

Event Consultant/Coordination Services Agreement

deHarte Group, LLC
329 W. Mariscal Rd.
Palm Springs, Ca 92262
dehartegroup.com
760-416-8711

deHarte Group is pleased to offer the following proposal for Event Consultant/Coordination Services to the city of Cathedral City for the Cathedral City LGBT Days scheduled for March 2018 and 2019, in Cathedral City, California.

Coordination of the Event shall include but not be limited to the following:

Work Proposal – *the scope of work*
(May 2, 2017)

Responsibilities of deHarte Group – Cathedral City LGBT Days

- 1) Develop a detailed timeline of activities and produce and coordinate a schedule of primary events similar to those listed in Appendix A. Provide support for and encourage ancillary events in support of the weekend's programming. Sample supporting events are listed in Appendix B. Planned events will fall within budget included in Appendix C. Events not listed in Appendix A or included in the Appendix C budget fall outside of this Work Proposal and are not included in the scope of work.
- 2) Specific support for ongoing development and growth of the Bed Race activities:
 - a) Develop an online application process for event participation.
 - b) Conduct recruitment of Bed Race entries.
 - c) Prepare, produce, mail (including postage) as necessary, process and evaluate all Bed Race parade applications.
 - d) Coordination of Bed Race parade line-up.
 - e) Compile and Bed Race edit entrant information and prepare scripts for announcers:
 - f) Staging of parade on designated city streets.
 - g) Coordination of post-stage parade dispersal.
 - h) Provide guidance, advice and supervision for the adherence to the rules and regulations of the City to all parade participants.
 - i) City's event planning representative(s) shall give direction as to the involvement of the Cathedral City Council, and any other City related official, in the Bed Race parade.
- 3) Attend regular meetings via conference calls or phone discussions as needed.

- 4) Attend and coordinate up to eight in person meetings with City's event planning representative(s) and or community planning committee in:
 - July
 - September
 - November
 - December
 - January
 - February
 - March
 - April
- 5) Provide review at meetings of overall event plans, and follow direction on all safety related issues including Cathedral City Fire and Police Department regulations. Provide timely and accurate reports regarding the progress of event production at each meeting.
- 6) Maintain line of communication with the City staff and cooperate with the City and its representatives.
- 7) Recruit, hire, train, coordinate and supervise all volunteers and all their activities as required.
- 8) Provide a site map, event layout, parade staging plan to City's event planning representative(s) for approval at least sixty (60) days prior to the event.
- 9) In the event of inclement weather, event production company may request an alternate date for events with express written approval by the City. Event will be planned under a Rain or Shine implementation plan.
- 10) Responsible for obtaining all certificates of insurance and liability release forms from all parade entries, volunteers, sub-contractors, and vendors participating in events.
- 11) Contractor shall procure and maintain, at its sole cost and expense, policies of insurance to include Comprehensive general liability and personal injury with limits of at least one million dollars (\$1,000,000). Certificates of insurance evidencing the foregoing and designating the City, its elected official, officers, employees, agents, and volunteers as additional named insured shall be provided prior to commencement of services.
- 12) Conduct all fundraising and sponsorship solicitation efforts.
- 13) The Event Production Company is to oversee marketing and promotion activities of all events.
- 14) Event Production Company is required to provide complete staffing for all events and administrative operations. The City shall provide road-closure and public safety (police, fire, emergency medical) services and personnel.
- 15) Event Production Company is responsible for all application printing, production, processing, mailing, postage, event signage, and any/all other costs associated with parade operation and production activities. Including items identified in 2017 final budget:

- a) T-shirts
 - b) Program book
 - c) Step and repeat
- 16) Event Production Company will consider using Cathedral City businesses or past event businesses from previous Cathedral City LGBT Days.
 - 17) Recruit, hire, train and supervise event staff as needed.
 - 18) Oversee all recruitment of participants, vendors, and entertainers.
 - 19) Prepare a final post event report including final budget within 90 days from completion of event.
 - 20) Work with City officials and honor sound curfews of 9pm Sunday – Thursday, 10-pm Friday and Saturday, 2:00am if in between City Hall and Police Department buildings.

Responsibilities of The City –

1. Secure all city services and city permits for events in Civic Center Plaza and provide support and waive fees for events planned at city owned or controlled properties.
2. If required, the City shall be responsible for notifying all property and business owners of any anticipated dates, times and length of any street closures due to events.
3. Be responsible for meeting ADA requirements, accessibility and special needs of spectators in all City venues.
4. All marketing efforts or event promotion activities of the events available through the City will be made available for the promotion of Cathedral City LGBT Days and will be handled directly by the City and include an awareness program to include broadcast of event schedule, parade route, first aid locations, public transport locations, restroom facilities, and handicap accessible areas.
 - This includes distribution of event related press releases, and media advisories,
5. The City shall provide road-closure and public safety (fire, emergency medical) services and personnel. If required, City is responsible for all printing, production, processing, mailing, postage, signage, and any/all other costs associated with road closure activity related to events.
6. Secure all logistics equipment needed for events at Civic Center Plaza:
 - The City shall be responsible for ordering and placement of the portable restrooms;

