

**Resolutions-R7 M**

# MIAMI BEACH

## COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission  
FROM: Raul J. Aguila, Interim City Manager *PJA*  
DATE: January 13, 2021

SUBJECT: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE THAT THE CITY ADMINISTRATION MOVE FORWARD WITH THE SPRING BREAK 2021 PILOT PROGRAM, TO ACTIVATE THE AREA IN AND AROUND LUMMUS PARK AND THE BEACHFRONT AREAS, FROM 7TH TO 11TH STREETS, WITH THE FOLLOWING CONDITIONS: 1) THAT THE ADMINISTRATION KEEP THE PROPOSAL PROGRAMMING WITHIN A TARGET COST OF \$1.1 MILLION; 2) GIVEN THAT SPRING BREAK 2021 MAY INCLUDE THE MONTHS OF MARCH AND APRIL, IMPLEMENTING THE PROGRAMMING DURING THE PERIOD FROM MARCH 4 - APRIL 11, 2021, RECOGNIZING THAT THIS MAY INCREASE THE TARGET PROGRAM COST UP \$1.6 MILLION; AND 3) DIRECTING THE CHIEF FINANCIAL OFFICER TO IDENTIFY A FUNDING SOURCE TO COVER THE COST OF PROGRAMMING AND CITY SERVICES, AS THE PROPOSED PILOT PROGRAM IS CURRENTLY UNFUNDED.

### **BACKGROUND/HISTORY**

On October 2, 2020, the City issued a Request For Letters of Interest (RFLI) to the three companies that are part of the City of Miami Beach pool of event organizers (IDEKO, Swarm, and Tom Bercu Productions). The pool was asked to submit proposals on how they could help the City conceive, develop, and implement a programmatic strategy and activation for the City of Miami Beach (the "City") for Spring Break 2021, during the month of March, in the area of Lummus Park and the beachfront areas, between 7th and 11th streets.

The mission was to develop a great concept that the City could build upon. The goal was to change the narrative of "Spring Break" in Miami Beach. The companies were told that Miami Beach is a world-class city, with unparalleled cultural offerings, and the City would like to expand on those offerings to bring an original, large, programming vision to the City during an otherwise high impact period.

On October 19, 2020, three (3) proposals were received and, on October 26, 2020, a review committee, including members from Parks & Recreation, Police, Communications, and the Tourism & Culture Departments, as well as, the City Manager's Office, reviewed the proposals and selected Tom Bercu Productions' ("Tom Bercu") proposal, *A Marvelous March in Miami Beach*.

Tom Bercu has a wealth of experience with events of this size and scope. Though known to Miami Beach for doing the Winter Party and Miami Beach Pride, the company has done a number of large multi-day events in San Francisco, Los Angeles, and Las Vegas. Their proposal for Miami Beach envisions diverse programming that includes culinary experiences, music and performances (including dance parties and concerts), sustainability activations, wellness, and a number of other fun and exciting elements that should appeal to a broad audience.

With COVID-19 impacting the college/university break schedules and half of the student populations studying virtually, it is difficult to ascertain, with certainty, when (or how many) Spring Breakers will be visiting the City in 2021. Accordingly, the proposed programming anticipates the same number of visitors as in Spring Break 2019.

During the November 18, 2020, City Commission meeting, the City Commission initially reviewed the Tom Bercu proposal.

### **The Proposed Spring Break 2021 Program Plan**

- The proposed location of the events would be directly on the beach, in the Lummus Park area of Miami Beach, between 7th Street and 11th Street.
- The proposal envisions four long weekend programming, from March 4 - March 28, 2021.
- Programming would take place at a minimum, every Thursday, Friday, Saturday, and Sunday.
- With a focus on engaging crowds of 1000+ during high impact times (3pm – 10pm) on Fridays, Saturdays, and Sundays.
- No programming will be approved before 10:00am or after 10pm on any day.

- Programming could include sellable tickets, so the City can monitor anticipated attendance numbers; and explore whether tickets can be packaged with City hotel rooms, and mitigate traffic issues by having guests stay within walking distance of the site.
- Spectra, the City's sponsorship agent, agreed to assist with the funding of the activation, however, no sponsor(s) has been identified for the event as of the date of this Memorandum.

The City Commission referred the Tom Bercu plan to the Finance and Economic Resiliency Committee for further discussion. At its meeting on December 18, 2021, the FERC recommended that: (1) the City move forward with implementing the Tom Bercu plan (as a pilot plan); (2) the City identify funding to budget approximately \$1million to produce the Tom Bercu plan; (3) the City expected that Spectra would secure six figure sponsorship funds to offset programming costs; (4) the Chief Financial Officer should identify a funding source to cover the cost of programming and City services; (5) the Police Department should identify the number of colleges/universities spring break schedules; and (6) the plan should be shared with the Ocean Drive Association.

## **ANALYSIS**

Following the December 18, 2020 FERC meeting, Tom Bercu met with City departments to identify how to reduce the budget and still ensure the mission and purpose of the event. Additionally, since Spring Break 2021 may include both the months of March and April, Tom Bercu was also asked to expand the program to accommodate events in April.

The plan was revised as follows:

- Change the open hours to:  
Thursdays - sundown to 10pm;  
Fridays and Saturdays - 10am - 10pm;  
Sundays - 10am - 8pm;
- Scale down the entertainment such as the proposed dance parties, live concerts, and DJ events to local talent.
- Leverage the Spectra sponsorship acquisitions to offset the cost (Note: Again, Spectra **has not** identified sponsors for the event(s)).
- Reviewing the Police Department's latest data regarding the local and regional Spring Break 2021 schedule, 503 schools are considered high impact: Alabama, D.C., **Florida**, Georgia, Illinois, Maryland, NC, New Jersey, New York, Pennsylvania, SC, VA and HBCUs; and 105 schools considered medium impact - Upper East Coast, Louisiana, Mississippi, and Tennessee) suggests the potential impact could attract:
  - **20 Colleges/Universities - Feb 28 - March 7**
  - **57 Colleges/Universities - March 7 -14**
  - **80 Colleges/Universities - March 14 - March 21**
  - **34 Colleges/Universities - March 21 - March 28**
  - **53 Colleges/Universities - March 28 - April 4**
  - **5 Colleges/Universities - April 4 - April 11**
  - **15 Colleges/Universities - April 11 - April 25**
  - **41 Colleges/Universities - Unknown**
  - **20 Colleges/Universities - Cancelled**
  - **10 Colleges/Universities - TBD**
  - **Miami Dade County Public Schools**
    - **Recess March 29 - April 2**
- To address the potential college attendance in March **and** April 2021, with a target budget of \$1.1M, it is recommended that the event dates be moved to March 11 - April 4, 2021, for four (4) weeks.
- However, given that the impact of visitors to Miami Beach in March is speculative; visitors/tourists are weighing COVID-19 and availability of vaccinations; college students are studying from home; and the growing attraction of the City to visitors escaping the cold weather, it may be prudent to consider funding \$1.6M to activate six (6) weeks of programming, (e.g. activating March 11 - April 11, 2021).
- Tom Bercu presented the plan to the Ocean Drive Association and received positive feedback.
- Funding for the proposed Spring Break programming is not currently budgeted in the FY 2021. The amount ultimately approved must be added through an operating budget amendment. The CFO has identified a proposed funding source from the General Fund Reserve. Likewise, Spectra has not identified any sponsor, that would either offset or supplement the City's costs.

## **POLICE DEPARTMENT AND CODE COMPLIANCE DEPARTMENT'S CONCERNS**

The memorandum, attached as Exhibits "A" and "B", respectively, outline the Police Department and Code Compliance Department's Concerns regarding the Plan and Spring Break 2021.

