

Brazilian Luau 2017

Exhibit "A"

Scope of Work

A. Introduction/Background

The HEARTBEAT FOUNDATION CORP, a Florida non-profit that operates exclusively for multicultural and educational purposes ("LICENSEE") to promote cultural diversity and social awareness of ethnic minorities by creating multicultural and fund raising events, job fairs, and art programs, will host a Multicultural Luau Brazilian Festival on May 20th, 2017, at the Great Lawn located on the beach at the end of Atlantic Boulevard. This celebration of 100 years of Samba will be headlined by Brazil's own, "Paula Lima."

B. Objectives

To promote multicultural integration, tourism and embrace North and Latin Americans living in Broward County.

C. Scope of Work

This ticketed event headlined by Brazil's Samba Queen, Paula Lima, will include a combination of booths, stages, vendors, and port-o-lets in a fenced-in, single entrance location within the Permitted Area depicted on the attached Site Plan and consist of music, dancing, food and beverage sales, an Exhibitors Zone and an Interactive LED Fun Zone.

D. Schedule

FRIDAY – MAY 19TH 2017

8am - Fence all working areas

8am – Set-up Exhibitor's booths

9am – Set-up stages

10am – Set-up generators

11am to 6pm - Provide Exhibitors electricity

2pm to 10pm – Set-up Exhibitors

2pm to 10pm – Set-up audio, video and lights

2pm – Set-up Main Entrance and Box Office

6pm – Begin sound check

SATURDAY – MAY 20TH 2017

Doors open at 11am

Event Ends at 10pm

Breakdown/restoration of the Permitted Area commences at 11pm

SUNDAY, - MAY 21ST 2017

12am to 7am – Breakdown/restoration of Permitted Area

Brazilian Luau 2017
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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 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.

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

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Permitted Area shall be commenced at the conclusion of the Event on Saturday and be completed by 7am on Sunday 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 waived.

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 - At least thirty (30) days prior to Event, LICENSEE shall provide CITY written notice that advises whether the current concessionaire at Sandbar Snacks will participate in the Event. 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 "bar" 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.

Revenue Generation

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

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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.