOVERS.

IN CONJUNCTION WITH PROJECT MANAGER, ADDRESS PERFORMANCE MANAGEMENT ISSUES, INCLUDING ASSIGNMENTS, EVALUATION, AND PROMOTIONS. MAINTAIN AND APPROVE MONTHLY EXPENSES AND BUDGET VARIANCES.

WORK WITH THE PROJECT MANAGER TO DEVELOP AND SOLICIT COMPETITIVE BIDS FOR EQUIPMENT AND SPECIAL VENDOR SERVICES. MAKE RECOMMENDATIONS ON BEST VALUE OR BEST PRICING.

MARKETING MANAGER

DEVELOP AND EXECUTE A DETAILED PROMOTIONAL AND ADVERTISING PLAN FOR THE CONCERT SERIES. PLAN STRATEGIES FOR PROMOTION BY ANALYZING STATISTICS OF PREVIOUS CONCERTS AT ARTSPARK AND AT THE BROADWALK, CONSULTING WITH CITY STAFF AND CRA SOURCES.

CREATE DETAILED PROMOTIONAL AND ADVERTISING CAMPAIGN TO LAUNCH THE CONCERT SERIES (4 SHOWS), AND EXECUTE PLANS TO REACH ATTENDANCE GOALS. DETERMINE BEST PRACTICE FOR IDENTIFYING AND REACHING THE TARGETED DEMOGRAPHIC FOR EACH CONCERT. STRATEGIZE AND RESEARCH NEW MARKETING TRENDS AND PRACTICES TO APPLY TO THE SERIES AS A WHOLE AS WELL AS INDIVIDUAL EVENTS.

WORK CLOSELY WITH PROJECT MANAGER AND PRODUCTION MANAGER TO DETERMINE MEDIA BUDGETS FOR EACH CONCERT. DEVELOP MARKETING AND PROMOTIONAL STRATEGIES TO PROMOTE EASE OF PARKING DOWNTOWN DURING THE EVENT.

BUILD RELATIONSHIPS WITH LOCAL MEDIA COMPANIES TO CREATE PARTNERSHIP AND SPONSORSHIP PROGRAMS THAT SUPPORT ACTIVITIES AT THE CONCERT SERIES.

CREATE PUBLICITY FOR THE CONCERT SERIES AND PARK EVENTS HAPPENING ON THE CONCERT DAYS. WORK DIRECTLY WITH ARTISTS AND MANAGEMENT TO GET PROMOTIONAL SUPPORT AND BUILD AWARENESS FOR THE CONCERTS AND ARTIST.

PREPARE TRACKING REPORTS FOR EVENT FOLLOW UP WITH THE PROJECT MANAGER AND PRESENT TO THE CITY STAFF AND CRA.



PROJECT SUPPORT

BRANDING ALLIANCE WILL WORK TO BE AS SELF-SUFFICIENT AS POSSIBLE.

AS FOR CRA SUPPORT, WE REQUEST THE SHARING OF KEY INFORMATION.

BRANDING ALLIANCE WILL REQUEST DEMOGRAPHIC AND HISTORICAL INFORMATION FROM THE CRA.

ASSISTANCE WITH PROMOTING THE CONCERT SERIES THROUGH THE CRA'S SOCIAL MEDIA PLATFORMS, CITY CHANNELS & NETWORKS.

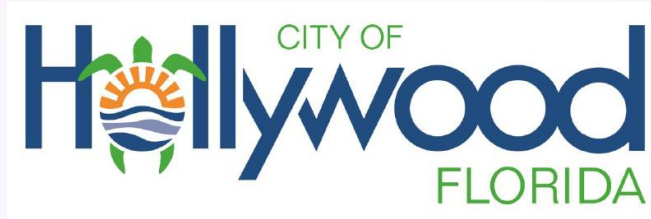
DISTRIBUTE EMAIL BLASTS TO GENERATE AWARENESS OF THE CONCERT SERIES.