## **CONCLUSION/INTERIM CITY MANAGER'S RECOMMENDATION**

**Given what we know (which is still in flux and changing every week), is this the year that we want to roll out our first ever Spring Break pilot program?**

We must consider that any data or metrics for a program in a year where we are still dealing with the effects of the COVID- 19 pandemic might be flawed because, let's face it, even by March and April, things will assuredly not be back to normal.

Using New Year's Eve as a "test run", when (for example): the Ocean Drive Association scaled back its annual programming (they didn't do their annual fireworks display, etc.); numerically, we did not issue as many special event permits for New Year's Eve events; and, with the County curfew still in effect, we anticipated less visitors, **the New Year's Eve weekend still generated a considerable amount of activity and crowds**. It was one weekend but, as demonstrated by the Code Compliance and the Police Department's incident reports (that I have shared with you), our Police and Code officers were extremely active and busy.

Having considered such factors, my recommendation would be **not** to proceed with the Tom Bercu pilot program this year. I would still recommend using Mr. Bercu, because I think his firm is an excellent choice for this type of programming, and he has presented some outstanding options. However, I think the appropriate time to roll out this pilot would be in Spring Break 2022. Not only would staff and Tom Bercu have had the benefit of observing an unprogrammed Spring Break 2021, but it would also give us ample lead time to allow for optimum input in development of a program for next year; one which I hope would be embraced by residents and businesses alike.

Finally, if the Commission were to concur with my recommendation **to defer the pilot program to Spring Break 2022**, I would further recommend that our Tourism and Culture Department work with our Police and Code Departments and our CFO to determine the appropriate additional resources (and necessary funding) which would be required in order to allow us to maintain an orderly and lawful Spring Break 2022 (particularly in the Art Deco Cultural District and SOFNA neighborhood beachfronts, where most of the activity occurs). We must also factor in additional resources to enforce our COVID-19 Emergency Orders including, but not limited to, the enforcement of mask wearing, social distancing, curfew, and other COVID-19 protocols. Since funding for these enhanced enforcement efforts needs to be identified, I think our resources might be better served by allotting additional funding toward enforcement rather than programming.

Marcia Monserrat and her team have done an excellent job of fulfilling the Commission's mandate and I applaud their efforts. My mandate is to make a recommendation to this body that, in my best judgement, is sensitive and compatible with the current scenario and "facts on the ground," and that will of course be in the best interest of the City.

For this reason, I recommend:

1. Deferring the Tom Bercu Spring Break 2021 programming plan to Spring Break 2022; and
2. Identifying additional funding to enhance Police and Code Enforcement deployment for the months of March and April 2021.

### **Applicable Area**

South Beach

**Is this a "Residents Right to Know" item, pursuant to City Code Section 2-14?**

**Does this item utilize G.O. Bond Funds?**

No

No

**Strategic Connection**

Prosperity - Balance residents' quality of life with tourism and special events.

**Legislative Tracking**

Tourism and Culture

**Sponsor**

Commissioners Ricky Arriola and Mark Samuelian

**ATTACHMENTS:**

**Description**

- Exhibit "A" Police Department Memorandum
- Exhibit "B" Code Compliance Memorandum
- MBPD Spring Break Impact Assessment Schools and Colleges 2021
- March 2021 Presentation
- March 2021 Budget
- March 2021 Revised Budget 4 wks
- March 2021 Revised Budget 6 wks
- March 2021 Revised Programming





# MEMORANDUM

**TO:** Raul Aguila, Interim City Manager  
**FROM:** Rick Clements, Chief of Police  
**DATE:** January 5, 2021  
**SUBJECT:** Spring Break/March 2021 City Activations

With regards to the Spring Break/March 2021 (and possibly going into April 2021) City programming, thank you for taking into consideration the Department's feedback and the intelligence being gathered. We understand how laborious the process to plan and execute an initiative of this magnitude is and appreciate your staff's outstanding efforts to put an attractive yet controlled plan together. Rest assured that the Miami Beach Police Department will wholeheartedly support any course deemed needed and appropriate by the Administration and Commission for the Spring Break period this year.

Notwithstanding, the Department has some concerns that we believe should be taken into consideration prior to the decision regarding a City-sponsored activation of the programming plan.

As a City, we have taken and enforced extreme measures including fines, social distancing regulations and a very strict curfew, intended to curb and prevent the spread of COVID-19. The message that we are activating or programming while still in the midst of a pandemic sends a message to the contrary. We need look no further than this past New Year's weekend and the increase in the number of visitors that we encountered. The general consensus was that Miami Beach was open for business, and we now must be prepared to take a stance and be consistent with future decisions.

Additionally, we have been taking serious measures to challenge the image of Miami Beach as an "anything goes" party atmosphere to include, among others, the saturation and crackdown by the Department within the newly created ADCD district. Stricter noise ordinances and our Emergency Order have resulted in the closure of prominent establishments throughout the City. City messaging makes it clear that unruly and disrespectful behavior is not to be tolerated. With that, what direction does the City want to go? Is planning for a college "Spring Break" going to be the norm or is the City moving away from the Spring Break environment?



# MIAMI BEACH POLICE

All of these efforts coupled with intelligence that clearly shows a watered-down but extended Spring Break period from mid-February through May, and potentially beyond, would, in my opinion, be undermined by an organized activation plan. Currently, our intelligence places the bulk of college/university Spring Break periods as March 7 through March 21, 2021, with 137 of the highest impact schools to our area on break. It should be noted that while this is a substantially lower number of schools on break than in previous years, unlike any other Spring Break season to date, the projections leave us with a great unknown with regards to crowd management and expectations, which in any other year could be mitigated by the proposed programming. More importantly, however, with the expected earlier, and extended, Spring Break 2021 period, the Department has to prepare itself for the arduous process of staffing on a taxing Alpha/Bravo schedule configuration, which simply cannot be sustained over a seven week+ period, and which would be exacerbated by additional crowds.

A strong response by the City with regards to our rebranding, and more importantly to health and safety measures, would come into direct conflict with traditional Spring Break activities through the provision of public celebratory and vacation-like venues – albeit carefully thought-out ones. We would be sending out mixed messaging worldwide that the City of Miami Beach is open for business during a pandemic, not to mention over a period of time where we are beginning to implement a self-declared change towards a more refined cultural and artistic atmosphere.

It should be noted that security measures are likely to still be in place over the coming months and that the Police Department will continue to enforce curfews and lawfulness, especially within the ADCD. Policing, as you are well-aware, is not known for being attractive and there is an ugly side to our enforcement efforts. If Spring Break periods are known for being uncomfortable ones this season, with the additional reinforcements in place and new health and safety laws to enforce, could be especially difficult to all those visiting and the public at large.

Lastly, the Department reiterates its commitment to address and police any decision taken. I thank you in advance for considering these implications in your deliberations to hold a City-sponsored activation of the Spring Break season.



## MEMORANDUM

TO: Raul J. Aguila, Interim City Manager

FROM: Thomas Curitore, Code Compliance Assistant Director

DATE: January 6, 2021

SUBJECT: Code Compliance Spring Break 2021 Concerns

During Spring Break 2021 (March and April) we are enhancing and increasing our staffing. We will have staff on foot, ATVs, and bicycles, in addition to proactive patrol to address conditions Citywide. We will have additional resources in the Art Deco Cultural District (ADCD) and staff assigned to investigate any short-term rentals that may occur during this time period.

Since it will be a high impact period, we will also do outreach to the clubs, etc. on the front end to let them know the requirements and no promoted events can occur except self-promoted events.

In order to accomplish the following we would need to staff on overtime. Below are the estimated overtime (OT) costs for enhanced staffing during March and April for Spring Break.2021.