- City owned metal interlocking barricades placed at congested areas in event venue including bed race route. Event Production Company is responsible for renting any additional barricades that may be required;
 - Trash maintenance service;
 - Provide any required traffic cones with holes in top;
 - Provide use of pop-tents in City inventory;
 - City owned light towers if required for set up on city property, and;
7. City's event planning representative(s) shall give direction as to involvement of the Council, and any other City related staff. City Staff will provide City Council any required support for participation, entries, and / or appearances at Cathedral City LGBT Days events.
 8. Managing any hospitality needs for VIP, city councilmembers, special guests of the City.
 9. Cathedral City retains the rights to the name "Cathedral City LGBT Days" and Producer will be granted use license for all related events. Producer to inform the City Events Manager of any known infringement. Cathedral City is responsible for enforcement and licensing the name.
 10. Provide Event Production Company moderator access to Cathedral City LGBT Days facebook page, editor access on cathedralcitylgbtdays.com website and social media platforms for the purpose of promoting the currently planned events and activities leading up to annual LGBT Days.
 11. Support the 2018 and 2019 Cathedral City LGBT Days as the naming rights sponsor for an annual fee of \$50,000.
 - Work Proposal will be extended to include the 2020 City of Cathedral City LGBT Days, if mutually agreement is reached with City of Cathedral City and Event Production Company at least 60 days prior to the completion of the 2019 events.
 - Benefits as Naming Rights Sponsor listed in Appendix D

Changes

In the event any change or changes in the scope of services / Work is requested by City, Parties shall execute a written amendment to the Agreement, specifying all proposed amendments, including, but not limited to, any additional fees. An amendment may be entered into:

- A. To provide for revisions or modifications to documents, work product, or work, when required by the enactment or revision of any subsequent law; or
- B. To provide for additional services not included in this Agreement or not customarily furnished in accordance with generally accepted practice in Contractor's profession.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed to be executed in their respective names, by their proper officers thereunto duly authorized, as of the _____ day of May, 2017:

deHarte Group, LLC

By:  _____

Name: Ron deHarte

Title: President

Date: May 2, 2017

City of Cathedral City

By: _____

Name: _____

Title: _____

Date: _____

APPENDIX A

Friday (Day 1)

Opening Night Kick-off Party, 5 pm to 9 pm

Location: Downtown Cathedral City

Palm Springs Gay Men's Chorus 5 pm

City Council Welcome, 5:15 pm

DJ Music

Battle of the Bars

Food by Wally's Desert Turtle, 5 pm - 9 pm

Rainbow Lighting of City Hall

Rainbow Flag Formation with Glo Sticks

Headliner - Ultra Naté 7 pm

Variety Show by the Hostess with the Mostess Anita Treadmill and Her Divas 8 pm

Flashback Friday with Jersey Shore 9 pm

Rainbow RV Camping with "Priscilla Shoe", Festival Lawn

Saturday, (Day 2)

Modern Men Chorus Opening, 11 am

LGBT Days Bed Race 11 am

Bed Race Musical group: Modern Men – the Coachella Valley Men's Chorus

Cathedral City Pride Variety Show, 12 noon

Martha Wash - Music on the Main Stage, 2 pm

Food and Beverages by Wally's Desert Turtle

Music by DJ

Rainbow RV Camp Show featuring the "Priscilla Pump"

LGBT Organizational Booths

APPENDIX B

Samples of Other Events

The events listed below are examples of ancillary events that may be organized to support the primary Cathedral City LGBT Days events at the Civic Center.

Friday Evening (Day 1)

Fundraiser for Sisters of Perpetual Indulgence

The LGBTQ Art Invitational 2017 by the Cathedral City Public Arts Commission, Cathedral City Cultural Arts Museum

Saturday Evening (Day 2)

Fundraiser by Transgender Community Coalition

Evening with Leslie Jordan - Uncensored Mary Pickford Theatre, 7 pm

Country Dance by Hot Rodeo & Trunks Bar Cathedral City, Trunks Bar, 7 pm

Foam Party at CCBC Resort Hotel, 9 pm - midnight

Leather Fetish Ball at The Barracks, 9 pm to Late

Sunday (Day 3)

Official Pool Party at CCBC Resort Hotel, 11 am to 8 pm, Free Hotdogs/Hamburgers 11 am to 1 pm

Official Beer Bust at the Barracks Bar, 5 pm to late

APPENDIX C

Budget outline of expenses.

Budget Expenses	Type	Total Cost
T-shirts		\$ 1,500.00
security		\$ 1,500.00
Health Permits	RIVCO	\$ 179.00
ABC Permit		\$ 50.00
Step and Repeats	Promotion	\$ 350.00
Rainbow Balloon Arch & stanchions		\$ 650.00
Bed Race		\$ 1,000.00
Main Stage (Sound, Lights, Stage)	Mercado Sound	\$ 10,000.00
Friday Entertainment		\$ 6,000.00
Saturday Entertainment		\$ 8,000.00
Entertainers' Car Service	A Transportation Services	\$ 1,500.00
Saturday Night Theatre Event		\$ 5,000.00
Battle of the Bars	Entertainment	\$ 100.00
Program book		\$ 3,000.00
Insurance		\$ 1,000.00
Taxes		\$ 9,850.88
	Expenses	\$ 49,679.88

APPENDIX D

Benefits for \$50,000 sponsorship

Naming Rights

Prominent Logo Placement included in:

- 1) All Print and Media Advertising
- 2) Press Releases
- 3) Program Guide
- 4) Social Marketing
- 5) Official Poster, Merchandise and Website
- 6) 14 tickets to any LGBT Days ticketed activity managed and produced by Event Production Company