

Exhibit A
Scope of Work
South Florida Fishing Classic, Inc.

A. Introduction/Background

The SOUTH FLORIDA FISHING CLASSIC, INC., a non-profit corporation established in 1978 operates The Pompano Beach Fishing Rodeo. This fishing classic began fifty years ago in 1965, as a Pompano Beach Chamber of Commerce event. The intention of the tournament was to keep winter tourist in South Florida longer than the winter months and to bring attention to the local charter boat business. Since its inception, the Pompano Beach Fishing Rodeo has been a two-day fishing tournament which occurs annually on the third weekend of May with a party and captains meeting. The tournament has been known as the Rodeo since it began and is called such as it ultimately resembles a "roundup" for the most popular species.

B. Objectives

The tournament's purpose is to support, promote and assist many saltwater conservation programs and marine education projects throughout South Florida.

C. Scope of Work

This event will have a combination of booths, stages, vendors, tents and port-o-lets in a location within the Permitted Area as noted on site plan. This event will consist of a kickoff party, food, entertainment, awards banquet, alcoholic and non-alcoholic beverages and merchandise sales.

D. Work Breakdown Structure

The dates of the Fishing Rodeo will be May 15-22, 2017; May 14-21, 2018 and May 13-20, 2019.

Monday, May 15, 2017 Begin tent and stage and other equipment set up

Tuesday, May 16, 2017 Continue set-up

Wednesday, May 17, 2017 Registration & Angler Party

Thursday, May 18, 2017 Final sign-ups, Rodeo Committee Appreciation night

Friday, May 19, 2017 1st Fishing Day, Weigh-Ins, First Responder Appreciation Night

Saturday, May 20, 2017 2nd Day Of Fishing, Weigh-Ins, After Weigh-In Party

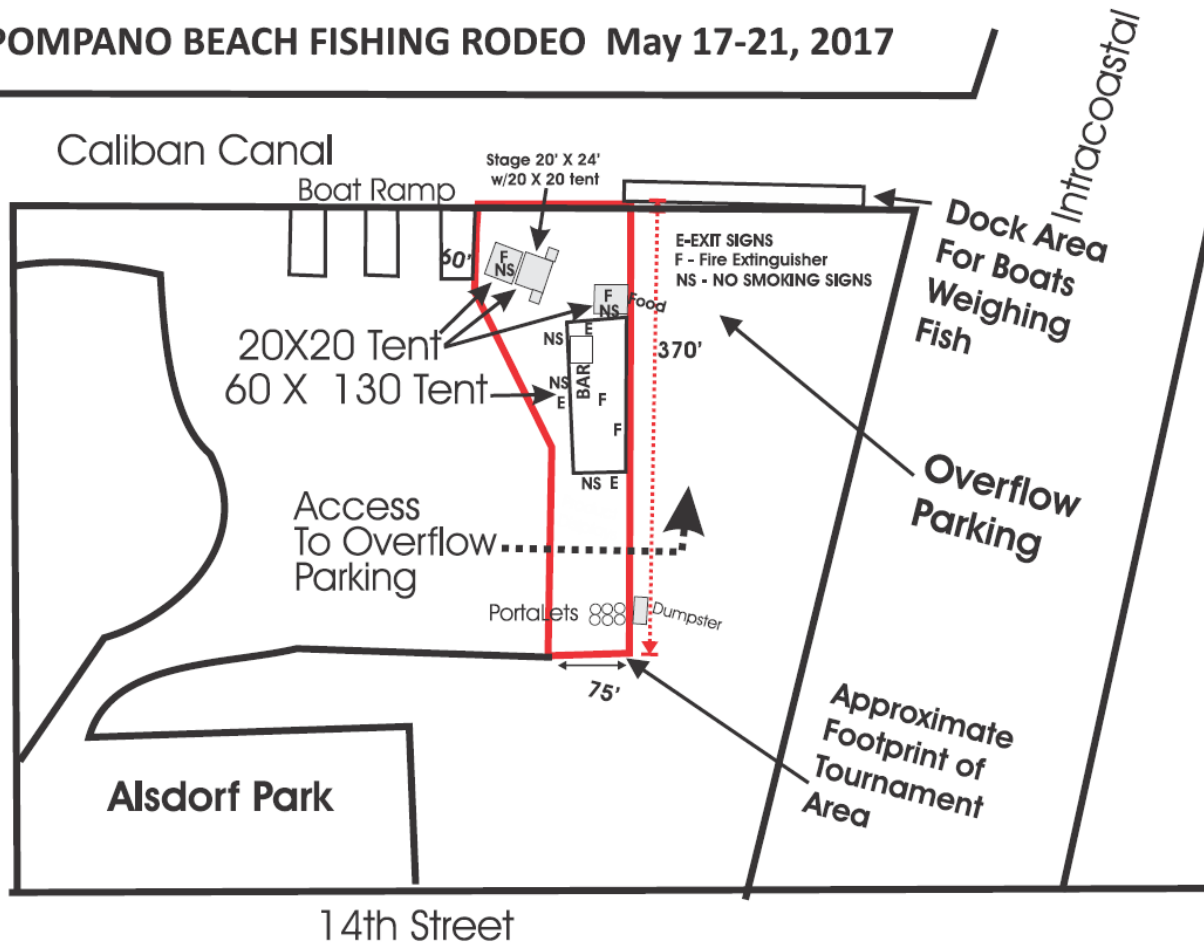
Sunday, May 21, 2017 Awards Lunch

Begin clean-up of tournament area

Monday, May 22, 2017 Final Clean-up of Grounds

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POMPANO BEACH FISHING RODEO May 17-21, 2017



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;

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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.

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.

Clean-up of Permitted Area - LICENSEE shall be responsible for clean-up and removal of debris and trash of the Permitted Area during and after the Event. LICENSEE shall further be responsible for the dismantling and removal of any supplies and equipment. LICENSEE shall be responsible for the dismantling, clean up and/or removal of any booths, tents, stages, display areas, port-o-lets, or any other temporary facility. Final cleanup of the Permitted Area shall be performed at the conclusion of the day's activities which are open to the public.

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 acknowledges that parking shall be available for the public during the event by use of the city's public parking areas and facilities and at no time will parking fees be waived.

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

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

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Concession Rights - Alcoholic beverages may be sold at this event and confined to the Permitted Area granted that all required permits including, but not limited to the Division of Alcoholic Beverages and Tobacco of the Florida Department of Business Regulation have been obtained.

City of Pompano Beach Benefits from LICENSEE- The City of Pompano shall receive benefits similar to those provided to a Major Sponsor of each event. Companies desiring to become a Major Sponsor pay approximately \$15,000 for the following benefits, which shall be provided to the City of Pompano:

Revenue Generation

- Event has economic impact for many local businesses in the City of Pompano during the event. Significant dollars are infused into the local economy via lodging, fuel, dining, entertainment and retail.

Visibility

- Entitlement – City of Pompano Beach name is included with event name.
- Logo branding – all printed materials such as posters, postcards, flyers for event.
- Full Page advertisement in the Fishing Rodeo Magazine

Print Media

- Logo branding – prominent name and City Logo placements on all printed materials related to the event (print ads, flyers, brochures, and posters).
- Recognition for city in all press releases and editorial features for event.

Social Media

- Dedicated posts highlighting the City on event social media pages (Facebook, Instagram & Twitter).