<u>Week</u>	<u>Hours (OT)</u>	<u>Estimated Cost</u>
1	200	\$ 8,320.00
2	200	\$ 8,320.00
3	200	\$ 8,320.00
4	180	\$ 7,488.00
5	180	\$ 7,488.00
6	180	\$ 7,488.00
7	180	\$ 7,488.00
8	180	\$ 7,488.00
Total		\$ 64,400.00

Although we would welcome additional programming during normal conditions we feel that during the "new normal" the following concerns will arise. Control of the activations with the concept of social distancing and the Emergency Orders in place relating to curfew related issues and the ambient music requirement. Short Term Rentals will likely increase relating to house parties in our residential neighborhoods. In addition to an increase in noise related issues within the City.



MIAMI BEACH, FL

01/04/2021

INTEL UNIT NO. 2020-0064

# SPRING BREAK SCHOOL IMPACT ASSESSMENT

Below is an overview of the 2021 Spring Break periods for colleges/universities and their potential impact. The available data points to the period with the most impact as March 7 through April 4.

Please note the following legend by region of impact:

**High impact:** (503 schools)

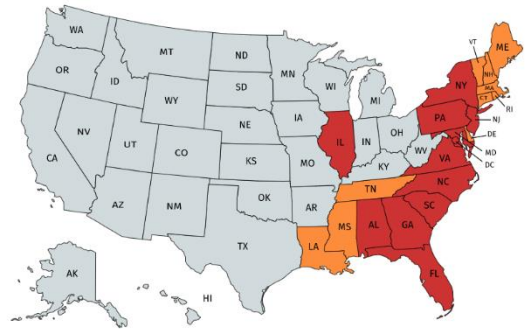
Alabama, D.C., Florida, Georgia, Illinois, Maryland, North Carolina, New Jersey, New York, Pennsylvania, South Carolina, Virginia, HBCUs

- \*Schools with Cancelled/Modified Breaks: **203**
- \*Unknown: **41**
- \*TBD: **10**

**Medium impact:** (105 schools)

Upper East Coast, Louisiana, Mississippi, Tennessee

- \*Schools with Cancelled Breaks: **60**
- \*Unknown: **9**



Feb 22-Mar 1: 4 schools on break

- High impact: 4
- Medium impact: 0

Mar 1-Mar 7: 21 schools on break

- High impact: 20
- Medium impact: 1

**Mar 7-Mar 14: 57 schools on break**

- High impact: 52
- Medium impact: 5

**Mar 14-Mar 21: 80 schools on break**

- High impact: 67
- Medium impact: 13

Mar 21-Mar 28: 34 schools on break

- High impact: 28
- Medium impact: 6

**Mar 28-Apr 4: 53 schools on break**

- High impact: 48
- Medium impact: 5

Apr 4-Apr 11: 5 schools on break

- High impact: 4
- Medium impact: 1

Apr 11-Apr 18: 9 schools on break

- High impact: 6
- Medium impact: 3

Apr 18-Apr 25: 6 schools on break

- High impact: 6
- Medium impact: 0

Apr 25-May 16: 8 schools on break

- High impact: 7
- Medium impact: 1

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Below, the available Spring Break data for Florida Schools:

\*(HBCUs)

Florida National University	Feb 25 to March 1
AdventHealth University	Feb 28 to March 7
Ave Maria University	Feb 28 to March 7
Barry University	Feb 28 to March 7
Broward College	Feb 28 to March 7
Lynn University	Feb 28 to March 7
Nova Southeastern University	Feb 28 to March 7
Pasco-Hernando State College	Feb 28 to March 7
Southeastern University	Feb 28 to March 7
Bethune-Cookman University	March 7 to March 14
Florida Polytechnic University	March 7 to March 14
Florida State College at Jacksonville	March 7 to March 14
Johnson and Wales University	March 7 to March 14
Palm Beach State College	March 7 to March 14
Santa Fe College	March 7 to March 14
Seminole State College of Florida	March 7 to March 14
St Petersburg College	March 7 to March 14
St. Thomas University	March 7 to March 14
State College of Florida, Manatee-Sarasota	March 7 to March 14
Trinity Baptist College	March 7 to March 14
University of West Florida	March 7 to March 14
Valencia College	March 7 to March 14
Ringling College of Art and Design	March 8 to March 10
Argosy University	March 14 to March 21
College of Central Florida	March 14 to March 21
Daytona State College	March 14 to March 21
Eastern Florida State College	March 14 to March 21
Florida Atlantic University – Boca Raton	March 14 to March 21
Florida College	March 14 to March 21
Florida Southwestern State College	March 14 to March 21
Gulf Coast State College	March 14 to March 21
Hillsborough Community College	March 14 to March 21
Indian River State College	March 14 to March 21
Lake-Sumter State College	March 14 to March 21
Pensacola State College	March 14 to March 21
South Florida State College	March 14 to March 21
St Johns River State College	March 14 to March 21
Tallahassee Community College	March 14 to March 21
Trinity College	March 14 to March 21
Webber International University	March 14 to March 21
Eckerd College	15-Mar
Flagler College	March 18 to March 19
City College	March 21 to April 4
Baptist College of Florida	March 21 to March 28
Chipola College	March 21 to March 28
Florida Gateway College	March 21 to March 28
Johnson University Florida	March 21 to March 28
Millennia Atlantic University	March 21 to March 28
New College of Florida	March 21 to March 28
North Florida Community College	March 21 to March 28
Polk State College	March 21 to March 28
University of Fort Lauderdale	March 21 to March 28
College of Business and Technology	March 28 to April 4
Columbia College	March 28 to April 4
Jose Maria Vargas University	March 28 to April 4
San Ignacio University	March 28 to April 4
Western Michigan University Cooley Law School	March 28 to April 4

Miami Dade College	2-Apr
Warner University	2-Apr
Edward Waters College	April 2 to April 5
Florida College of Integrative Medicine	April 2 to April 5
Pensacola Christian College	April 2 to April 5
Southern Technical College	April 4 to April 11
Saint Leo University	April 11 to April 18
University of Central Florida	April 11 to April 18
University of Central Florida – Orlando	April 11 to April 18
University of South Florida – Tampa	April 11 to April 18
Beacon College	April 18 to April 25
Northwest Florida State College	April 18 to April 25
Hobe Sound Bible College	April 18 to April 26
DeVry University	April 25 to May 2
Atlantis University	May 3 to May 9
Everglades University	May 3 to May 9
Keiser University	May 3 to May 9
Edward Waters College	Cancelled
Embry-Riddle Aeronautical University	Cancelled
Florida A&M University – Tallahassee	Cancelled
Florida Gulf Coast University – Fort Myers	Cancelled
Florida Institute of Technology	Cancelled
Florida International University – Miami	Cancelled
Florida International University University Park	Cancelled
Florida Memorial University	Cancelled
Florida Southern College	Cancelled
Florida State University	Cancelled
Florida Technical College	Cancelled
Jacksonville University	Cancelled
Rollins College	Cancelled
Springfield College	Cancelled
Stetson University	Cancelled
University of Florida – Gainesville	Cancelled
University of Miami	Cancelled
University of North Florida	Cancelled
University of Phoenix	Cancelled
University of Tampa	Cancelled
Carlos Albizu University	Unknown
Digital Media Arts College	Unknown
Everest University	Unknown
Florida Career College	Unknown
Florida Keys Community College	Unknown
Full Sail University	Unknown
Herzing University	Unknown
Hodges University	Unknown
Jersey College	Unknown
Miami International University of Art & Design	Unknown
Miami Regional University	Unknown
National Louis University	Unknown
National University of Medical Sciences	Unknown
Northwest Lineman College	Unknown
Okan International University	Unknown
Palm Beach Atlantic University	Unknown
Rasmussen College	Unknown
Remington College	Unknown
Schiller International University	Unknown
South Florida Bible College & Theological Seminary	Unknown
Southeastern College	Unknown

