



RFP RESPONSE

RFP # 24-004 FOR BAHAMA VILLAGE GOOMBAY FESTIVAL PRODUCTION SERVICES



(877) 357-5459 * www.soundskilz.com

2. TABLE OF CONTENTS

Cover Letter/Letter of Transmittal	3
Firm Overview	5
Experience	7
Organization Chart & Staff Biographies	7
Responses to Evaluation Criteria	9
Proposer's Experience	9
Previous Projects & Examples	10
Soundskilz Owned Assets	11
Talent Booking	13
Short Talent List	15
3 City Municipal Festival Examples	16
Festival History/Other Events	26
Project Description-Design-Budget	26
Authentic Sample Budget	30
Project Management/Approach	31
Company Philosophy	38
Agency Fee Discussion	40
Executive Summary.....	42
City & Festival References	43
Sample Festival Layout	44
Sample Branding	45

COVER LETTER / LETTER OF TRANSMITTAL

May 11, 2024

Dear City of Key West,

On behalf of Soundskilz Group please let us introduce ourselves. We are excited to submit this submit this Letter of Transmittal, pursuant to the RFP. We have thoroughly read and reviewed the RFP and certify that we completely understand and are fully qualified to execute the Scope of Work and requirements therein.

Soundskilz are a group of senior event production gurus with over 100+ years of combined large scale event design, production and management experience around the globe. Our combined agencies boast a wide range of capabilities, directly relevant experience and strategic relationships which we feel uniquely qualifies us to design and execute the desired event program for the Goombay Festival in Key West.

Our range of services and experience include:

- Talent buying artist relations, contracts and booking
- and man event design and production management
- supplier & vendor solicitation, management and logistics
- marketing, promotion and public relations for ticketed and public events
- indoor/outdoor AV design, rental, and technical production for small-to-arena scale venues
- box office, ticketing and revenue management
- event budgeting, accounting and auditing
- event staffing; site plan engineering
- sponsor development, sales and management
- retail and F&B vendor management
- on-premise alcohol & hospitality services
- traffic planning and road/highway closures
- Police/Fire/EMT services and Emergency Action Plan development
- ...and more.

Together our team is composed of industry leaders who have executed world class events across music, film, fashion, art, sports and cultural gatherings in 3 countries and 13 different states.

In the pages that follow, you will find that we have worked with a wide range of clients throughout our 100+ years of experience. These experiences will help ensure the success of the

universities events. Many of these experiences include a large number of major City municipal, state and federal government entities; major media outlets; NGOs; state fairs and fairgrounds/DAAs; Fortune 100 brands; ethnic cultural organizations; corporate retreats & summits; global film & music festivals; fashion weeks; fun runs; presidential and political campaign events and more. We have extensive experience producing multi-day events up to 30+ days in duration.

We will outline how our agency works with our preferred contractors to execute projects both small and large.

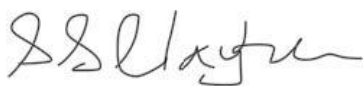
Our company is strategically located throughout the US with key personnel in Tampa, Florida, Temecula, CA., New Braunfels, Texas, Nashville Tennessee, and Washington DC. We service and travel all over the USA, Canada, Mexico and the EU for our clients. There is truly no event that is outside of our scope or capabilities.

In summary, we believe that our track record of talent procured, festival management and municipal experience is uniquely matched to the needs of Key West. If awarded this contract, we pledge our commitment to deliver amazing results on behalf of the City with full transparency, accountability and dedication to excellence, and in accordance with the terms and conditions set forth in the resulting Agreement.

STATEMENT OF AUTHORIZATION

I, Steve Clayton, as President of Soundskilz, Inc, am authorized to make the representations contained herein and throughout the attached proposal on behalf of the Company. I am further so authorized as the sole shareholder of the Company and its President to bind the Company to contract with the City if we are awarded the contract. I further declare that I will be the sole source Point of Contact for any further communication and event execution details.

I appreciate your consideration of this proposal and look forward to serving you. Sincerely,

A handwritten signature in dark ink, appearing to read "S Clayton", written in a cursive, flowing style.

Stephen Clayton, President

A. EXPERIENCE & QUALIFICATIONS

A. 1 & 2 Firm Overview

Soundskilz is a full-service entertainment marketing and event production group. Our primary businesses are broken in to three areas:

- Talent procurement, marketing, management and production of cultural and music festivals under contract to municipal clients and private entities
- Rental of owned production assets professional stage, lighting and sound equipment along with vendor and food and beverage management to large scale events
- Development of original IP-based owned & operated events and festivals

Our range of services & skills include but are not limited to:

- Concept, Design and Production Management for events up to 500,000 attendees
- AV Design, Rental, and Technical Production for small-to-arena scale indoor and outdoor venues;
- Site Plan Engineering for large-scale indoor and outdoor mixed-purpose venues
- Event Budgeting, Accounting and Auditing for up to \$10mm+ event budgets
- Box Office, Ticketing and Revenue Management for multiple simultaneous shows
- Event & Volunteer Staffing and Management for up to 300+ person event teams
- Marketing, Promotion and Public Relations on a regional and national scale
- Sponsor and Vendor Recruitment, Onboarding and Management
- F&B Management for Hospitality services covering tens of thousands of event attendees daily
- Parade and Carnival event planning including multi-acre sites and multi-mile civic parade routes
- Event Safety Planning and Emergency Action Plans for public scale events

Firm Structure

Soundskilz, Inc. – a registered California Corporation
Soundskilz Group - Registered Texas dba

Founded:

100+ Years Combined Professional Experience

2000 (sole proprietor), incorporated 2006 (stock corporation)

Headquarters/Local Office:

(1) 31600 FM 3009
New Braunfels, TX 78132

(2) PO Box 891720 Temecula, CA 92589

Satellite Offices / Executive Locations:

