

**Bluewater Movements**  
**Exhibit A**  
**Scope of Authorization**

**A. Introduction/Background**

The Bluewater Movements, Inc. is a Florida for Profit Corporation that hosts the Pompano Beach Saltwater Circuit (“Circuit”), a tournament trail that takes place annually in South Florida between May and August. The Circuit showcases local fishing teams and includes a kickoff party, boat check-out, weigh in activities, brunch, entertainment, awards ceremony, beverage and merchandise sales.

**B. Objective**

To produce a 3-leg fishing tournament that will attract fishing competitive teams, sponsors and event supporters to the City of Pompano Beach.

**C. Scope of Work**

The kickoff party, brunch, entertainment, awards banquet, beverage and merchandise sales will take place at the Emma Lou Olson Civic Center, 1801 NE 6<sup>th</sup> Street, Pompano Beach, and the Licensee has the option of conducting its weigh in activities at either Hillsboro Inlet Park, 2700 North Ocean Blvd, or Alsdorf Park, 2974 NE 14<sup>th</sup> Street.



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**D. Term and Renewal**

The term of this agreement shall extend over a three (3) year period for the specific dates provided below:

**2019**

May 8-12  
June 5-9  
August 14-18

**2020**

May 6-10  
June 10-14  
August 12-16

**2021**

May 5-9  
June 9-13  
August 11-15

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**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 Circuit 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 Circuit 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 Event;
2. A description of all Circuit 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.

**Maintenance of Traffic** - No less than four (4) weeks prior to the opening day of the Circuit, 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 Circuit 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 Circuit. 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. The City will provide a trash truck and receptacles as listed in Exhibit E.

**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.

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**Parking** - LICENSEE understands and agrees that public parking for the Circuit shall be available for free at the Emma Lou Olson Civic Center, however, if Circuit activities take place at either Alsdorf Park or Hillsboro Inlet Park, CITY's public parking charges will be in effect and that at no time will parking fees be waived.

**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 Emma Lou Olson Civic Center.

**LICENSEE's In-Kind Benefits to CITY** - LICENSEE shall provide CITY in-kind benefits similar to those provided to a Title Sponsor of the Circuit which are valued at approximately \$100,000 and summarized below.

Revenue Generation

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

Visibility

- Entitlement - City of Pompano Beach name is included with tournament name for series and each leg of the series.
- Host city to the largest tournament fishing series of its kind in the country.
- Display space available at each venue location in series.
- Logo branding - all corporate signage for series.
- Signage - Up to (3) banners (provided by City) will be displayed in key locations in event space
- Promo items may be placed in captain's bags for each tournament in series.
- Hourly fishing report with personalized message from city

Print Media

- Full page ad in each tournament magazine in the series.
- **Logo branding** - cover of tournament magazines, posters, date cards,
- Sponsor's page of magazines, all media buy advertising.
- Recognition for City in all press releases and editorial features for tournament series.

Social Media

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

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Internet

- LICENSEE shall provide logo branding through links on both the CITY and Circuit's website.
- Web Banner- year-round placement inside each PBSC website
- Logo branding -logo link on sponsor's page of each tournament website year round.