

**CITY OF HOLLYWOOD QUOTE FOR  
FUNTASTIC FRIDAYS FOR KIDS --- DOWNTOWN HOLLYWOOD  
REQUEST FOR EVENT PRODUCTION SERVICES**

The City of Hollywood Community Redevelopment Agency (CRA) is currently seeking a qualified Events Production Company (EPC) to produce **Funtastic Fridays for Kids**, a monthly special event on the first Friday of every month from 5:00pm – 9:00pm (event hours) from November 2009 – September 2010 (11 events). The event venue is Anniversary Park in Downtown Hollywood on N. 20<sup>th</sup> Avenue (adjacent) between Hollywood Boulevard and Tyler Street. Event activities have historically included face painting, balloon twisting, arts & crafts, a bounce house (owned by the CRA but operated by the event producer), a child friendly exercise class, movies and other similar activities.

**Quote: 3:00pm, Monday, October 26<sup>th</sup>, 2009. Please send quote via fax or e-mail to Procurement Services, Attn: Ian Superville at [isuperville@hollywoodfl.org](mailto:isuperville@hollywoodfl.org) or Linda Silvey at [lsilvey@hollywoodfl.org](mailto:lsilvey@hollywoodfl.org) or via fax to (954) 921-3086..**

All Quote Responses shall be submitted on the attached Quote Acknowledgment Form and signed by the authorized EPC representative. Quotes must be priced out per event with the extended cost for eleven (11) events.

Maximum quote may not exceed a total of \$24,500.00 for all eleven (11) events, and a minimum of \$1,000 per event must be used for performers (facepainters and balloon twisters). Quotes failing to meet these requirements will be deemed non responsive.

**Scope of Services:**

1. EPC or company representative must have a minimum of ten years of documented formal public outdoor special event / festival production experience and must include this documentation with your quote response.
2. EPC must provide with your quote response, three letters of reference from prior clients regarding production of outdoor, family-friendly special events open to the public.
3. EPC shall be responsible for all aspects of the production of **Funtastic Fridays for Kids** event including the load in, set up, break down and staffing for the event.
4. EPC shall be on site to set up no later than 2:00pm on event day for the load in. The load in shall include setting up a minimum of (11) 10 x 10 event tents (owned by the CRA); the affixing of all signage to tents, the affixing of all lighting to all tents, the electrical wiring of all vendors as needed, the set

up/attendants for a bounce house, set up of the stage and all on-site marketing signage including an event archway.

5. EPC shall break down event no earlier than 9:00pm and conclude no later than 10:30pm. Breakdown includes the removal of all event equipment, the re-opening of the street and the use of staff to close down all activities, including the bounce house, face-painter line and balloon twister patron lines in a friendly and non aggressive manner.
6. EPC shall provide a minimum of six staff members and one manager, including three staff members dedicated to the bounce house, from 5pm-9pm.
7. EPC will be solely responsible for hiring the following performers for the event: three facepainters and two balloon twisters from 5pm-9pm. Facepainters and balloon twisters must each have a minimum of 5 years of professional experience, three letters of recommendation and an evident South Florida following. Proof of experience and recommendation letters must be maintained by the EPC and made available to CRA staff upon request. Facepainters and balloon twisters may be rejected by the Executive Director of the CRA if found not to meet these minimum criteria.
8. EPC shall hire and be responsible for the payment of two Off Duty City of Hollywood Police Officers for the purpose of traffic control and security at the event from 4pm-10pm on event dates. CRA shall reimburse EPC for the exact expense associated for this service.
9. EPC shall be the liaison between stage entertainment and the CRA. EPC shall coordinate activities in coordination with the CRA, deemed necessary or advisable in the production of the **Funtastic Fridays for Kids** series, including, but not limited to the activities specified herein with the CRA.
10. EPC shall make every effort to assist CRA in obtaining financial sponsors for the event. EPC shall assist sponsors onsite in an effort to fulfill sponsors' obligations; all sponsorship revenues to be made payable to CRA. EPC shall receive a 25% commission on all cash sponsors procured exclusively by EPC.
11. When applicable, EPC shall collect and manage all applications and vendor fees received and provide CRA with monthly reports, as needed. EPC shall retain all proceeds from vendor fees. EPC shall not charge more than \$50 per vendor space (or \$25 per vendor when the vendor is a

Downtown business owner). All vendors must be displayed in a clean and well kept white 10x10 tent or other method of display approved by the CRA Executive Director.