Washington, DC | Phoenix, AZ | Atlanta, GA
| Tampa, FL | Nashville, TN

Staff: 10 full-time employees, 40 part-time employees

Billings: ~\$10mm annually

D-U-N-S Number: 835679353

Ownership: Single

Shareholder, 100%

Stephen J. Clayton

31600 FM 3009

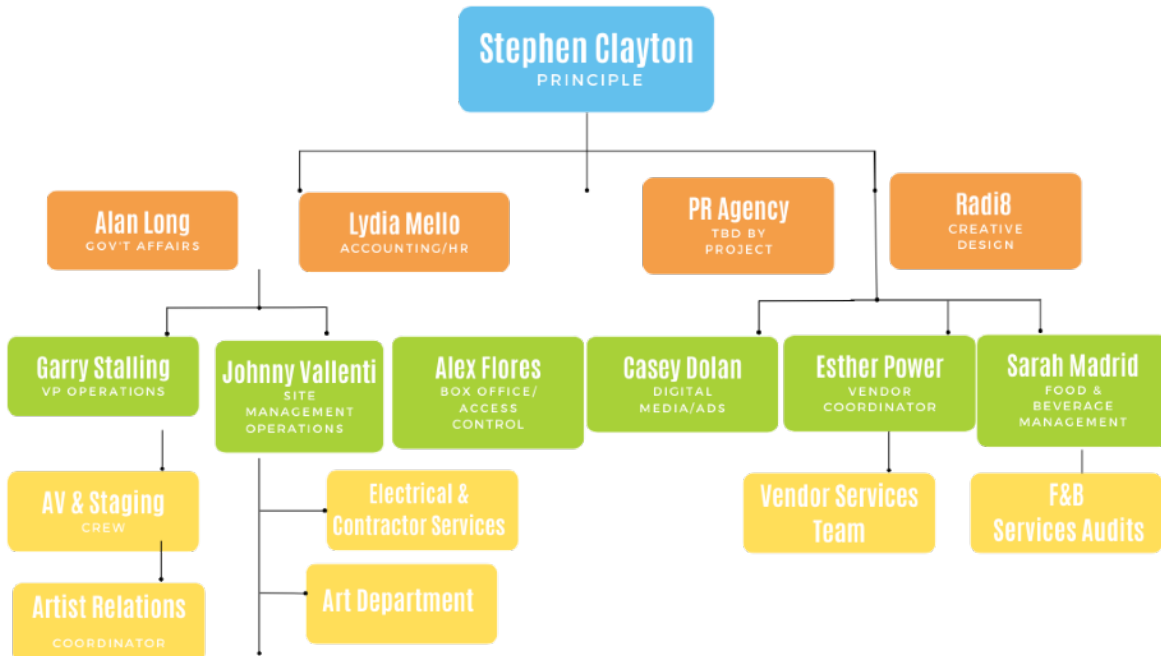
New Braunfels, TX 78132

877.357.5459

California Secretary of State	
SOUNDSKILZ, INC. (2939534)	
Request Certificate	
Initial Filing Date	12/22/2006
Status	Active
Standing - SOS	Good
Standing - FTB	Good
Standing - Agent	Good
Standing - VCFCF	Good
Formed In	CALIFORNIA
Entity Type	Stock Corporation - CA - General



COMPANY ORGANIZATIONAL CHART



Corporate Organization

**Stephen J. Clayton, Principle, Soundskilz*

**Johnny Valenti, Operations Management Soundskilz - FLORIDA BASED*

Garry Stalling, Operations Management Soundskilz

Lydia Mello, Accounting/HR Soundskilz

Alex Flores, Box Office Soundskilz

Sarah Madriz, Food & Beverage Concessions Manager Soundskilz

Casey Dolan, Digital Media Ads Soundskilz

Kyle Kerr, Creative Designs Soundskilz

STEVE CLAYTON



Entrepreneur Steve Clayton is known for being the man who can put together any event to the highest caliber. As CEO and owner of SoundSkilz, he has worked on world renowned events such as High Times' Cannabis Cup, Bernie Sanders 2020 Campaign, Steve Harvey's Neighborhood Awards, Chalice Festival, and the San Diego Fair to name a few. Many events, drawing thousands of attendees and racking up profit and prestige for clients, have awarded him the reputation as the go-to expert in curating experience, call-to-action, interactive marketing, and tradition for both brands and their supporters.

A formative expert on festival development, he is co-owner of the Roots on 66 Festival and the Neon Run. His expertise has developed

algorithmic strategy in factoring staffing, logistics, infrastructure and event layout. With 18 years of event strategy and development, he is often sought after as the lead developer or go-to consultant for projects both nationally and throughout the world.

Steve Clayton's drive to create events that propel economic conversion for companies and memorable experiences for consumers stems from his love of service, education, and coaching. As an educator, Clayton taught public school and coached basketball for several years before realizing that his innovative organization and leadership was best suited to develop not just students into adults, but young and fresh companies into standouts in their respective markets. "There's value in having learned from the past, as well as having strategic foresight," he says, "I know how to streamline processes, to manage systems efficiently, and to look outside the box. It is a vital benefit I can impart to guide the next generation of entrepreneurs based on refined experience."

Bridging both his ability to create exclusive, stand-out events and his incredible talents as coach and mentor, Steve Clayton's current project consulting for Salute the Troops has

Steve Clayton

him developing and preparing large events for American servicemen in both New Jersey and San Diego in 2020. Additionally, he is working with Boots in the Park and High Tide Festival for upcoming country & reggae music festivals.

Based in New Braunfels Texas, Steve Clayton is no stranger to consistent travel schedules, but maintains his deep family bond and values through designated family time. While he curates pop-culture history, his wife and children live on a beautiful farm where they instill work ethic through caring for their many horses, donkeys, and dogs. "We have instilled this sense of hard work in our daughters, that doing something with purpose will be rewarding and lead to positive outcomes."

Steve reckons that taking risks and doing what you love is the essence of success. Through his many projects and their unique ups and downs, he has acquired a mindset where positive thinking always prevails. "You need to make sure that you are learning from any difficulty that may arise," he explains, "you can turn what may be a momentary failure into an ultimate success by safeguarding the future against challenge that was."

A business consultant and executive coach, public speaker, entrepreneur, and renowned event creator, Steve Clayton is the authority on turning imagination and drive into dollars. He has built a reputation of consistent success, innovation, and expertise, which leaves companies and clients with the same positive mindset that he applies to each of his undertakings. His final thought? "Some people are blessed in their life to find a career they are passionate about, and while I've been fortunate to love what I do, the best part is to be able to share it with other people."

Steve Clayton is available for interviews, speaking engagements, and projects through the offices of Rachel Dares PR and ISET Agency.

MEDIA

KIVO DAILY



Medium



@iamsteveclayton

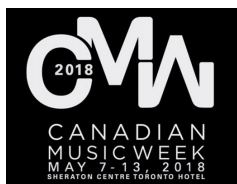
Steve Clayton -



SPEAKING TOPICS ON FESTIVAL BUSINESS / ENTREPRENEURSHIP:

- Scaling & Growing Your Event Company
- Building the Right Event Concept for Your Property/ Venue Launching a New
- Festival Event Production
- Event Property/Venue
- Motivation & Business Coaching
- Sponsorship Brand Partnership
- Maximizing your event revenues
- Building the right event brand

As Seen At..



Company Philosophy: "We live for creating memorable moments"

At Soundskilz, our philosophy revolves around creating unforgettable live events that bring communities together and leave a lasting positive impact. As an event company specializing in producing live experiences for City municipal clients, we understand the profound influence these gatherings have on the social fabric of a community. Our philosophy is rooted in four core principles:

1. Community-Centric Approach:

We believe that every event is an opportunity to foster unity and celebrate the diverse tapestry of a City. Our approach is deeply embedded in understanding the unique characteristics, traditions, and aspirations of each community we serve. By collaborating closely with our municipal clients and involving local stakeholders, we ensure that our events resonate authentically with the people they are meant to inspire.

2. Creativity and Innovation:

We see every event as a blank canvas, waiting to be transformed into a masterpiece of creativity. Our philosophy encourages us to push the boundaries of conventional event planning, exploring innovative concepts and technologies that elevate the experience to new heights. By seamlessly blending artistry and technology, we craft events that surprise, delight, and engage attendees in ways they never imagined.

3. Exceptional Execution:

A great idea can only truly shine when executed flawlessly. Our philosophy hinges on meticulous planning, attention to detail, and a relentless pursuit of perfection. From the initial conceptualization to the final applause, we leave no stone unturned to ensure that every aspect of the event aligns with our client's vision and exceeds their expectations.