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T O M B E R C U  
P R E S E N T S  
SAN FRANCISCO MIAMI LOS ANGELES event production services

# A Marvelous March in Miami Beach Big Programming Ideas





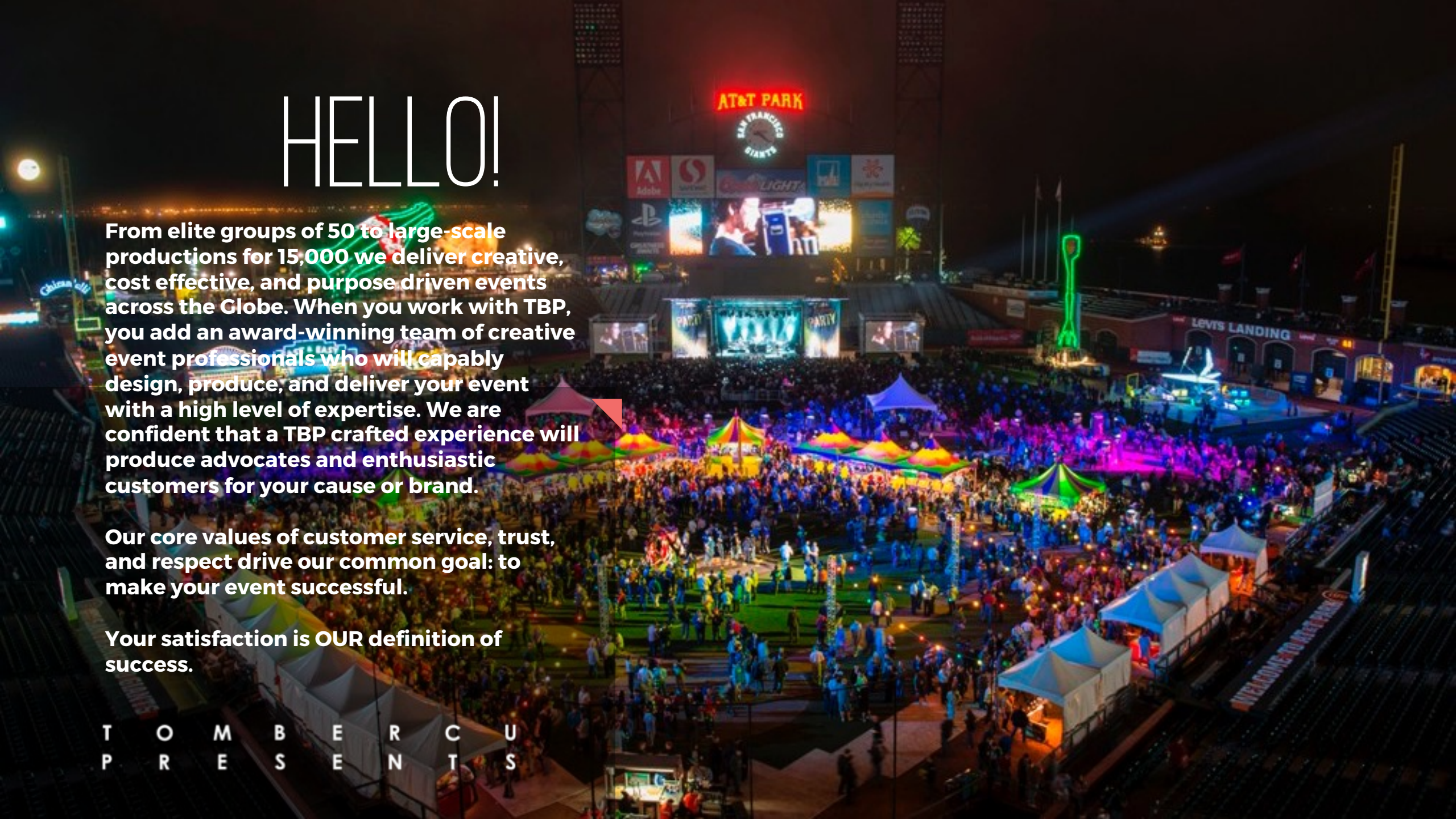
# HELLO!

From elite groups of 50 to large-scale productions for 15,000 we deliver creative, cost effective, and purpose driven events across the Globe. When you work with TBP, you add an award-winning team of creative event professionals who will capably design, produce, and deliver your event with a high level of expertise. We are confident that a TBP crafted experience will produce advocates and enthusiastic customers for your cause or brand.

Our core values of customer service, trust, and respect drive our common goal: to make your event successful.

Your satisfaction is OUR definition of success.

T O M B E R C U  
P R E S E N T S





## OUR BIG IDEAS

Enough about us - we are interested in you— fulfilling your needs and your vision for your events, and how exactly we will provide you the creativity and emotional return on the investment you seek.

Our Big Ideas for A Marvelous March In Miami Beach incorporate all the incredible experiences that can only be found here. And each week is a totally new set of experiences that cater to tourists and locals alike. The cuisine, the weather, the beach... March is all about Fun Under the Sun and that's what we plan to deliver - After all, we have been producing world-class destination events on Miami Beach for 20 years!



# THURSDAY FLICKS!

Start the weekend off with a great wind down - grab a drink and head to the Beach for a fun classic movie! Every week is a different movie and theme! Sing-a-longs, Cult Classics, Miami Beach Centric, Nail biting dramas - each Thursday everyone will head to the beach with their own picnic, beverages, or favorite movie candy!

*This can be a ticketed event to offset the costs of production. The Movie would take place in a fenced in area on the Beach.*



# FRIDAY CONCERTS!

Dancing under the starry skies of Miami, beneath the glowing moon, on a sandy beach with the amazing backdrop of the lit up Art Deco buildings of Ocean Drive... Now THAT is a way to spend a Friday night! For our Friday concert series, each weekend will be something new and exciting! Pop Rock, The 80's Broadway,, Jazz, Latin Grooves, or Today's popular bands... the stage will be set to hear a new sound each week.

*This can be a ticketed event to offset the costs of production. The Concert would take place in the fenced in area on the Beach utilizing the A/V and infrastructure from the Movie Night.*





# SATURDAY GROOVES!

What's better than dancing under the sun on the beach to your favorite DJ on a Saturday afternoon? Not much – as we know firsthand since we've been producing such an event every year for the past 20 years! Every Saturday is a different sound to groove to!

*This can be a ticketed event to offset the costs of production. The Dance Party would take place in the fenced in area on the Beach utilizing the A/V and infrastructure from the Movie Night. And Concert Night..*



# TASTY SUNDAYS!

The weekend is winding down, so let's finish it out with a city-wide dine-around. Each week, a variety of restaurants will be featured as the week's "Tasty Sunday". A specialty tasting menu paired with wine will be the talk of the town. Every Sunday is a different group of restaurants so tourists and locals alike will get a delicious new experience each week!





# SPORTS UNDER THE SUN!

Playing on the beach under the blue skies of Miami is a great way to spend the weekend. We will partner with with Crunch exclusively to offer a program that caters to everyone's inner Richard Simmons! Options can include Volleyball, Yoga, Bootcamp, Zumba, Sunset Spin... March in Miami Beach is all about the outdoors!

*The Sports Programs would take place adjacent to the fenced in area on the Beach.*



# BUT WAIT... THERE'S MORE!

Every weekend, a plethora of other fun activities will take place 10am-6pm.

**Basketball** – The custom Miami Beach Basketball Court is in full swing with a DJ adjacent for some fun Rock n Roll Basketball.

**DJ Showcase** - Three stages placed throughout the event space (Chill Lounge, Basketball Area, and Main Stage) will host our DJ Showcase. DJ's, approved prior to the weekend, will each have 2-4 hours (depending on the number of DJs chosen for the weekend) to spin their grooves for the crowds!