12. EPC shall contact and recruit all child specific or child-friendly product / food vendors necessary for the production of the **Funtastic Fridays for Kids** series. EPC shall coordinate all communication with such vendors for the **Funtastic Fridays for Kids** series. In the event that there are any costs related to the participation, recruitment of vendors, EPC shall be responsible for any and all such costs and compensation that may be due to any vendor, and CRA shall have no responsibility, obligation or liability unless specifically set forth herein.
13. EPC shall coordinate and assign locations to vendors / and those performers described in Paragraph 7 within the layout of the **Funtastic Fridays for Kids**, as designated by CRA.
14. EPC shall provide assistance with the coordination of the advertising and public relations for the **Funtastic Fridays for Kids**, including guerrilla marketing techniques, such as the hanging of banners and the distribution of rack cards to local schools as scheduled by the CRA prior to the event dates.
15. EPC shall provide, maintain transport to and from the event and store all necessary equipment for the production of the **Funtastic Fridays for Kids** including barricades and cones for street closures, two 4ft. x 8 ft. performance platforms; one 12ft. x 12 ft stage and twenty lights to be used for the lighting of 10x10 tents on site at the event; a 10x10 child-friendly multi colored foam mat to be placed in front of the bounce house and all extension cords needed for the event production. All equipment must be maintained and stored in clean and high standards. All equipment must be cleaned with appropriate non toxic cleaner solution after each event.
16. EPC shall provide the ongoing storage, transportation to and from the event and maintenance of CRA owned items including: 100 fold up chairs, (16) 8 foot tables, 16 tablecloths, (11) 10x10 tents, one movie screen, 20 tent topper signs, one event arch, tent weights for 11 tents, fencing / barricades for restricted areas and one 15 x15 foot bounce house. All equipment must be maintained and stored in clean and high standards. All equipment must be cleaned with appropriate and non toxic cleaner solution after each event.
17. CRA owned property will be used at the discretion of the CRA for entertainment and vendors.

18. EPC must provide general liability insurance (from a carrier approved by the City's Risk Manager) in the amount of \$1 million, listing the Hollywood CRA and the City of Hollywood, Florida as additionally insured.
19. EPC (as well as each performer/vendor) must indemnify the Hollywood CRA and the City of Hollywood, FL. Forms will be provided by the Hollywood CRA.
20. EPC agrees that it is not the CRA's intent to, create or establish the relationship of partners or joint venturers between the CRA and EPC, or to retaining EPC or any officer, owner, employee or agent of EPC as an agent, representative or employee of the CRA for any purpose or in any manner whatsoever, and that it shall not represent to any third parties that such is the case.
21. **TERMINATION:** CRA may terminate any Agreement with EPC, with or without cause, upon seven (7) days prior written notice to EPC.
22. **INDEPENDENT CONTRACTOR.** Any award to EPC does not create an employee/employer relationship between any of the parties. It is the intent of the CRA that EPC will be an independent contractor and not the CRA's employee for all purposes, including but not limited to, the application of the Fair Labor Standards Act minimum wage and overtime payments, Federal Insurance Contribution Act, the Social Security Act, the Federal Unemployment Tax, Act, the provisions of the Internal Revenue Code, the State Workers Compensation Act, and the State unemployment insurance law. EPC shall retain sole and absolute discretion and judgment of the manner and means of carrying out the activities, productions and responsibilities of the events. EPC agrees that each will be a separate and independent enterprise from the CRA and from each other, that each has full opportunity to find other business, that each has made its own investment in its business, and that each will utilize all skill necessary to perform the work. The award of any contract shall not be construed as creating any joint employment relationship between EPC and the CRA, and the CRA will not be liable for any obligation incurred by EPC, including but not limited to unpaid minimum wages and/or overtime premiums.
23. **ASSIGNMENT.** Upon award of the contract to EPC, said contract may not be assigned without the prior consent of the CRA.

QUOTE ACKNOWLEDGMENT FORM

Price Quote  
Per Event: \$ \_\_\_\_\_

Total Annual Cost  
for Eleven (11) Events: \$ \_\_\_\_\_

I \_\_\_\_\_, as a duly authorized representative for the named company below, do hereby acknowledge and agree that by submitting this Quote Acknowledgement Form, that said company is hereby agreeing to all terms and conditions set forth in the Request for Quotes for Event Production Services.

NAME OF COMPANY: \_\_\_\_\_

BIDDER'S NAME: \_\_\_\_\_

BIDDER'S AUTHORIZED SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_