PROVIDE MEDIA DOLLARS FOR ADDITIONAL PROMOTIONS ON AT LEAST TWO OF THE CONCERTS WHERE THE ALLOCATED BUDGET WILL BE UTILIZED TO ATTRACT ARTISTS WITH A STRONG FOLLOWING.

PROVIDE OVERALL GUIDANCE AND SHARE BEST PRACTICES FROM PAST EXPERIENCES WITH OUR TEAM.

HOST A BOOTH AT THE EVENTS.

ATTEND THE SPONSOR APPRECIATION EVENT AT THE LAST CONCERT TO MINGLE WITH SPONSORS.



PROJECT SUPPORT

UP-TO-DATE LAYOUT AND SITE PLAN OF THE PARK AND STAGE

SITE PLAN OF THE ELECTRICITY AND AMOUNT OF WATTAGE IN EACH LOCATION

KNOWLEDGE OF PARK ACCESS AND PATTERN FLOWS

PARK SECURITY OFFICERS TO BE AT EACH CONCERT – PROVIDE COSTS TO BA FOR NON-SCHEDULED OFFICERS

ACCESS AND KEYS TO THE RESTROOMS AT ARTSPARK, CITY TO STOCK AND CLEAN THE RESTROOMS – PROVIDE COSTS TO BA IF NOT IN CITY BUDGET

HOUSEKEEPING STAFF TO ASSIST WITH CLEAN UP – PROVIDE COSTS TO BA IF NOT IN CITY BUDGET

TRASH RECEPTACLES FOR THE EVENT AND PLACEMENT FOR PICK UP

USE OF TEMPORARY LIGHTING UNITS

ADVERTISEMENT ON THE PARK ROTATING DIGITAL MARQUIS

ADVERTISING IN ALL CITYWIDE MEDIA AVAILABLE

INFORMATION OF WHEN SECTIONS OF THE PARK WILL BE CLOSED OR OFF LIMITS DUE TO DAMAGE OR CONSTRUCTION

GUIDANCE AND APPROVAL OF ALL NEWS RELEASES CREATED BY BA



PAST EVENT EXPERIENCE

PURPLE NAMES SHOW TEAM MEMBERS WHO WORKED ON THE EVENT.

EACH CITY HAS DIFFERENT RULES AND PERMITTING REQUIREMENTS FOR EVENTS HELD WITHIN THEIR LIMITS. THIS BA TEAM HAS CREATED A NUMBER OF EVENTS RANGING FROM 5 VENDORS TO EVENTS THAT HAVE HAD MORE THAN 40 VENDORS/PARTICIPANTS. ONCE SITE PLANS ARE RECEIVED, A LAYOUT IS GENERATED TO SHOW THE MEANS OF EGRESS, STATIONARY PLACEMENT OF VENDORS, AND LOCATIONS FOR POLICE/FIRE RESCUE/FIRST AID TO BE HOUSED IF THE EVENT IS LARGE ENOUGH TO WARRANT THIS SERVICE. BA SHARES RULES AND REGULATION WITH EACH VENDOR TO MAKE SURE ALL COUNTY AND CITY REQUIREMENTS ARE BEING FULFILLED. IN ADDITION, THE HEALTH DEPARTMENT WILL BE AWARE OF THE EVENT AND ALL MEASURES THE BA TEAM TAKES TO MAKE SURE EACH GUEST IS SAFE.

SOUTH FLORIDA ZOMBIE CRAWL

LENOR RYAN / TINA ACEVEDO

3,700 TICKETED GUESTS
MIDTOWN MIAMI COMMUNITY DEVELOPMENT DISTRICT
36 FOOD VENDORS

KISS COUNTRY CHILI COOKOFF

KEN BOESEN / LENOR RYAN

31,500 TICKETED GUESTS
CB SMITH PARK
5 MAJOR MUSICAL ACTS
2 SECONDARY MUSICAL ACTS
PRODUCTION CREW OF 35
24 SPONSORS

STARS AND GUITARS

KEN BOESEN

5 ACOUSTIC ACT ON ONE STAGE
2,400 TICKETED GUESTS (SOLD OUT)
4 SPONSORS
BROWARD CENTER
RAISED \$10,000 FOR
JOE DIMAGGIO'S CHILDREN'S HOSPITAL.