**Art Wall** – Miami Beach is known for its great art, so for each weekend, we will erect either a plywood wall for spray paint, or a for black surface for chalk drawing - series of 4'x 8' plywood pieces – 8' tall and up to 80' long. We will have a monitor there to hand out spray paint or chalk and let's see what kind of cool mural could be created.

**Jam Sessions** – This activation sees various parts of Miami beach set up with different musical instruments. Locals and visitors are encouraged to play the instruments and create an almost busker like atmosphere where crowds can enjoy the music and the talent of locals. Instruments include - Piano, Guitars, Drum Kit and various percussion pieces

**Photo Ops** – Everyone loves a good picture for their social media - with this in mind we propose to design and build 3 different photo moments that will be spread through the event area and allow guests and locals to get that selfie moment with their spring break friends. Oversized MIAMI BEACH letters... An installation of dozens of flamingos on the beach... An art deco inspired backdrop...

**Sponsor Lounge** - A “presenting Sponsor” will host a chill area for guests to relax with its own stage for a DJ, kiddie pools filled with water to cool off in, and lounge furniture to take a break from the bustle of activity of the weekend.

**Beach Volleyball** – The Volleyball Courts are in full swing with pick-up games of Volleyball throughout the day!

**Wellness** - For those who want a little more mellow time, Meditation, Sound Baths, and Stretching classes are an option



# GENERAL SCHEDULE

	<u>THURS</u>		<u>FRI</u>		<u>SAT</u>		<u>SUN</u>	
	entertainment	sports	entertainment	sports	entertainment	sports	entertainment	sports
10am	Activations	Yoga	Activations	Yoga	Activations	Yoga	Activations	Yoga
11am	Activations		Activations		Activations		Activations	
12pm	Activations	Bootcamp	Activations	Zumba	Activations	Bootcamp	Activations	Zumba
1pm	Activations		Activations		Activations		Activations	
2pm	Activations	Dance	Activations	Bootcamp	HEADLINE DJ	Dance	Activations	Bootcamp
3pm	Activations		Activations		HEADLINE DJ			
4pm	Activations	Spin	Activations	Stretch	HEADLINE DJ	Spin		Stretch
5pm	Activations		Activations		HEADLINE DJ			
6pm	MOVIE		CONCERT		HEADLINE DJ		DINE AROUND	
7pm	MOVIE		CONCERT		HEADLINE DJ		DINE AROUND	
8pm	MOVIE		CONCERT		HEADLINE DJ		DINE AROUND	

ACTIVATIONS

- \* Basketball Court
- \* DJ showcase. 3 Stages (Sponsor Lounge, Basketball Court, Main Stage)
- \* Jam Session Stage
- \* 3 Photo Ops
- \* Art Wall
- \* Sponsor Lounge
- \* Volleyball Courts



# GENERAL LAYOUT

The Main Stage / Movie

Sports & Wellness Area

Sponsor Chill Lounge

Basketball Court & DJ

Art Wall

Jam Sessions

Photo Ops (1,2,3)

Food Market

Volleyball





# SUSTAINABILITY

Here is how we have shaped our business and events to that standard.

## **Sustainability Initiatives & Operations:**

We are committed to sustainable practices as it applies to the services that will be provided for this RFP. We always do. This is not a new idea for TBP.

**Environmental Sustainability:** While the core of our business is performed digitally, we also ask suppliers for environmentally friendly equipment. From energy saving lighting, natural lighting, and LEDs to green power generosity, solar, sustainable plastics and recyclable dishes, cups and more we strive to leave as light of a footprint as possible. That also extends into our shipping and warehousing.

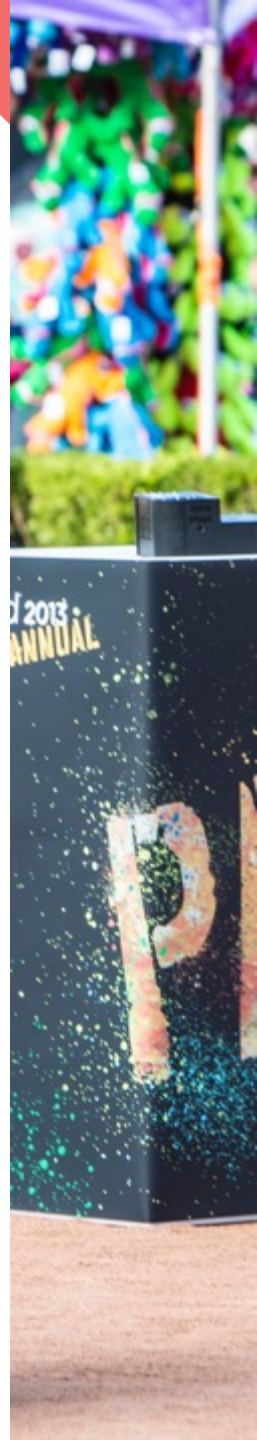
**Sustainable Transportation:** Many of our suppliers have switched over to more efficient and green hybrid engines. We also encourage the use of low emission and hybrid vehicles, and ride sharing for guest transportation.

**Sustainable Event Operations:** We encourage all of our clients to take advantage of the sustainable options such as non-plastic or reusable plastics, choosing eco-friendly and Green-Star Certified venues, recycling sorting, reusable items. One step further takes us into menu design, locally sourced ingredients, and food waste management. We support them all.

**Small Business Utilization:** We strive to work with small businesses, and very often those that are disadvantaged or minority as well as locally owned businesses in the communities where we operate. We want everyone to thrive – and in order for that to happen – collectively, we all have to do our part.

**Waste and Extra:** Why not donate food to charity or a homeless shelter? Left over plants can cheer up the elderly in a sunset or legacy community. Extra resources can be donated to schools for education. First, we look to eliminate waste, and secondarily, if there is any left-overs - that we utilize them to benefit someone else in the best way possible.

Together, we can ensure that each and every event we produce leaves the the world a better place than how it was before.



# IMPACT

**Traffic** – Large scale events on Miami Beach are nothing new to us. We work well with local police and traffic control to utilize the best routes to the event, as well as around the commercial and residential areas. We work with the Parking Department to reserve the appropriate number of parking meters, and we have thought through the appropriate number of Beach Access Vehicle Passes for our production vehicles. As well, we provide parking off site for our staff and crew.

**Hotel Rooms Sales** – We have been working with multiple hotel properties for years, and always include them in our plans so they can incentive their guests with event pass packages. Many of the properties, in return, hold sanctioned smaller events to bolster the overall weekend experience.

**Crowd Control** – We LOVE the Miami Beach Police Department. For 20+ years they have kept our events safe and manageable. From escorting our production vehicles onto the beach, to working with our security teams to keep guests safe and crowds in check, to guarding our financial team when they go to the bank for cash – it's a perfect partnership!

**Contactless Ticketing** – Our ticketing partner uses contactless ticketing for event passes and drink sales so as to minimize lines and reduce Covid exposure.

**Miami Beach Culture** – March 2021 encapsulates the entire Tourist Season for Miami Beach into one fun-filled month. Each week offers a plethora of cultural and fun things - all packed into one weekend!

**Covid Issues** – As guidelines are ever-changing, our events can adapt to the current safety measures. Every activity can be enjoyed wearing a mask and are outdoors - most can be attended at a socially acceptable distance, crowd controlled, and flexible for other measures that may be mandated by the State or City including temperature taking and instant testing (if available).



