

Brazilian Folk Festival
Exhibit A
Scope of Authorization

A. Introduction/Background

The MINORITY HELP, INC, a Florida not for Profit Corporation is a community based organization that fosters ethically sustainable community development and cultural survival strategies by providing assistance, valuable resources and a wide range of programs and competent services to the Brazilian community of South Florida. LICENSEE to promote cultural diversity and social awareness of ethnic minorities by creating multicultural events, job fairs, educational seminars, legal assistance, family counseling, and other community services, will host a Brazilian Folk Festival on June 24th and June 25th, 2017, at the multi purpose field located on the Community Park (1700 NE 8th Street).

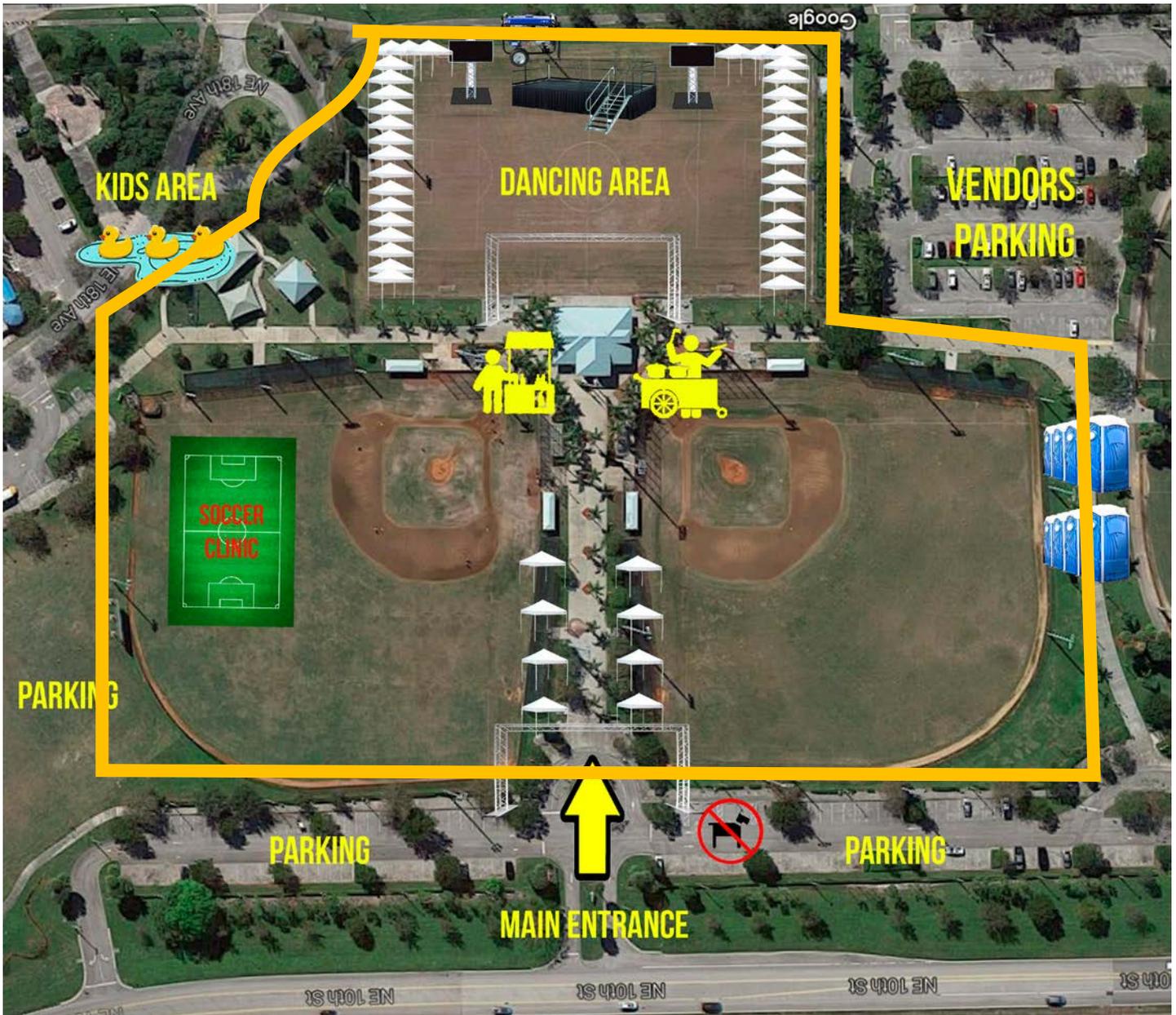
B. Objective

To identify, preserve and protect the Brazilian intangible cultural heritage throughout an array of art-based exhibitions; showcase the talents of the community members and promote participation through a collaboration as a form of community engagement, empowerment and identification.

C. Scope of Work

This event is a culturally unique fusion of the Brazilian arts fair, music and dance performances, hands-on workshops, typical food contest, carnival games, youth soccer clinics, local business exposition and celebration of the Brazilian arts and cultural heritage. The event will include combination of booths, stages, vendors, and port-o-lets, multi-entrance location within the Permitted Area depicted on the attached Site Plan and consist of music, dancing, exhibitors food and beverage sales.

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Event will be contained within the fenced in area of the fields.