DEWAR'S SCRATCH CASK TASTING EXPERIENCE

LENOR RYAN

412 GUESTS EXPERIENCED THE BARREL
MIDTOWN MIAMI
1 10' WOOD BARREL EXPERIENCE
2 SAMPLING STATIONS
6 BAR LOCATIONS
1 SODA SPONSOR

SUNDAY CONCERT WITH AN IDOL

KEN BOESEN / LENOR RYAN

800 FANS
3 RESTAURANTS
ONE AMERICAN IDOL FINALIST

SOUTH BEACH WINE & FOOD FESTIVAL

LENOR RYAN

TRUCKS ON THE TRACKS
815 TICKETED GUESTS
12 FOOD TRUCKS
3 BAR LOCATIONS
4 FOOD PRODUCT SAMPLE STATIONS

THE GREAT FOOD TRUCK RACE

LENOR RYAN

6 SEPARATE SET UP LOCATIONS
6 MIAMI LOCATIONS
6 FOOD TRUCK REMAINING IN RACE
3 TELEVISION CREWS
COORDINATION WITH THE FOOD NETWORK
WORKED WITH THE CITY OF MIAMI TO MAKE SURE ALL
FILMING PERMITS AND OTHER HEALTH ORIENTED PERMITS
AND INSPECTIONS WERE COMPLETED IN ADVANCE OF THE
FILMING OF THE SHOW.

BURGER BALLOTS

LENOR RYAN / TINA ACEVEDO

MORE THAN 810 VOTES CAST
GIMME A BURGER, PEMBROKE PINES
6 BURGERS TO MATCHING THE
PRESIDENTIAL CANDIDATES
1 VOTING BOOTH

ART MIDTOWN

LENOR RYAN

MORE THAN 200,000 GUESTS
VISITED ART MIDTOWN IN 5 DAYS
8 ART FAIRS GREATER THAN 25,000 SF

MOONLIT MOVIES

LENOR RYAN / TINA ACEVEDO

100—400 GUESTS
WATCHED THE MOVIE EVERY OTHER WEEK
MIDTOWN MIAMI AND THE FOUNTAINS
CREATION A MENU OF AVAILABLE BOX DINNERS
6 PARTICIPATING RESTAURANTS
1 WEEKLY CONTEST TO AWARD DINNER FOR TWO

TASTE OF ALTAMONTE SPRINGS

LENOR RYAN

50 VIP GUESTS, 310 TICKETED GUESTS
LAKESIDE PARK, ALTAMONT SPRINGS
14 RESTAURANTS (NON FOOD TRUCKS)
2 BAR LOCATIONS
1 SODA SPONSOR
4 BUSINESS SPONSOR
1 AUTOMOTIVE SPONSOR

DRIVE GREEN MIAMI

LENOR RYAN / TINA ACEVEDO

FIRST ELECTRICAL PARKING AREA IN MIAMI
MIDTOWN MIAMI CDD
3 CHARGING STATIONS
CITY & COUNTY MAYOR UNVEILING



PROJECT UNDERSTANDING

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GETTING TO WORK

THE FOLLOWING STEPS ARE BASED ON OUR THOUGHT PROCESS AFTER THE RFP MEETING. IT IS OUR PLAN FOR THE ARTSPARK CONCERT SERIES. THESE IDEAS REPRESENT THE STEPS WE WOULD CONSIDER TO BEGIN OUR RELATIONSHIP WITH THE CITY OF HOLLYWOOD AND THE CRA. SHOULD WE MOVE FORWARD WORKING TOGETHER, TACTICAL IDEAS AND DETAILS WILL BE ADDED AND RE-EVALUATED FOLLOWING OUR KICK-OFF MEETING AND PLANNING WORKSHOP.