4. Sustainability and Social Responsibility:

We understand that the impact of our events goes beyond the immediate spectacle. Our philosophy embraces environmental stewardship and social responsibility. Through sustainable event practices, we minimize our ecological footprint while leaving a positive mark on the community. We engage with local businesses, promote inclusivity, and actively seek ways to give back, leaving behind a legacy of goodwill.

5. Collaborative Partnership:

Our philosophy extends to building strong and enduring partnerships. We view our municipal clients not just as customers, but as partners in our journey to create transformative experiences. We foster open communication, mutual respect, and a shared dedication to bringing the vision to life. By working hand-in-hand, we forge relationships that withstand the test of time.

A. 3 Proposers Experience with Similar Events

Soundskilz has successfully executed projects for many festival, venues and organizations throughout the country. For the purposes of this RFP, we will be highlighting some contracts that we have executed to scale. We will highlight the experience of our preferred subcontractor for talent procurement. We will highlight just a few of our city municipal projects around the country, along with the earned media value our city clients receive.

Our Agencies have specific event history and experience affords us a unique opportunity to fulfill the needs of this RFP as it relates to working with other City municipal clients. Over the years we have produced numerous multi-day festivals, concerts and events and managed all key elements of the events on a turnkey basis. Some examples include:

- ***Municipal:*** We were the Agency of Record for the **Huntington Beach** annual *4th of July Festival* (500K people annually); **City of Upland** *Upland Lemon Festival* (100K attendees), **Cathedral City** *LGBT Days* and *Taste of Jalisco Festivals* (15K attendees each) and **City of Westminster** *Taste of Westminster* (launching 3Q 2023) and have successfully won a new 5 year agreement with the **City of Chula Vista, Ca.** Along with a multi year, multi festival agreement with the **City of West Palm Beach** CRA, in Florida. Soundskilz + Romeo Entertainment has just landed a 3 year contract with the City of Temple Texas with a budget of approximately \$7.5m
- ***Travel & Tourism:*** We have years of experience working with airlines, tourism and convention/visitor bureaus, municipal government Special Events departments, destination properties/resort cities, high end travel media, luxury travel concierges and more. Our clients and experiences have included Greater Coachella Valley CVB, VisitHB, Palm Springs Life, Travel + Leisure and more
- ***Diversity & Community:*** Our contracts have us overseeing various events targeted to numerous demos, from families to adults to millennials/Gen Z, cultural segments from Latino to LGBTQ+ and more. Diversity is a core principle of our event planning and marketing in every municipal event we manage.
- ***Carnival & Amusements:*** We have partnered repeatedly with some of the largest carnival operators in the nation, to subcontract for Carnival rides and operations successfully at multiple municipal events over the last 3 years. Our carnival partner would be prime subcontractor for us to provide the necessary carnival design and planning/execution for this project.
- ***Sponsorship:*** In the last 10 years we have procured over \$6mm in corporate sponsorship for events, with deals from \$2000 to \$200,000 per event/category, enabling local/small businesses and national brands alike to participate at appropriate budget levels. Past event sponsors have included Tesla, AB InBev, Beam Suntory, Deep Eddy Vodka, Dick's Sporting Goods, La Crema Wines, Comcast NBCUniversal, Prime Video, ABC7, Hint Water, Monster Energy, Red Bull and over 65 more brands/companies.
- ***Marketing & Media:*** Our in-house digital media agency and regional PR teams will enable us to bring an expanded geographical reach to events, drive wider awareness and build sizable earned-media opportunities tied to destination marketing goals. We have worked repeatedly with the top PR firms, lifestyle media companies and bloggers in North America on PR campaigns, media barter/sponsorship and branded co-productions since our inception. Soundskilz will be able to garner your City more earned media for your event - period.

Huntington Beach 4th of July Festival

www.hb4thofjuly.org

[Instagram](#)

Synopsis: The largest 4th of July celebration west of the Mississippi, a 118-year-old tradition attracting 500K annual attendees from the entire west coast, 15+ additional states and the greater LA/San Diego metro regions and beyond. Open to public. This event was designed as a home town event to foster regional and national attention. We were brought in to enhance/elevate the event experience.

Events Managed: multi-day Pier Vendor Festival (100+ vendors/sponsors, 30+ live performances) and multi-ride Carnival installation on PCH, Surf City Run 5K (4000+ entrants), Main St Kickoff Block Party, 4th of July Parade (2.5 miles, 300+ entries), Fireworks Over The Ocean.

Scope of Work: Official Agency of Record, responsible for ALL event concept design, planning, permits, vendor/sponsor sales, event staffing, budget planning, subcontractor bids & management, marketing/advertising/PR, social media, City BID relations, site plans/engineering, creative, live music/stage production, photo/video/content and event recap

[Broadcast TV Clips](#)

[Print/Digital Media Clips](#)

[2023](#)

[Sponsor Deck](#) Reference/Contact:

Chris Cole, Community Services Supervisor - Specific Events
714-536-5265 ccole@surfCity-hb.org

In partnership with SoundSkilz and with the support of the City of Huntington Beach, our PR Agency team assisted with the execution of the annual Huntington Beach 4th of July celebrations which took place June 30-July 4, 2023. These events not only promoted the City itself, but many local businesses, event sponsors, performers and more. The 100inc Agency team connected with a multitude of local broadcast networks and local publications about the events and local traditions. Through this outreach came a plethora of local coverage; multiple news stations and local media representatives were in attendance previewing the festivities, along with a variety of press and photographers highlighting each aspect of the event via their widely viewed platforms, reaching approximately **168.5 million** people. When coordinating with these media representatives, 100inc Agency organizes all press outreach, day-of logistics and more; we handle all the moving pieces, personalize every email, follow up message, confirmations, etc.

II. PRESS & BROADCAST OUTREACH

Through thoughtfully composed and carefully positioned press releases, Our Agency recently alerted numerous representatives of local and national publications about the Huntington Beach 4th of July Celebrations. The Opening Night Block Party, Pier Plaza Vendor Festival, Surf City Run, Annual Home and Business Decorating Contest, 1st Annual Huntington Beach Cornhole Tournament of Champions, Independence Day Parade, as well as Fireworks Over The Ocean were all highlighted and shared with the press throughout the months of May, June and July of 2023. Our Agency team members always communicate with these media professionals with great enthusiasm and attention to detail, allowing them to provide press coverage with a thorough and relevant information source at hand.