D. Schedule

FRIDAY – June 23, 2017

Set up all day 12pm – 6pm

SATURDAY – June 24, 2017

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Doors open at 12pm
Event Ends at 8pm

SUNDAY, - June 25, 2017

Doors open at 12pm
Event ends at 8pm
Partial Breakdown until 11pm

Monday, June 26, 2017

Final completion of breakdown and removal of all temporary structures

E. Summary Schedule of Tasks and Deliverables

Site Plan and Schedule - A minimum of fourteen (14) days and prior to commencing any of the set up Event under this Agreement, LICENSEE shall be required to obtain the written approval of both the CITY's Contract Administrator and other reviewing CITY departments of both the final Site Plan and the Schedule of Events via the Public Event application. The final detailed site plan and schedule of the Event shall include the location of all booths, tents, stages, display areas, port-o-lets, parking, etc. and the times when such will be constructed and dismantled.

A minimum of thirty (30) days prior to the set up date(s) listed in Exhibit A, the following shall submit the following documentation for CITY's review and approval:

1. A proposed final detailed Schedule of Events;
2. A description of all Event activities and events to occur on the Property during the term of this license;
3. A proposed final Site Plan(s) for the Property which depicts the location of all booths, stages, display areas, port-o-lets, parking, etc., which shall be subject to the approval of the CITY departments authorized to require revisions to same; and
4. Any other information or documentation reasonably required by CITY to confirm LICENSEE's compliance with this Agreement.

Refundable Security Deposit – LICENSEE shall provide CITY a refundable security deposit of Two Thousand Dollars (\$2,000) seven (7) days prior to set up of event. The deposit shall be refunded once the event area has been formally inspected and determined that the Permitted area has been restored to the same condition which existed prior to set up of Event. The deposit will be applied towards any necessary repair or replacement incurred.

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Inspection - A formal inspection will be conducted by the CITY immediately prior to the Event to ensure that the location of booths, port-o-lets, stages, etc. are in accordance with the CITY approved site plan. . When implementing the site plan LICENSEE shall ensure that no damage is done to landscaping or foliage of the Permitted Area.

Maintenance of Traffic - No less than four (4) weeks prior to the opening day of the Event, LICENSEE shall provide to the CITY a preliminary construction and traffic flow schedule including opening and closing times for all streets or lanes and including the use of variable message signs. LICENSEE shall provide a final Maintenance of Traffic plan ("MOT plan") no later than two (2) weeks prior to opening day of the Event for the CITY's review and approval. No additional street or lane closures will be permitted unless included in the MOT Plan and approved by the CITY.

Trash and Clean-up of Permitted Area - LICENSEE shall be responsible for clean-up and removal of debris and trash from the Permitted Area during and after the Event. LICENSEE shall further be responsible for dismantling and removing all supplies and equipment, including booths, tents, stages, display areas, port-o-lets, and all other temporary facilities. Final clean-up of the Permitted Area shall be commenced at the conclusion of the Event on Sunday and be completed by 2pm on Monday in accordance with the foregoing Schedule.

City Booth - The CITY shall be provided at no charge a standard size booth in the main vendor tent or location for CITY's own use.

Parking - LICENSEE understands and agrees that public parking for the Event shall be available at the CITY's public parking facilities and that at no time will parking fees be charged.

Notification of Surrounding Businesses - At least two (2) weeks prior to the Event, LICENSEE shall be required to provide all residences and businesses within one mile of the Event, written notice of the Event to include dates, times, location and all associated road closures and also provide CITY a copy of such notice.

Bathrooms - LICENSEE shall be responsible for supplying portable restrooms in a quantity sufficient to serve the number of people estimated to attend the event.

Concession Rights - Upon satisfactory proof to CITY that all required permits have been obtained, including, but not limited to, those required by the Florida Department of Business Regulation's Division of Alcoholic Beverages and Tobacco, alcoholic beverages may be sold in the confined Permitted area depicted on the Site Map.

LICENSEE's In-Kind Benefits to CITY - LICENSEE shall provide CITY in-kind benefits similar to those provided to a Major Sponsor of the Event which are valued at approximately \$7,000 and summarized below.

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Revenue Generation

- The Event will provide a significant economic benefit to the local economy as revenues are infused via lodging, fuel, dining, and entertainment and retail sales.

Visibility

- LICENSEE shall include the City of Pompano Beach with the Event name.
- LICENSEE shall make display space available at each venue location in series.
- LICENSEE shall make every effort to brand the CITY logo on all signage for the Event.
- LICENSEE shall provide one (1) tear drop banner as signage for CITY which shall be displayed at a key location of the Event as determined solely by the CITY.
- CITY shall be allowed to hand-out promotional items during the Event from its exhibition table.

Print Media

- LICENSEE shall ensure the CITY logo is prominently placed on all printed materials related to the Event, including but not limited to, print ads, flyers, brochures and posters.
- LICENSEE shall recognize CITY on all press releases and editorial features for the Event.

Social Media

- LICENSEE shall provide dedicated posts highlighting the CITY's participation in the Event on social media, including but not limited to, Facebook, Instagram and Twitter.

Internet

- LICENSEE shall provide logo branding through links on both the CITY and Event's website.