# SPONSORSHIP OPPORTUNITIES!

Potential Revenue Sources include:

Sponsorship  
Ticket Sales  
Drink Sales  
Beach Locker Rental

*Options:  
VIP Platform Access  
VIP Cabanas  
Carnival Ride and Game Tickets*

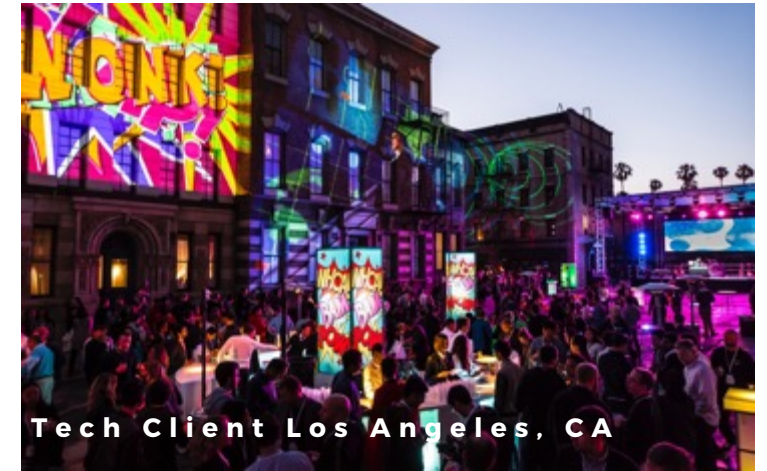




# OUR WORK



Cisco San Francisco, CA



Tech Client Los Angeles, CA



Lexus Pinehurst, NC



Mun2 Miami, FL



VMware San Francisco CA

We would love to tell you more about any of these projects. Our team along with many established subcontractors and partners with whom we have developed long-lasting relationships have produced a plethora of different events together. These are just a few. Separate bios with individual qualifications follow below. As well, our work can be viewed at [www.tombercupresents.com](http://www.tombercupresents.com)



It is our mission to provide the highest standards of customer service, creativity, return on investment, and production value to you—our client and partner—while assisting you in creating event solutions that solidify your brand, deliver your message, increase your revenue, and showcase your talent in the theater of live event experiences and communications.



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





# THANK YOU!

We deliver flawless events.. We have produced a lot of them – on point, on time, and on budget. To rave reviews. Again and again... and now we are excited to share the TBP experience with you.

We thank you for this opportunity.

T O M B E R C U  
P R E S E N T S

SAN FRANCISCO MIAMI LOS ANGELES event production services

P.O. Box 191839

Miami Beach, FL 33139

[me@tombercupresents.com](mailto:me@tombercupresents.com)

[dave@tombercupresents.com](mailto:dave@tombercupresents.com)

Miami Beach March Events					
March 4-7, 11-14, 18-21, 25-28					
Event Time Thrsdays 10AM-8PM, Fridays 10AM-8PM, Saturdays 10AM-8PM, Sunday 10AM-3PM					
Attendees: Based on 1000/day					
			PROPOSAL		
Details	Vendor	Qty (or)	Cost	Notes	
<b>Venue</b>					
Lummus Park Beach					
<b>Security</b>					
Private Security			\$42,000.00	Based on Thursday Night, All day Friday and All day Saturday, and Sunday 1/2 day for (4) weeks	
Metal Detectors			TBD	If required by City	
Miami Beach Police Off Duty			n/c		
Miami Beach Fire & Rescue			n/c		
EMT on site Medical Services / First Aid Station			\$10,000.00	Based on (4) weeks	
<b>Maintenance</b>					
SNL Event Services			\$32,000.00	Based on (4) weeks	
Recycling Bins			N/C	Comp from City	
Dumpsters			\$10,000.00	Based on (4) weeks	
<b>Entertainment</b>					
DJs			\$30,000.00	(4) Featured Saturday DJ's.	
Live Bands			\$60,000.00	(4) Friday Bands.	
Travel & Lodging			\$8,000.00	Estimate	
Other Talent			\$16,000.00	Step Troupes, Comedians, etc...	
Talent Riders			\$8,000.00	Estimate for (4) Weekends	
Talent Green Room Tents			\$4,000.00	Estimate for (1) act/day for (4) weeks. A/C, Lighting, Racks, Mirrors, Tables, Chairs Increase to estimated \$8000 for Music	
<b>Permits</b>					
City Permits			n/c		
CAD Drawings			\$3,500.00	Based on (3) CAD drawings	
<b>Equipment</b>					
Bobcat & Forklift			\$19,200.00	Based on (4) weekends	
Golf Carts			\$6,000.00	Based on (4) weekends	
Accounting Trailer			\$8,000.00	Based on (4) weekends	
Rentals - tables, chairs, linens, pipe&base, stanchions, trash cans, coolers			\$6,000.00	Based on (4) weekends	
ADA Mats / Yellow Jackets			\$2,000.00	Based on (4) weekends	
Barricades			\$1,750.00	Based on (4) weekends	
Portable Restrooms & Sanitary Stations			\$7,000.00	Based on (4) weekends	
VIP Restroom Trailer for talent			\$6,000.00	Based on (4) weekends	



Details	Vendor	Qty (or)	Cost	Notes	
<b>Décor</b>					
Décor			\$60,000.00	Based on (2) décor looks	
Fencing for Movie/Dance Events, Basketball, Sponsor Lounge			\$15,000.00	Based on (1) install for the entire month	
Tents			\$14,000.00	Based on (1) install for the entire month	
Décor and Rental Delivery			\$4,000.00	Estimate for (4) deliveries each weekend	
<b>Audio Visual</b>					
Staging			\$30,000.00	32'x28'x5' stage with Roof	
DJ Showcase stages, equipment, labor			\$26,000.00	for (2) Stages every Th-Sat for (4) Weekends	
Sound			\$40,250.00		
Lights			\$45,000.00	(10) Movers, (48) Pars, (4) Punch Lights	
Video			\$24,500.00	(1) 10'x17' Mobile LED Wall.	
Generators			\$15,000.00	Extra Fuel Drops not included.	
Cabling & Distro			incl.		
Electrical Contractor / Structural Stage Drawings and Signaure Stamps			\$5,000.00		
Safety Lighting			\$3,875.00		
Radios			\$7,000.00	Based on (1) month rental	
FOH and Side Stage Tents			\$500.00	Estimate. Size TBD	
<b>Graphics</b>					
Signange			\$12,000.00	Based on (4) weekends	
<b>Misc. Expenses</b>					
Mixers			\$0.00	Coke or alcohol sponsor to provide	
Water & Sodas			comp	Donated by Coke	
Ice			\$16,000.00	Based on (4) weekends	
Lockers			\$0.00	Lockers to pay for themselves via locker rentals	
Storage Pod			\$900.00	Storage for equipment overnights and during the week	
Covid Compliance			\$50,000.00	Estimate beased on current City guidelines. CAN THIS COME OUT OF CITY BUDGET?	
<b>On Site Staffing</b>					
Sr. producers		32	\$850.00	\$27,200.00	Based on (4) days for (4) weekends
Jr Producers		32	\$500.00	\$16,000.00	Based on (2) staff for (4) days for (4) weekends