III. PRESS RELEASES & MEDIA ALERTS

Distributed May, 2023 - July, 2023

Huntington Beach 4th of July – [Save The Date Press Release](#)

Huntington Beach 4th of July – [Press Release](#)

Huntington Beach 4th of July – [Press Release and Sponsorship Follow Up](#)

IV. PRESS COVERAGE

Acquired May, 2023 - July, 2023

CNN.com: [In pictures: The Fourth of July holiday weekend](#)

Coast Report: [Huntington Beach 4th of July Pier Plaza Festival 2023](#)

Enjoy OC: [Huntington Beach 4th of July Celebration](#)

Fun with Kids in LA, Blog: [Huntington Beach 4th of July Parade and Fireworks 2023](#)

LA Daily News: [Where to see July 4th fireworks in LA, Ventura and Santa Barbara counties](#)

LA Daily News: [July 4th in LA County: Where old-school fireworks evolve into high-tech drone shows](#)

LA Times: [Fourth of July - A Look at Events in Coastal OC](#)

NBC Los Angeles: [Fourth of July fireworks and drones will sparkle across Southern California](#)

Orange County Register: [10 July 4th fireworks shows lighting up Southern California](#)

Orange County Register: [Where you can celebrate July 4, see fireworks in Orange County](#)

Orange County Register: [Headed to the beach for the Fourth of July; Here's what you need to know](#)

Orange County Tribune: [Strike up the band for July 4th](#)

Patch.com: [July 4th Fireworks 2023 In Orange County](#)

SoCal Pulse / WHERE Mag: [Orange County Weekend Roundup, June 30 - July 4, 2023](#)

South OC Beaches: [Huntington Beach Official 4th of July Weekend Kickoff is HB 4th Block Party Friday June 30 2023](#)

South OC Beaches: [Huntington Beach 4th of July 2023 Fireworks and Celebrations Guide](#) The

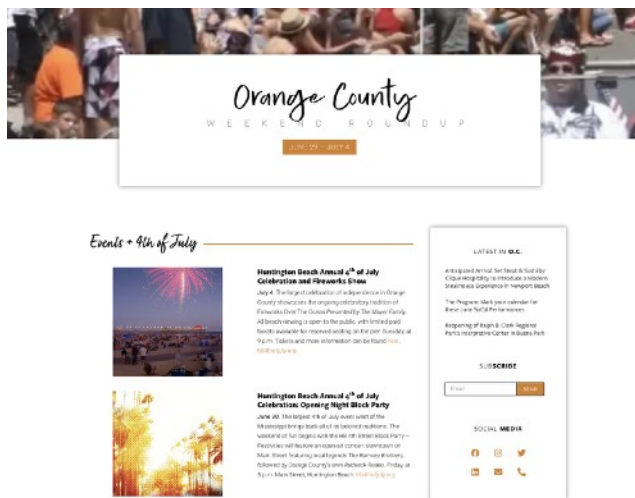
Epoch Times: [Fun Things To Do in Orange County to Celebrate July Fourth](#)

The Epoch Times: [Thousands on Bicycles Kick Off Fourth of July Celebrations in Huntington Beach](#)

The Times & Democrat: [Huntington Beach Fourth of July Parade](#)

Travel & Leisure: [The Best Beach Towns for Celebrating the Fourth of July in 2023](#)

Voice of OC: [Where to See July 4 Fireworks and Celebrations Across Orange County](#)



The Tribune
www.tribunemedia.com • News, opinion, sports, lifestyle, and more
 SUBSCRIPTIONS: 714.940.7400 • ADVERTISING: 714.940.7400 • CIRCULATION: 714.940.7400

Strike up the band for July 4th
 BY THE TRIBUNE STAFF • PHOTO BY JEFFREY M. HARRIS



It's time again for the best celebration of the Fourth of July in Orange County. The annual Fourth of July parade and fireworks show will kick off the day of celebration in the heart of the county.

The celebration will begin on Friday, June 15, at 5 p.m. at the Huntington Beach Pier. The parade will start at 6 p.m. and will end at 8 p.m. at the Huntington Beach Pier. The fireworks show will start at 9 p.m. and will end at 11 p.m. at the Huntington Beach Pier.

The parade will feature a variety of floats, including a float from the Huntington Beach High School marching band. The parade will also feature a float from the Huntington Beach Fire Department. The parade will be a fun and festive celebration of the Fourth of July.

Don't miss a town without it!

05 Huntington Beach, California



PHOTO: TASSA ZABARA/GETTY IMAGES

Known as "Surf City," Huntington Beach in Southern California has made a name for itself as the birthplace of surfing in the U.S. It's also known for its pier, which juts out 1,850 feet over the water and plays host to a festival every [Fourth of July weekend](#). In addition to the festival, you'll find a fun run, parade, deals and events at the local restaurants, and more. In the evening, a fireworks display lights up the sky over the Pacific Ocean.

Orange County, CA

July 4th Fireworks 2023 In Orange County

Match our most complete guide to Independence Day fireworks shows, parades, concerts and other celebrations in and around OC.

By [Karen L. Schmitt](#) Photo by [Tasha Zabara](#)

Posted Sun, Jun 25, 2023 at 9:02 am PT | Updated Mon, Jun 26, 2023 at 6:00 am PT



Fourth of July concerts, runs, parades, festivals and fireworks are planned for the July 4th holiday throughout Orange County cities & towns. (Shutterstock)

ORANGE COUNTY, CA — Ready the red, white and blue!

Independence Day falls this year on Tuesday, July 4. And communities throughout Orange County are prepping such star-spangled celebrations as carnivals, concerts, parades, picnics and, of course, fireworks extravaganzas.

VOICE OC

Where to See July 4 Fireworks and Celebrations Across Orange County

BY [ANGELINA HICKS](#) JUL 3, 2023 [VIEW OUR TOP NEWS OF OC](#)



Each year, July 4 fills Orange County skies with fireworks and streets with American flags along with decorations featuring patriotic red, white and blue colors.

Independence Day recognizes the ratification of the Declaration of Independence on July 4, 1776, which separated the American colonies from Great Britain.

To read a copy of the Declaration, click [here](#).

That day from nearly 250 years ago is celebrated annually with fireworks, fairs and food.



Fireworks over North Hollywood, as seen from Burbank on Saturday, July 4, 2020, in Burbank, CA. (DUSTY HARRIS/LOS ANGELES TIMES VIA GETTY IMAGES)

We've compiled a few of them happening still:

Fourth of July Fireworks at the Waterfront

The City of Long Beach is hosting a free show at [Queenway Bay](#). The main event will start at 9 p.m. and attendees can snag prime viewing points at Lions Lighthouse for Sight, Shoreline Village, Rainbow Harbor and Marina Green. Viewing cruises are also being offered and tickets can be purchased [here](#).

Huntington Beach Fourth of July celebration

Huntington Beach boasts "the largest Independence Day celebration west of the Mississippi" and looks to back this claim during their multi-day festival kicking off Friday. The [fireworks show](#) will be on Tuesday at 9 p.m. Tickets start at \$30.

Los Angeles Daily News


LOCAL NEWS

Where to see July 4th fireworks in LA, Ventura and Santa Barbara counties

The shows take place across Southern California from July 1 to the big day.

By **WOLFF ANDRES** | handes@latimes.com | Daily News
Published: June 24, 2023 at 10:00 am | Updated: June 26, 2023 at 1:02 pm

Listen to this article



Fourth of July fireworks and drones will sparkle across Southern California

Huntington Beach 4th of July Celebrations: Ready to patriotically partake in a festivity that's billed as the "largest 4th of July west of the Mississippi"? The "Fireworks Over the Ocean" is the wrap-up for a multi-day celebration, one that includes the Surf City Run 5K and a parade.

Huntington Beach: Fourth of July Carnival, Parade, Carnival & More

Time: June 30 – July 4, 10 a.m. – 10 p.m.

Location: Huntington Beach Pier Plaza/Main Street Huntington Beach

Huntington Beach's [July 4 Celebration](#) is an annual tradition stretching back over 100 years. Originally launched in 1904, the initial celebration commemorated the arrival of the first electric passenger train linking the area with Long Beach and Los Angeles.