STEP 1: PLANNING SESSION

IT IS CRITICALLY IMPORTANT TO US THAT WE FULLY UNDERSTAND THE GOALS FOR DEVELOPING THIS CONCERT SERIES. IF HIRED, OUR FIRST STEP WOULD BE TO CONDUCT A PLANNING SESSION TO DISCUSS THE VISION AND HOW IT SHOULD BE POSITIONED/MARKETED AND GENERATE A CLEAR TIMELINE. WE WILL FURTHER EXPLORE YOUR KEY TARGET OBJECTIVES TO ENSURE THAT ANY OF OUR EFFORTS WILL HAVE MAXIMUM POSITIVE IMPACT. WE BELIEVE THAT IN ORDER TO BE SUCCESSFUL, WE MUST TRULY UNDERSTAND THE CITY'S GOALS FOR THE CONCERT SERIES, AND DISCUSSING THESE WILL ENSURE WE UNDERSTAND THE PROJECT INSIDE AND OUT.

STEP 2: DIGGING IN

FOLLOWING THE PLANNING SESSION, BRANDING ALLIANCE WILL WORK TO CREATE A COMPLETE EVENT PLAN INCLUDING ALL EVENT ELEMENTS FROM A TO Z. THIS FINAL PLAN WILL BE PRESENTED FOR APPROVAL AND CONFIRM THAT THE DATES SELECTED ARE AVAILABLE.

STEP 3: COMMUNICATION TACTICS

BRANDING ALLIANCE WILL BEGIN TO COMMUNICATE HOW AND WHEN WE WILL BEGIN COORDINATION AND BOOK TALENT FOR THE CONCERT SERIES. ONCE OUR TALENT RESEARCH IS COMPLETE AND WE KNOW WHO IS OUT ON THE CONCERT PATH, WE WILL SUBMIT THEIR MUSIC LIST FOR REVIEW AND BEGIN THE STEPS TO MOVE TOWARDS A CONTRACT. ONCE THE MUSICIANS HAVE BEEN SELECTED AND BOOKED, OUR MARKETING TEAM WILL REACH OUT TO PROSPECTIVE SPONSORS AND CREATE A SPONSORSHIP PACKAGE THAT BENEFITS ALL INVOLVED. ONCE ALL CONTRACTS ARE EXECUTED, WE WILL SHARE WITH THE RESIDENTS OF HOLLYWOOD WHO WILL BE SHOWCASED IN OUR CONCERT SERIES.

STEP 4: GENERATION, SALES, LEASING, SPONSORSHIPS

A TARGET LIST OF POTENTIAL SPONSORS, SECONDARY ACTS, FOOD VENDORS, AND EVENT ACTIVITIES WILL BE CREATED AND BA WILL SOLICIT PLACEMENT ONSITE TO START AS EARLY AS APRIL 2018. BA WILL NEED TO LEARN THE APPROVAL PROCESS THAT THE CITY WILL FOLLOW FOR AGREEING TO THE SPONSORSHIPS, ADVERTISERS, EVENTS, ETC.



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STEP 5: REVIEW & CREATE AGREEMENTS

BA WILL REVIEW AND UTILIZE ANY AGREEMENT TEMPLATES THE CITY HAS AVAILABLE. IF A NEW TEMPLATE IS NEEDED FOR THE MUSICIANS, VENDORS AND OTHER PARTICIPANTS, BA WILL WORK WITH THE CITY TO ENSURE IT CONTAINS ALL REQUIRED DOCUMENTATION AND WORDING.

STEP 6: MEDIA MANAGEMENT

BA WILL MANAGE THE MEDIA PLACEMENT PROCESS INCLUDING RESEARCH, MEDIA PLANNING, SCRIPT APPROVALS AND MEDIA BUYS IN AN EFFORT TO GAIN THE GREATEST AMOUNT OF AWARENESS AVAILABLE. IF THE CRA SUPPORTS OUR ADVERTISING EFFORTS, WE WILL MEET WITH THE CRA TO MAKE SURE THEIR GOALS ARE INTEGRATED INTO OUR PLAN. NEWS RELEASES WILL BE CREATED AND DISTRIBUTED TO ALL OF BROWARD COUNTY TO ENCOURAGE MORE THAN JUST HOLLYWOOD RESIDENTS TO ENJOY THE CONCERT SERIES.