Details	Vendor	Qty (or)		Cost	Notes
Zone Leaders		96	\$450.00	\$43,200.00	Based on (6) staff based on (4) days for (4) weeks
Bartenders		1920	\$25.00	\$48,000.00	Based on (12) staff based on (4) days for (4) weeks for 10 hrs/day
Barbacks		960	\$15.00	\$14,400.00	Based on (6) staff based on (4) days for (4) weeks for (3) bar areas for 10 hrs
Graphic Artist		60	\$150.00	\$9,000.00	
Bar Set Up / Take Down		192	\$25.00	\$4,800.00	Based on (6) set Up Crew for (4) hours per day for (4) weeks
Ticketing / Scanner Staff				\$3,500.00	Based on (2) staff for 5 hours Thursday, (4) staff for (10) hours each Friday and Saturday.
<b>Activities</b>					
Saturday Sports				\$0.00	Sports Organizers to Provide
Art Wall				\$8,000.00	Based on (80) foot wall, spray paint, tarps for (4) weekends
(3) Photo Ops		3	\$2,000.00	\$6,000.00	Based on (3) Photo Ops for (4) weekends
Basketball Court				N/A	City to Provide
Jam Session Stage				\$4,000.00	Stage, Piano, Guitar, Drums, Bogo Drums
Basketballs & Volleyballs		32	\$40.00	\$1,280.00	
<b>TOTAL ABOVE ELEMENTS</b>					
				\$ 833,855.00	
Tom Bercu Presents agency fee				\$ 125,078.25	Complimentary Discounted 15% fee
<b>TOTAL ELEMNTS</b>					
			\$0.00	\$ 958,933.25	
<b>Pre and Post Production</b>					
Pre and Post Production - Sr. Producer		500	\$75.00	\$37,500.00	Based on (2) Producers
Pre and Post Production - Jr. Producer		200	\$50.00	\$10,000.00	Based on (2) Producers
Creative Director		300	\$100.00	\$30,000.00	
Technical Pre Production		1	\$4,000.00	\$4,000.00	
Entertainment Director		60	\$100.00	\$6,000.00	
(3) Site Inspections				Complimentary	
<b>Misc. Costs</b>					
Event Insurance		1	\$10,000.00	\$10,000.00	Estimate based on final event program
Boucher Bros Fees				waived	
Staff Parking				\$0.00	CAN CITY COVER PARKING?
5% Contingency				\$47,946.66	Estimate to be used as needed
<b>GRAND TOTAL</b>					
				\$ 1,104,379.91	
<b>OPTIONS</b>					
Fireworks				\$40,000.00	7 minute presentation - based on (4) weekends, Friday nights

**T O M B E R C U**  
**P R E S E N T S**  
 SAN FRANCISCO MIAMI LOS ANGELES event production services

Details	Vendor	Qty (or)	Cost	Notes
Carnival Rides			\$50,000.00	Price does not include generators or staff lodging. Based on (2) day rental for Ferris Wheel, Fun Slide, and (2) rides.
Carnival Gaming			\$50,000.00	Based on (4) Tent Games and (2) Trailer Games for (2) days 4PM-10PM and (800) prizes.
VIP Platform / Experience			\$20,000.00	Based on (1) install for the entire month. VIP experience cost can be passed onto attendees as a revenue source. For Ultra VIP Private Cabanas add \$2000 per cabana
Added Sound for DJ Danc Party			\$4,200.00	Enhanced Sound Package
<b>POTENTIAL REVENUE PER WEEKEND</b>				
Movie Night		1200	\$5.00	\$ 6,000.00 based on 300 attendees
Concert		4000	\$20.00	\$ 80,000.00 based on 1000 attendees
DJ Dance Party Saturday		4000	\$30.00	\$ 120,000.00 based on 1000 attendees
Carnival		800	\$60.00	\$ 48,000.00 based on 800 attendees
Drinks		48000	\$8.00	\$ 384,000.00 based on 1000 PAX / (3) drinks per person for (4) days
VIP Experience		800	\$60.00	\$ 48,000.00 based on (100) PAX each Friday & Saturday.
Beach Locker Rental		1200	\$10.00	\$ 12,000.00 based on (100) locker every Thursday, Friday, Saturday.
			\$ 698,000.00	TOTAL ESTIMATED REVENUE
<b>TERMS &amp; CCONDITIONS</b>				
<b>ALL BEVERAGES ARE DONATED</b>				
<i>These prices are based on every weekend in March Thursday, Friday, Saturday and Sunday</i>				
<i>These prices are contingent on entertainment requirements</i>				
<i>Equipment will load in on Friday and load out after event on Sunday</i>				
<i>Security must be supplied all hours of gear being on site</i>				
<i>Barricades or fencing will be needed to keep guest away from all gear</i>				
<i>All equipment is based upon availability</i>				
<i>Prices may vary as it gets closer to the date</i>				
<i>All costs are based on the availability at the time TBP receives a signed contract and deposit.</i>				
<i>All labor based on a (10)-hour day. Overtime will be billed for all elements that surpass (10) hours.</i>				
<i>All costs are based on current knowledge of the program and desired elements. Final budgets may be adjusted pending client additions or deletions.</i>				
<i>All labor costs are estimated. Any adjustments will be accounted for in final billing immediately following event.</i>				
<i>Options have been given where appropriate.</i>				
<i>Prices subject to change pending a site inspection.</i>				
<i>Client to provide venue and related fees.</i>				
<i>Unless stated, all items are rental items only, and a fee will be charged for any missing or damaged items.</i>				
<i>Cancellation fees will vary based on date of cancellation.</i>				
<i>Client shall assume full responsibility and liability in the event of any incident or accident involving a guest while partaking in any activities.</i>				
<i>No guarantees of entertainment availability until after a signed contract has been received by TBP.</i>				
<i>Budget does not include any rain-out provisions.</i>				
<b>ALL COSTS AND PROJECTIONS HEREIN ARE ESTIMATES</b>				

Miami Beach March Events					
March 11-14, 18-21, 25-28, Apr 1-4, 8-11					
Event Time Thrsdays 5PM-8PM, Fridays 10AM-8PM, Saturdays 10AM-8PM, Sunday 10AM-8PM					
Attendees: Based on 1000/day					
				PROPOSAL	
	Vendor	Qty (or)		Cost	Notes
Lummus Park Beach					
Private Security				\$6,700.00	Based on Thursday Night, All day Friday and All day Saturday, and Sunday 1/2 day for (6) weeks
<i>Metal Detectors</i>				<i>TBD</i>	<i>If required by City</i>
Miami Beach Police Off Duty				n/c	
Miami Beach Fire & Rescue				n/c	
EMT on site Medical Services / First Aid Station				\$16,000.00	Based on (6) weeks
SNL Event Services				\$52,000.00	Based on (6) weeks
Recycling Bins				N/C	Comp from City
Dumpsters				\$16,000.00	Based on (6) weeks
DJs				\$50,000.00	(6) Featured Saturday DJ's.
Live Bands				\$100,000.00	(6) Friday Bands.
Travel & Lodging				\$14,000.00	Estimate
Other Talent				\$26,000.00	Step Troupes, Comedians, etc...
Talent Riders				\$14,000.00	Estimate for (6) Weekends
Talent Green Room Tents				\$7,000.00	Estimate for (1) act/day for (6) weeks. A/C, Lighting, Racks, Mirrors, Tables, Chairs
City Permits				n/c	
CAD Drawings				\$3,500.00	Based on (3) CAD drawings
Bobcat & Forklift				\$31,500.00	Based on (6) weekends
Golf Carts				\$10,000.00	Based on (6) weekends
Accounting Trailer				\$14,000.00	Based on (6) weekends
Rentals - tables, chairs, linens, pipe&base, stanchions, trash cans, coolers				\$10,000.00	Based on (6) weekends
ADA Mats / Yellow Jackets				\$3,500.00	Based on (6) weekends