The event brings in more than 500,000 people during the five-day celebration and includes retail vendors, food vendors, a carnival, a 5k, a parade and a fireworks show.

The [Surf City 5k](#) starts at 7 a.m., the parade starts at 10 a.m. and the fireworks show starts at 9 p.m. The carnival ends at 10 p.m. and food and retail vendors will stick around until 10 p.m. as well. There will be live entertainment from 1 to 9 p.m.

Guests can purchase a [ticket](#) for general admission (\$30 each) or preferred seating (\$45 each) to view the fireworks from the pier. The show is free for all to view from the beach or downtown. Guests can also purchase a [preferred seat](#) for the parade (\$32) and [ride tickets](#) for the carnival.

Parking at the Main Promenade parking structure and City Beach parking lot will be \$30, cash only. Some streets will be closed to accommodate the event. Find more information about street closures and parking [here](#).

The Condor Squadron will also be flying over Huntington Beach at 5:30 p.m.

THE REGISTER

Things to Do | 10 July 4th fireworks shows lighting up...

THINGS TO DO

10 July 4th fireworks shows lighting up Southern California

Celebrations include elaborate fireworks displays, live music, family activities and more.

1 2 3 4 5 6 7 8 9 10



By **CHARLIE VANDAS** | charlie@latimes.com | Published: June 24, 2023 at 10:00 am | Updated: June 26, 2023 at 1:02 pm


CM US News + Opinion Energy + Environment Business Weather Sports + Business

People ride bikes in Huntington Beach, California, on Saturday, July 1, in San J. Schenck/Los Angeles Times/Getty Images

Updated 6:55 PM EDT, Sat, July 2, 2023

Independence Day isn't until Tuesday, but many people in the United States are starting celebrations early as part of a long holiday weekend.

An upset rained up ahead of the holiday, making it people were dealing with a dangerous road wave that has swept triple-digit temperatures to parts of the South. And a new heat wave is building in the West.




4 LOCAL WEATHER U.S. & WORLD THE SCENE ENTERTAINMENT NEWSLETTERS STREAMING LA NOW! 77°

FOURTH OF JULY

Fourth of July fireworks and drones will sparkle across Southern California

Knot's Berry Farm, Marina del Rey, Long Beach, and the Hollywood Bowl will all feature patriotic sky shows in honor of the Fourth of July.

By **Reyda Gray-Parker** | Published: June 24, 2023 | Updated: 2 hours ago



Trending Stories

- CALIFORNIA WILDFIRES Smallmouth bass seen in Mono Valley
- WISCONSIN What is considered 'over-represented' in Southern California? The numbers are higher than you think
- SPAIN The last day of our lives? Firefighters, who share education journey after residents was left in safe houses daily
- NEWARK NEWS New video shows moments just before LA garbage truck ran over and killed man in Sherman Oaks

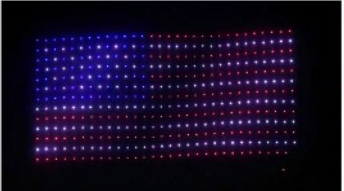
Los Angeles Daily News

NEWS

July 4th in LA County: Where old-school fireworks evolve into high-tech drone shows

There will be scores of old-fashioned fireworks shows this year, but some also opt for light shows starring airborne drones.

1 2 3 4 5 6 7 8 9 10



By **STAFF AND NEWS SERVICES REPORTERS** | Published: July 2, 2023 at 10:00 am | Updated: July 2, 2023 at 1:02 pm

III. BROADCAST COVERAGE

Acquired June, 2023 - July, 2023

June 30, 2023

Fox 11 - Good Day LA, 6am: [Huntington Beach 4th of July Celebrations](#)

July 3, 2023

Fox 11 - Good Day LA, 7am: [Huntington Beach 4th of July Celebrations](#)

Fox 11 - Good Day LA, 8am: [Huntington Beach 4th of July Celebrations; Pier Plaza Festival and more](#)

Fox 11 - Good Day LA, 9am: [Huntington Beach 4th of July Celebrations; Pier Plaza Festival and more](#)

Fox 11 - Good Day LA, 10am: [Huntington Beach 4th of July Celebrations; Pier Plaza Festival and more](#)

July 4, 2023

NBC4, Today in LA, 5am: [Huntington Beach 4th of July Celebration, 5K Run and more](#)

NBC4, Today in LA, 6am: [Huntington Beach 4th of July, 5K Run, 119th Independence Day Parade](#)

KTLA5 - Morning News, 6am: [Fourth of July 5K Run and Parade](#)

KTLA5 - Morning News, 7am: [Fourth of July Festivities, Huntington Beach](#)

NBC4, Today in LA, 7am: [Huntington Beach 4th of July Celebration, 119th Independence Day Parade](#)

CBS/KCAL9, 8am: [Fourth of July 5K Run, 119th Independence Day Parade and more](#)

KTLA5 - Morning News, 9am: [Fourth of July 5K Run and Parade](#)

KTLA5 - Morning News, 10am: [Huntington Beach Fourth of July Parade](#)

NBC4, Today in LA, 10am: [Huntington Beach Fourth of July Parade](#)

CBS/KCAL9, 11am: [Huntington Beach Fourth of July Parade; 119th Surf City USA Fourth of July Parade](#)

KTLA5 News, 1pm: [July 4th Celebrations](#)

Fox 11, 2pm: [Huntington Beach 4th of July Celebrations](#)

NBC4, Today in LA, 4pm: [Huntington Beach celebrates 4th of July](#)

Fox 11, 5pm: [Largest Fourth of July Celebrations West of the Mississippi](#)

Fox 11 - In Depth with Hal Eisner, 6pm: [Celebrating 4th of July in Southern California](#)

CBS/KCAL9, 9pm: [Fourth of July revelers enjoy fireworks at Huntington Beach's gigantic celebration](#)

KTLA5 News, 10pm: [Huntington Beach Fourth of July celebrations draw thousands](#)



Huntington Beach celebrates Independence Day

The coastal city is expecting 500,000 people for 2023's 4th of July festivities.

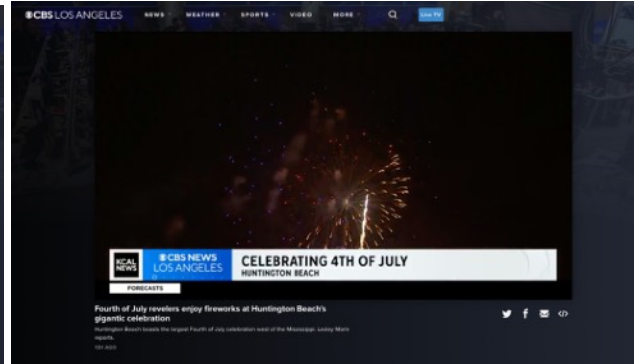
Posted 2 days ago



Huntington Beach celebrates Independence Day

The coastal city is expecting 500,000 people for 2023's 4th of July festivities.