STEP 7: EVENTS/PROMOTIONS

GENERATE FOUR CONCERTS WHICH WILL DRAW A WIDE RANGE OF VISITORS TO ARTSPARK. FOCUS ON A VARIETY OF GENRES AND THEMES TO ENCOURAGE REPEAT ATTENDANCE. AT THIS TIME, WE HAVE A FEW IDEAS IN MIND FOR THE PRODUCTION FOR THE CONCERTS:

FEBRUARY – LOVE IS IN THE AIR — FEATURING LOCAL ARTIST/BAND THAT WILL PERFORM LOVE SONGS/SOFT ROCK/JAZZ

MAY – AMERICANA – CELEBRATING VETERANS AND FIRST RESPONDERS – FEATURING HEADLINER ARTIST/BAND IN CLASSIC AMERICAN MUSIC

JULY – SUMMER FUN – FEATURING A LOCAL/REGIONAL BAND WITH SUMMER FUN IN MIND (BEACH BOYS OR JIMMY BUFFET STYLE)

SEPTEMBER – END OF SUMMER CELEBRATION — BACK TO SCHOOL THEME FEATURING YOUNG/UP AND COMING POP ARTIST

BA WILL WORK TO CREATE NEW INNOVATIVE EVENT ELEMENTS AND PROMOTIONS TO SUPPORT THE HOLLYWOOD COMMUNITY, GAINING NEW VISITORS TO ARTSPARK. SOME IDEAS INCLUDE:

CONCERT SERIES PROGRESSIVE PARTIES: TEAM UP WITH THE DOWNTOWN HOLLYWOOD RESTAURANTS AND CREATE A PROGRESSIVE SAMPLING PACKAGE WHERE CONCERT ATTENDEES ARE ENCOURAGED TO WALK FROM THE PARK TO DIFFERENT RESTAURANTS FOR A DRINK AND APPETIZER. THIS WILL ALLOW CONCERTGOERS TO EXPERIENCE THE DINING OPTIONS AT DIFFERENT RESTAURANTS WHILE ENJOYING DOWNTOWN HOLLYWOOD. TICKETS CAN BE SOLD ON EVENTBRITE AND WILL BE A WAY TO GENERATE SALES FOR LOCAL RESTAURANTS.



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GARAGE PARKING: GENERATE A PLAN TO EMPHASIZE THE EASE OF PARKING DOWNTOWN. PLACE UNIQUE ADVERTISING ON THE DOWNTOWN STREETS TO SHOWCASE THE PARKING GARAGES. WORK WITH THE GARAGE MANAGEMENT TEAMS TO OBTAIN DOLLARS FOR ADDITIONAL ADVERTISING TO FOCUS DIRECTLY ON THE GARAGES.

VENDOR BOOTH SPACE: UPON LEARNING WHICH CONCERTS ARE COMING TO THE EVENT, CREATE RETAILER OUTLETS THAT WOULD BE OF INTEREST TO THE CONCERT ATTENDEES BASED ON FAN DEMOGRAPHICS.

MARKETING & PROMOTIONAL PLAN

MARKETING THE CONCERT SERIES WILL BE A MULTI-FACETED, MULTI-PLATFORM CAMPAIGN, INCLUDING, BUT NOT LIMITED TO:

- RADIO PROMOTION
- MAGAZINE AND NEWSPAPER ADS
- ON-SITE SIGNAGE
- SOCIAL MEDIA CAMPAIGNS POSTED ACROSS MULTIPLE PLATFORMS AND PAGES, SOME OF WHICH MAY BE PROMOTED AS ADS
- EVENTBRITE.COM POSTINGS TO ALLOW CONCERTGOERS TO OBTAIN INFO IN ONE PLACE AND SHARE EASILY WITH OTHERS
- EMAIL NEWSLETTERS TO MUSICIAN'S FAN LISTS, CITY OF HOLLYWOOD RESIDENT SUBSCRIBERS, AND BA CONTACT LISTS
- FEATURE CREATED (WITH APPROVAL) FOR CITY OF HOLLYWOOD MONTHLY MAGAZINE
- CONTENT CREATED (WITH APPROVAL) FOR CITY OF HOLLYWOOD WEBSITE
- STREET-SIDE BANNERS (WHERE ALLOWED)