	Vendor	Qty (or)	Cost	Notes
Barricades			\$3,000.00	Based on (6) weekends
Portable Restrooms & Sanitary Stations			\$12,000.00	Based on (6) weekends
VIP Restroom Trailer for talent			\$10,000.00	Based on (6) weekends
<b>Decor</b>				
Décor			\$90,000.00	Based on (2) décor looks, (6)
Fencing for Movie/Dance Events, Basketball, Sponsor Lounge			\$20,000.00	Based on (1) install for the entire 6 weeks
Tents			\$22,500.00	Based on (1) install for the entire 6 weeks
Décor and Rental Delivery			\$6,000.00	Estimate for (6) deliveries
<b>Staging</b>				
Staging			\$40,000.00	32'x28'x5' stage with Roof
DJ Showcase stages, equipment, labor			\$36,000.00	for (2) Stages every Th-Sat for (4) Weekends
Sound			\$50,500.00	
Lights			\$60,000.00	(10) Movers, (48) Pars, (4) Punch Lights
Video			\$38,000.00	(1) 10'x17' Mobile LED Wall.
Generators			\$30,000.00	Extra Fuel Drops not included.
Cabling & Distro			incl.	
Electrical Contractor / Structural Stage Drawings and Signaure Stamps			\$5,000.00	
Safety Lighting			\$6,250.00	
Radios			\$10,000.00	Based on (6) week rental
FOH and Side Stage Tents			\$1,000.00	Estimate. Size TBD
<b>Signage</b>				
Signange			\$20,000.00	Based on (6) weekends
<b>Food &amp; Beverage</b>				
Mixers			comp	Coke or alcohol sponsor to provide
Water & Sodas			comp	Donated by Coke
Alcohol / Beer			comp	Sponosr to provide
Ice			\$24,000.00	Based on (6) weekends
Lockers			\$0.00	Lockers to pay for themselves via locker rentals
Storage Pod			\$1,500.00	Storage for equipment overnights and during the week
Covid Compliance			\$75,000.00	Estimate beased on current City guidelines.

**T O M B E R C U  
P R E S E N T S**  
SAN FRANCISCO MIAMI LOS ANGELES event production services

	Vendor	Qty (or)		Cost	Notes
Sr. producers		48	\$850.00	\$40,800.00	Based on (2) staff for (4) days for (4) weekends
Jr Producers		48	\$500.00	\$24,000.00	Based on (2) staff for (4) days for (6) weekends
Zone Leaders		144	\$450.00	\$64,800.00	Based on (6) staff based on (4) days for (6) weeks
Bartenders		2880	\$25.00	\$72,000.00	Based on (12) staff based on (4) days for (6) weeks for 10 hrs/day
Barbacks		1440	\$15.00	\$21,600.00	Based on (6) staff based on (4) days for (6) weeks for (3) bar areas for 10 hrs
Graphic Artist		80	\$150.00	\$12,000.00	
Bar Set Up / Take Down		576	\$25.00	\$14,400.00	Based on (6) set Up Crew for (4) hours per day for (6) weeks
Ticketing / Scanner Staff				\$5,500.00	Based on (2) staff for 5 hours Thursday, (4) staff for (10) hours each Friday and Saturday.
<b>Saturday Sports</b>					
Saturday Sports				\$0.00	Sports Organizers to Provide
Art Wall				\$14,000.00	Based on (80) foot wall, spray paint, tarps for (6) weekends
(3) Photo Ops		3	\$2,000.00	\$10,000.00	Based on (3) Photo Ops for (6) weekends
Basketball Court				N/A	City to Provide
Jam Session Stage				\$7,500.00	Stage, Piano, Guitar, Drums, Bogo Drums
Basketballs & Volleyballs		52	\$40.00	\$2,080.00	
				<b>\$ 1,223,630.00</b>	
Tom Bercu Presents agency fee				\$ 183,544.50	Complimentary Discounted 15% fee
				<b>\$0.00</b>	
				<b>\$ 1,407,174.50</b>	
Pre and Post Production - Sr. Producer		600	\$75.00	\$45,000.00	Based on (2) Producers
Pre and Post Production - Jr. Producer		400	\$50.00	\$20,000.00	Based on (2) Producers
Creative Director		450	\$100.00	\$45,000.00	
Technical Pre Production		1	\$4,000.00	\$4,000.00	
Entertainment Director		100	\$100.00	\$10,000.00	
(3) Site Inspections				Complimentary	
Event Insurance		1	\$10,000.00	\$10,000.00	Estimate based on final event program
Boucher Bros Fees				waived	
Staff Parking				\$7,500.00	For (6) weeks

	Vendor	Qty (or)	Cost	Notes
5% Contingency			\$70,358.73	Estimate to be used as needed
			<b>\$ 1,619,033.23</b>	
<b>OPTIONS</b>				
Fireworks			\$60,000.00	7 minute presentation - based on (6) weekends, Friday nights
Carnival Rides (! Weekend Only)			\$50,000.00	Price does not include generators or staff lodging. Based on (2) day rental for Ferris Wheel, Fun Slide, and (2) rides
Carnival Gaming (1 Weekend Only)			\$50,000.00	Based on (4) Tent Games and (2) Trailer Games for (2) days 4PM-10PM and (800) prizes.
VIP Platform / Experience			\$20,000.00	Based on (1) install for the entire month. VIP experience cost can be passed onto attendees as a revenue source. For Ultra VIP Private Cabanas add \$2000 per cabana
Added Sound for DJ Danc Party			\$6,000.00	Enhanced Sound Package
<b><u>TERMS &amp; CCONDITIONS</u></b>				
<b>ALL BEVERAGES ARE DONATED</b>				
These prices are based on every weekend - Thursday, Friday, Saturday and Sunday - for (6) consecutive weeeeknds				
These prices are contingent on entertainment requirements				
Equipment will load in on Wednesday/Thursday and load out after event on Sunday				
Security must be supplied all hours of gear being on site				
Barricades or fencing will be needed to keep guest away from all gear				
All equipment is based upon availability				
Prices may vary as it gets closer to the date				
All costs are based on the availability at the time TBP receives a signed contract and deposit.				
All labor based on a (10)-hour day. Overtime will be billed for all elements that surpass (10) hours.				
All costs are based on current knowledge of the program and desired elements. Final budgets may be adjusted pending client additions or deletions.				
All labor costs are estimated. Any adjustments will be accounted for in final billing immediately following event.				
Options have been given where appropriate.				
Prices subject to change pending a site inspection.				
Client to provide venue and related fees.				
Unless stated, all items are rental items only, and a fee will be charged for any missing or damaged items.				
Cancellation fees will vary based on date of cancellation.				
Client shall assume full responsibility and liability in the event of any incident or accident involving a guest while partaking in any activities.				
No guarantees of entertainment availability until after a signed contract has been received by TBP.				
Budget does not include any rain-out provisions.				
<b>ALL COSTS AND PROJECTIONS HEREIN ARE ESTIMATES</b>				

**THURS**  
**entertainment**

**sports**

10am

11am

12pm

1pm

2pm

3pm

4pm

5pm

6pm

MOVIE

7pm

MOVIE

8pm

MOVIE

**ACTIVATIONS**

\* Basketball Court

\* DJ showcase. 3 Stages (Sponsor Lounge, Basketball Court, Main Stage)

\* Jam Session Stage

\* 3 Photo Ops

\* Art Wall

\* Sponsor Lounge

\* Volleyball Courts

**FRI**  
**entertainment**

**sports**

Activations  
Activations  
Activations  
Activations  
Activations  
Activations  
Activations  
CONCERT  
CONCERT  
CONCERT

Yoga  
  
Zumba  
  
Bootcamp  
  
Stretch

**SAT**  
**entertainment**

**sports**

Activations  
Activations  
Activations  
Activations  
HEADLINE DJ  
HEADLINE DJ  
HEADLINE DJ  
HEADLINE DJ  
HEADLINE DJ  
HEADLINE DJ  
HEADLINE DJ

Yoga  
  
Bootcamp  
  
Dance  
  
Spin



**SUN**

**entertainment**

**sports**

Activations

Yoga

Activations

Activations

Zumba

Activations

Activations

Bootcamp

DJ

DJ

Stretch

DJ

DJ & DINE AROUND

DJ & DINE AROUND

DJ & DINE AROUND