Posted 2 days ago



35,222,379+

TOTAL POTENTIAL AUDIENCE FROM NEWS ARTICLES

133,370,244+

TOTAL POTENTIAL AUDIENCE FROM BROADCAST SEGMENTS

EARNED MEDIA FOR THE City

\$14,382,300+

EST OF WHAT THESE PLACEMENTS WOULD HAVE COST IF FEATURES WERE PAID VS

EARNED TOTAL 168,592,623

Upland Lemon Festival

<https://www.upandlemonfestival.com>

Synopsis: Soundskilz was awarded a multi-year (5-year) contract to produce the Upland Lemon Festival in the post- COVID era, which for 25+ years has celebrated the City of Upland, CA and its citrus grove history.

Outcome – with less than 8 weeks of planning & marketing from the date of the award, the event attracted over 100,000 attendees and participation of 150+ vendors and food trucks, and operated with a perfect safety record and a substantial net operating profit

Reference/Contact:

Michael Blay,
City Manager
(909) 931-4106

Sponsor Video

<https://drive.google.com/file/d/1aqZcJcoAhEqfHVKGDRFFwQfXS1bfW7WT/view?usp=sharing>

Community Video

<https://drive.google.com/file/d/1sQGbaoLn-MYp9QKYtK2RSWdOBMzHK2Tm/view?usp=sharing>

PRESS COVERAGE

Acquired June, 2023

Claremont Courier: [*Upland's Lemon Festival returns next weekend*](#)

Fontana Herald News: [*Upland Lemon Festival*](#)

[*2023*](#) Macaroni Kid, Blog: [*Upland's Lemon*](#)

[*Festival*](#) Honey Buckets, Blog: [*Upland*](#)

[*Lemon Festival 2023*](#) See California, Blog:

[*Upland Lemon Festival*](#)

Inland Empire, Event Listing: [*Upland Lemon Fest*](#)

[*\(6/9-11\)*](#) Happening Next, Event Listing: [*Upland*](#)

[*Lemon Festival*](#) Patch, Blog: [*Upland Lemon Festival*](#)


Patch Your town or ZIP code Claremont-La Verne, CA

Neighborhoods: Local News, Neighbor Photos, Local Businesses, Events

Lemon Festival & Carnival 2023: Downtown Upland

By Susan C. Seltman, Patch Staff

JUN 10



Event Details

- Get Jun 10, 2023 at 11:00 AM
- More info here

Upland Lemon Festival

June 9-11, 2023

- Friday: 9 p.m. - 11 p.m.
- Saturday & Sunday: 11 a.m. - 11 p.m.

Historic Downtown Upland, CA

From Upland Lemon Festival:

"Join us as we welcome back Upland's favorite community tradition for 26 years!"

"The Lemon Festival has been an important part of Upland tradition since 1997."

"What originally started as a simple way of celebrating the city's citrus industry origins has grown into a town-wide affair including the annual Lemon Idol vocal contest, food competitions, craft vendors, community organizations, carnival rides and more."

"The Lemon Festival Carnival will return in 2023 with an even larger layout of rides, games and amusements for the entire family!"

"Admission to the festival is free. All live music performances are free."


"Carnival rides require the purchase of tickets."

HAPPENINGNEXT

Upland Lemon Festival

Schedule
Fri Jun 09 2023 at 06:05 am UTC-07:00

Location
Upland Lemon Festival | Upland, CA



Advertisement

Ads by Google

Join us at the Lemon Tree Stage @ 6:05pm!


Where is it happening?

Upland Lemon Festival, Upland, CA, United States, Upland, United States

Event Location & Nearby Stays:

Upland Lemon Festival

Select dates 2 Guests



Macaroni KID

Upland's Lemon Festival

June 10, 2023
9:00 am - 10:00 am

Description

The Lemon Festival has been an important part of the Upland tradition since 1997. What originally started as a town-wide affair celebrating the city's citrus industry origins has grown into a town-wide affair including the annual Lemon Idol vocal contest, food competitions, craft vendors, community organizations, carnival rides and more."

Upland's Lemon Festival will return in 2023 with an even larger layout of rides, games and amusements for the entire family!"

Admission to the festival is free. All live music performances are free."

Carnival rides require the purchase of tickets."


Who
The whole family

Cost
Free to attend

How
Purchase pre-sale Carnival tickets.

More info
For more info visit [Upland Lemon Festival](#)

Upland Lemon Fest (6/9-11)



Recent

- Run Macchi's Bring Car Show (June 10, 2023)
- Upland Lemon Fest (June 10, 2023)
- All Time Line Band, All Stars (June 10, 2023)
- Upland Lemon Fest (June 10, 2023)
- Upland Lemon Fest (June 10, 2023)
- Upland Lemon Fest (June 10, 2023)
- Upland Lemon Fest (June 10, 2023)
- Upland Lemon Fest (June 10, 2023)
- Upland Lemon Fest (June 10, 2023)
- Upland Lemon Fest (June 10, 2023)

Claremont Courier

A LOCAL NONPROFIT NEWSROOM

POLICE BLOTTER

OPINION

SCHOOLS

Free Community Center

What Is Robotic-assisted Joint Replacement Surgery?

Tuesday, June 20 from 6 to 7:30 p.m.

CASA COLINA

Upland's Lemon Festival returns next weekend

May 18, 2023

The City of Upland's 2023 Lemon Festival opens at 9 p.m. Friday, June 9, at 300 S. Second Ave. The annual free and open to the public event features carnival rides, games, activities, food, vendors, and live music through Sunday, June 11.

Ride tickets are available at [Upland Lemon Festival](#) and at the event. The festival is open from 9 to 11 p.m. June 9, and 11 a.m. to 11 p.m. June 10 and 11. Carnival rides open until midnight and alcohol sales end at 10 p.m.

For more information visit [Upland Lemon Festival](#).

Related

Curtain closes June 26 on Camp IVRE

Crossroads looking for shoe donations

Everyday People: Dan and Little Kitty

Claremont chamber honors Pomona Pride Center

Herald News News Sports Entertainment Business Opinion Features Music Real Estate Announcements Classifieds About Us Congress

CREATE AN EVENT | Sign In

Search for events by name, keyword, location, venue

ALL EVENTS Like Music Kids & Family Sports & Leisure Arts Attractions Classes & Courses Community Other Retail

Ariel View: Upland Lemon Festival 2023

Set at 6:00 PM - 11:00 PM

Local Area

GET TICKETS


Upland Lemon Festival

Ariel View (Upland Lemon Festival) 6pm (ALL AGES) | FREE SHOW

Ariel View is an all-girl, pop-rock band from Southern California. Their music draws inspiration from acts like Paramore, Green Day, and the Struts, who's infusing their unique indie-rock vibe to create a sound all their own. As a group that's not just about the music, they're also a community and a celebration of love and friendship - for all genders.