IN ADDITION TO INFORMATIONAL ADVERTISING TO GENERATE AWARENESS OF THE EVENT DATE AND ARTIST, WE PLAN TO INVOLVE RESTAURANTS IN THE IMMEDIATE AREA TO PARTICIPATE IN THE PROMOTION OF THE EVENT. A VIP SEATING CONTEST WILL BE ESTABLISHED WITH THE RESTAURANTS SURROUNDING ARTSPARK, AND WILL PROVIDE VIP SEATING IN A SPECIAL SECTION AT THE CONCERT, AND FOOD AND DRINKS FOR TWO. IN EXCHANGE FOR THIS SPECIAL CONTEST PROMOTION, BA WILL MENTION THE ESTABLISHMENT IN ADVERTISING AND PROMOTION, WHERE APPROPRIATE AND APPROVED.

AS AN ADDED VALUE TO THE EVENT, BA STAFF WILL REACH OUT TO LOCAL JROTC, SCOUTING GROUPS, DRILL TEAMS, AND BANDS TO PERFORM THE OPENING CEREMONY, INCLUDING THE PRESENTATION OF COLORS AND SINGING OF THE NATIONAL ANTHEM BY LOCAL TALENT.

ROLES

EACH TEAM MEMBER AT BA WILL HAVE A CLEAR ROLE AS DESCRIBED ON PAGE 9;
ALL TEAM MEMBERS WILL WORK CLOSELY TOGETHER TO ENSURE THAT NO DETAIL IS OVERLOOKED

OTHER CONTRACTED SERVICES

MULTIPLE SERVICES WILL BE REVIEWED FOR CONTRACTED SERVICES, INCLUDING STAGE/SOUND PRODUCTION IF THE EQUIPMENT PROVIDED BY THE AMPHITHEATER IS NOT SUFFICIENT FOR THE MUSICAL ARTIST.

SECURITY/OFF-DUTY POLICE – PARK SECURITY WOULD BE ASKED TO WORK FIRST, THEN OFF-DUTY OFFICERS FROM HOLLYWOOD.
IF AMPLE SECURITY COVERAGE IS NOT AVAILABLE BASED ON THE MUSICIAN, OUTSIDE CONTRACTORS WILL BE UTILIZED.

EVENT SUPPLIES CONTRACTOR – FOR TENTS, CHAIRS, BOUNCE HOUSES AND OTHER ITEMS WILL BE UTILIZED.

EVENT STAFF – BA HAS A STREET TEAM THAT WILL WORK THE DAY BEFORE AND THE DAY OF THE EVENT INSIDE THE PARK.

HOUSEKEEPING STAFF – FIRST CHOICE WOULD BE PARK STAFF, BUT IF THEY ARE NOT AVAILABLE, OUTSIDE STAFF WILL BE CONTRACTED.

LANDSCAPING/ANT CONTROL – BA REQUESTS THAT THE CITY SCHEDULE LANDSCAPING TO ENSURE THE GRASS IS CUT ONE OR TWO DAYS BEFORE THE EVENT. ALSO, AN ANT REVIEW IS REQUESTED IN THE DAYS PRIOR TO THE EVENT IN THE LAWN AREA SO CONCERTGOERS AREN'T DISTURBED BY ANTS.
IN ADDITION, THE SPRINKLER SYSTEM MAY REQUIRE ADJUSTMENT FOR THE DAY BEFORE AND THE DAY OF THE EVENT.