For booking inquiries: [arielviewband@gmail.com](#) | [arielviewband@gmail.com](#)

Upland



*Additional digital coverage from Upland Lemon Festival can be found in Google Drive:
[Upland Lemon Festival, Press Coverage](#)*

*BROADCAST COVERAGE
Acquired June, 2023*

June 7, 2023

KTLA, 11am: [Upland Lemon Festival](#)

June 9, 2023

Fox 11 - Good Day LA, 7am: *Company policy prohibits Fox 11 from distributing content files*

Fox 11 - Good Day LA, 8am: [Upland hosts Lemon Festival this weekend](#)

Fox 11 - Good Day LA, 9am: [Lemon Festival bringing family fun to Upland](#)

Fox 11 - Good Day LA, 10am: *Company policy prohibits Fox 11 from distributing content files* CBS LA, Evening Weather: [Here's how the weather's looking like for the Upland Lemon Festival](#) KFI AM 640, Wake Up Call: [Upland Lemon Festival](#)

46,660+

TOTAL POTENTIAL AUDIENCE FROM NEWS ARTICLES

28,565,176+

TOTAL POTENTIAL AUDIENCE FROM BROADCAST SEGMENTS

EARNED MEDIA FOR THE City

\$3,985,615+

**EST OF WHAT THESE PLACEMENTS WOULD HAVE COST IF FEATURES WERE PAID VS
EARNED**

OTHER EVENTS/FESTIVAL HISTORY

– Details/case studies available upon request

- **Boots in the Park - Production Management** for multiple concert events in different marketings. Including Fresno, CA. Jon Pardi, Dustin Lynch and others. San Diego, CA. Old Dominion, Carrie Underwood and Cole Swindle.
- **Green Haus Festival - Executive Producer / Principle** Washington DC. 200 Vendors and headline talent with Gucci Mane, Bone Thugs N Harmony.
- **KKBT (Los Angeles) Summer Jam** concert with 20 pop acts and audiences of 50,000+
- **Amaze Light Festival (Norco, CA, COTA, Austin TX.)** – Over 1M holiday lights festival with 80,000 attendees
- Site Logistics & Production for the **San Diego Holiday Bowl Parade** featuring 100+ floats
- 5-year contract with the **Rose Bowl Tailgate Festival** to manage production, talent & AV
- **Steve Harvey** live national comedy tours and Las Vegas Weekend Extravaganza “**The Neighborhood Awards,**” (Las Vegas, NV) **Producer:** 3-day weekend that hosts 175K attendees across 5 casino resort properties. Included multiple celebrity, ticketed performances of over 10,000 attendees
- **The Neon Run - Executive Producer / Principle** in 10 Cities across the country and in Canada, Nighttime 5k Glow Run and Party spanning 20 events and over 125,000 attendees. Orland, Washington, DC, Phoenix, Calgary, Edmonton, Seattle, Portland, and many others.
- Full production management of **LA Taste of Soul** on historic Crenshaw Blvd with 100k+ ppl
- 5k Foam Run - Goodyear, AZ ballpark & Washington DC Area
- **Bernie Sanders 2016 & 2020 Campaign Tour Arena Events-** US / Nationwide. 10k+ high profile political events thought the nation. South Carolina, Wisconsin, Michigan, Texas, Virginia, Washington DC, California and Arizona.
- **Chalice Cannabis Music Festival** - The Coachella of Cannabis Festivals. **Executive Producer** for 2015-2018. With over 500 vendors set-up, 40k attendees over 3 days. 3 stages and 40 national musical and art acts. Managed a \$3m budget for execution which saw 50% YOY growth. Talent line ups included: Wu Tang Clan, Ice Cube, Thievery Corporation, Cypress Hill, Big Boi, Machine Gun Kelly, Buster Rhymes, STS9 and many others.
- **Happy Place Music Festival - Cannabis New Year’s Eve Festival. Executive Producer** 100 brands and sponsors with a talent line up including: Post Malone, Dirty Heads, Rae Shremmur, 21 Savage, D.R.A.M and many others.

A. 4 Subcontractors & Partners

Romeo Entertainment Group

Soundskilz preferred talent booking partner is with Romeo Entertainment Group out of Nashville, TN. REG has booked for some of the best in the industry. Some of our partners statistics and resume is listed below.

35

STATES

150+

EVENTS IN 2023

470+

UNIQUE ARTISTS BOOKED

120+

LOCATIONS ANNUALLY

**State Fairs, County Fairs, Festivals, Amphitheaters,
Rodeos, Clubs, Casinos, Corporate & Private Events**

70

YEARS IN BUSINESS

30+

INDUSTRY AWARDS

25,000+

CONCERTS BUILT

Over 90 Million

TICKETS SOLD

SAN DIEGO COUNTY FAIR-client since 2021

2260 Jimmy Durante Blvd

Del Mar, CA 92014

CapaCity: 8,000

REG books approx. 21 days of shows between the Grandstand (ticketed) and Free Stage. The fair has a very diverse line-up to try to reach all demographics. The entertainment budget is approx. \$2.5 Million. Here are the artists REG booked at the fair in 2023: Alabama, Best of Both Worlds-Van Halen Tribute, Boyz II Men, Carly Pearce, Core a tribute to Stone Temple Pilots, Dr. Crue, Eagle Eyes, Elle King, HIRIE, Hysteria, I Am King: The Michael Jackson Experience, Kalimba-Earth, Wind & Fire, Kevin Hart, Kiss the Sky-The Jimi Hendrix reexperience, L.A. vation, Lynyrd Skynyrd, Mariachi Rock Revolution, Nelly (REL), Nirvana Tribute-NIRVANISH, Randy Houser, Springsteen Experience, Stephen Marley, Super Diamond (Tribute), Switchfoot, Symphonic Sinatra (Tribute), Taken By the Sky-Fleetwood Mac Tribute, The Fab Four - The Ultimate Tribute, The Green, The Scarlet Opera, Train, Vegas McGraw, Woodie and the Longboards. This fair is part of the District Agricultural Association, giving

REG familiarity with this California public run sector and contract requirements. REG also handles the correction of all artist contracts and on-site service representation for the duration of the fair.

COLORADO STATE FAIR- client since 1992

1001 Beulah Ave
Pueblo, CO 81004
CapaCity: 14,472

REG books approx. 8 days of entertainment in the Fair's Grandstand and Event Center. The fair books many different genres including Comedy, Classic Rock, Country and Hispanic, some hard tickets and some sold with the rodeo. Here are some artists REG booked in 2023 for the Fair: Ian Munsick, Chase Rice, Fluffy, Lady A, Pat Benatar & Neil Giraldo, Lil Jon, Chingy, Sawyer Brown, and Ned LeDoux. The fair's budget for entertainment is approx. \$1 Million.

MISSISSIPPI VALLEY FAIR-client since 1985

2815 West Locust St.
Davenport, IA 52804
CapaCity: 20,000

REG books 7 nights of entertainment at the fair which has a Pay One Price ticket. In 2023, REG booked some of the following artists: Tyler Farr, Limp Bizkit, Ludacris, Three Days Grace, and Hardy to name a few. The fair's entertainment budget is approx. \$1.5 Million.