VALET/PARKING AMBASSADORS – ONCE WE LEARN THE FULL SCOPE OF THE VALET PROGRAM BEING HOSTED BY THE CRA, WE MAY NEED TO HAVE AMBASSADORS IN THE AREA TO ASSIST ATTENDEES LOCATE PARKING AND VALET LOCATIONS.

TRASH REMOVAL/PICK UP – WORK WITH CITY TO DETERMINE IF NORMAL PICK UP PROCEDURES WOULD NEED TO BE ADJUSTED AFTER EACH CONCERT.



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MAJOR TASKS/RESPONSIBILITIES/TIMEFRAME

MONTH 1 – COMPLETE ALL BA/CITY CONTRACTS, CREATE CALENDAR OF THE SERIES, ALERT TALENT AGENCIES. GENERATE DETAILED OPERATIONS BUDGET.

MONTH 2 – CONFIRM DATES OF THE SERIES, MEET WITH THE CITY AND CRA TO ESTABLISH GOALS. CREATE EVENT PLANS AND BASIC SITE PLAN. SECURE MUSICAL TALENT. CREATE A PARTNERSHIP PACKAGE FOR LOCAL RADIO STATIONS TO JOIN IN ON THE CONCERT THAT BEST FITS THEIR GENRE. BEGIN SOLICITING SPONSORS, FOOD VENDORS, EXHIBITORS, AND EVENT STAFFING/TALENT.

MONTH 3 – CREATE ALL AGREEMENTS AND ENSURE THEY ARE SIGNED AND PROPER INSURANCE IS PROVIDED BY EACH VENDOR, SPONSOR, EXHIBITOR AND MUSICAL ACT. GENERATE RULES PACKAGE FOR ALL PARTICIPANTS. PUSH SALES OF SPONSORSHIPS, EXHIBITORS AND FOOD VENDORS. ESTABLISH TECHNICAL NEEDS FOR THE FIRST CONCERT, AND CONFIRM AMPHITHEATER IS PROPERLY FITTED FOR THOSE NEEDS. IF NOT, SECURE A CONTRACTED SOUND CREW/ EQUIPMENT TO MEET THE ADDITIONAL NEEDS.

Concert #1 Estimated Timeframe - July 2018			
Date	PO#	Items	Amount
		Insurance	650.00
		Musical Talent	5,500.00
		Musical Travel	-
		Sound Stage Equipment	500.00
		Sound Stage Crew	1,500.00
		Green Room Refreshments	125.00
		Advertising - SEO	400.00
		Avertising - Radio	3,500.00
		Advertising - Print	450.00
		Advertising - Signage	750.00
		Rentals, chairs, tables, tents	500.00
		Staffing - Security/Off Duty	1,100.00
		Staffing - Housekeeping	350.00
		Trash Pick Up	550.00
		Management Fee	4,000.00
Subtotal			19,875.00

Concert #2 Estimated Timeframe - September 2018			
Date	PO#	Items	Amount
		Insurance	650.00
		Musical Talent	21,500.00
		Musical Travel	4,500.00
		Sound Stage Equipment	1,225.00
		Sound Stage Crew	2,500.00
		Green Room Refreshments	125.00
		Advertising - SEO	400.00
		Avertising - Radio	5,425.00
		Advertising - Print	550.00
		Advertising - Signage	750.00
		Rentals, chairs, tables, tents	600.00
		Staffing - Security/Off Duty	1,100.00
		Staffing - Housekeeping	350.00
		Trash Pick Up	550.00
		Management Fee	4,000.00
Subtotal			44,225.00

Concert #3 - Estimated Timeframe - February 2019			
Date	PO#	Items	Amount
		Insurance	650.00
		Musical Talent	5,500.00
		Sound Stage Equipment	500.00
		Green Room Refreshments	150.00
		Advertising - SEO	400.00
		Avertising - Radio	5,000.00
		Advertising - Print	500.00
		Advertising - Signage	1,000.00
		Staffing - Security/Off Duty	1,200.00
		Staffing - Housekeeping	450.00
		Rentals, chairs, tables, tents	500.00
		Trash Pick Up	475.00
		Management Fee	4,000.00
Subtotal			20,325.00