Cheyenne Frontier Days in Wyoming -client since 1987

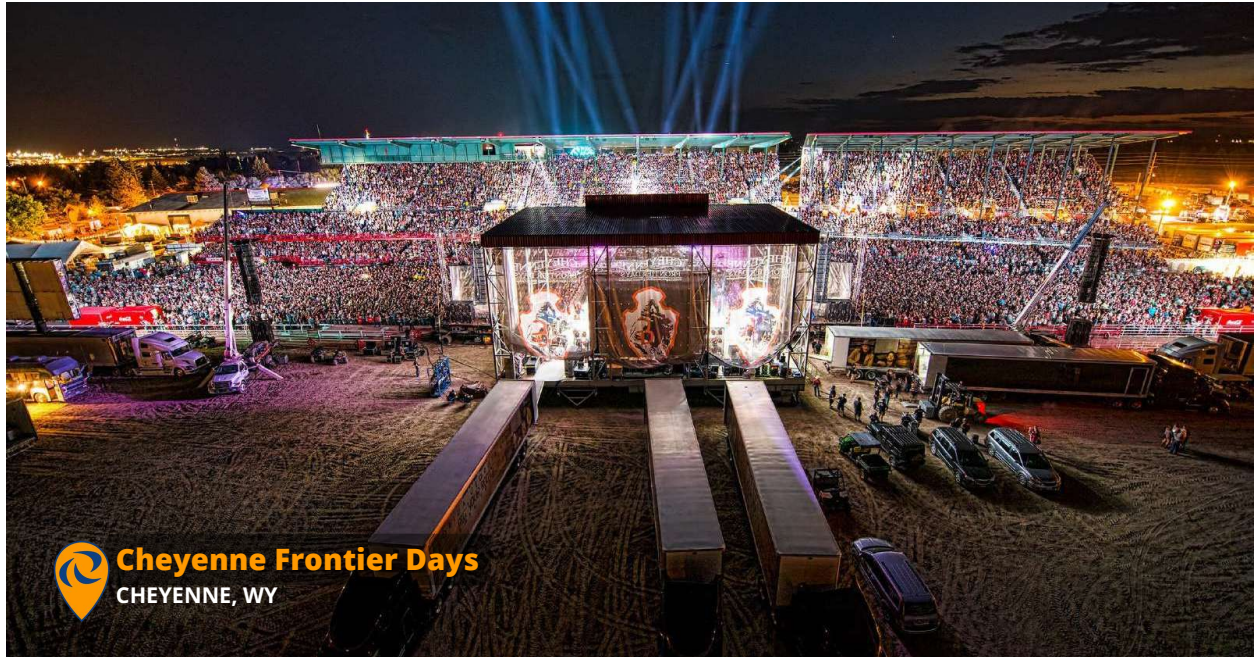
Cheyenne, WY
CapaCity: 25,000

REG books seven nights of ticketed entertainment, handles all contracts, advances all shows and provides on-site service representation and production management at the event with a talent budget of approx. \$15 million. 2023 line up consisted of Carly Pearce, Chase Rice, Cody Johnson, Eric Church, Five Finger Death Punch, Jon Pardi, Kip Moore, Levi Turner, Old Dominion, Papa Roach, Paul Cauthen, Tim McGraw, Whiskey Myers, and Zach Bryan.

State Fair of Texas- Client since 2022

Dallas, TX
CapaCity: 7500

REG books approx. 24 days of line-ups consisting of local, regional, and headline entertainment at the State Fair of Texas with an entertainment budget of approx. \$1 Million. The shows are free with fair admission. 2023 Artist line-up: 38 Special, Bowling For Soup, Braxton Keith, CeeLo Green, Charlotte Sands, Chrisette Michele, Clayton Mullen, Craig Morgan, Dallas Burrow, DJ/House Party, Experience Selena (Tribute / Selena), Forever Motown, Graycie York, Hairball, Holly Beth, Jake Worthington, JR Carroll, Katie Toupin, La Zenda Nortena, Lil Jon (Skam), Lonestar, Matt Hillyer, Matt Koziol, Outlaw Mariachi, Rathmore, Sabor Puro, Sazerac



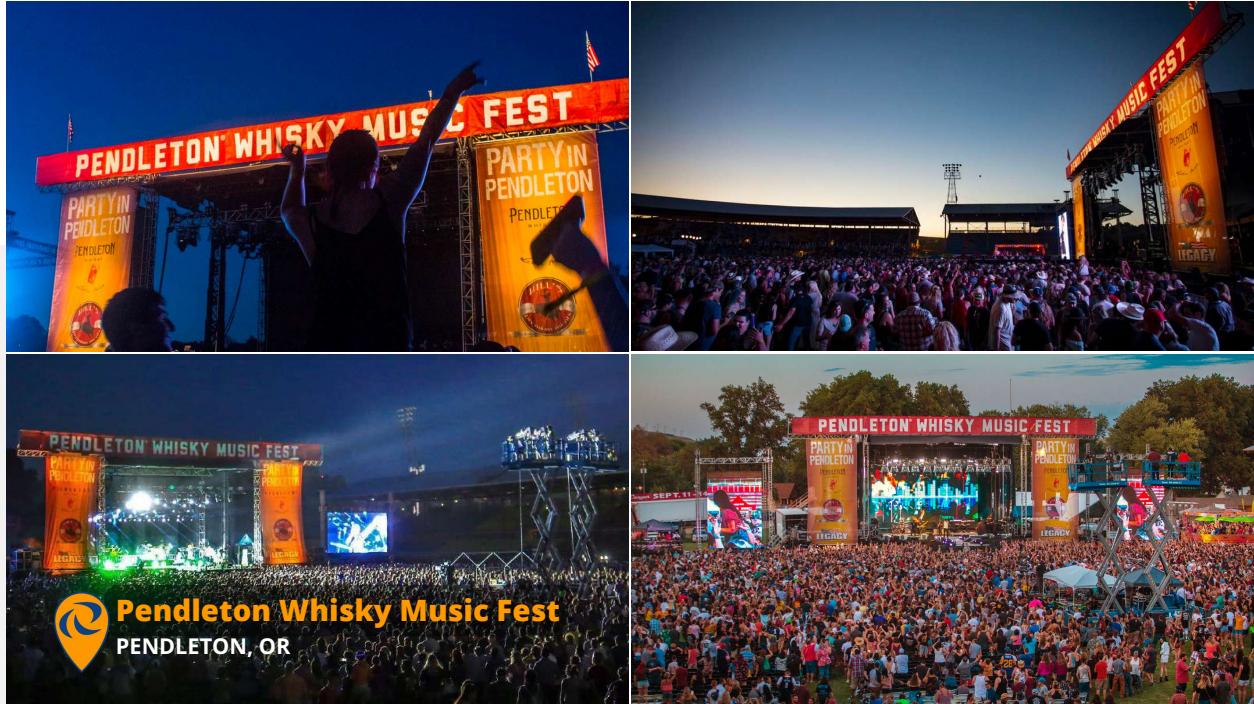
Jazz Band, Shane Smith and the Saints, South Texas Homies, The 40 Acre Mule, The Little Mermen, The Powell Brothers, The Red Jumpsuit Apparatus, UNT Four O'Clock Lab Band, We The Kings, X Ambassadors, Yahritza y Su Esencia. REG processes all contracts on behalf of the fair and provides an on-site service rep for the duration of the fair.

Fremont Street Experience, Las Vegas Nevada

REG books several events throughout the year for Fremont Street including Downtown Rocks, April Fridays, Downtown Hoedown, and New Year's Eve to name a few. These are all free shows with multiple stages on Fremont Street and an entertainment budget of approx. \$1.5 Million.



Pendleton Whisky Music Festival, Pendleton Oregon



1. We Own Production Inventory:

Soundskilz owns a multi-million-dollar inventory of staging, lighting, sound, video and tech equipment which enables us to control costs and limit the number of external vendors required to produce large scale events. We will procure multiple local bids of similar size and scope and deploy our inventory at a cost savings to the budget.

Our inventory includes the SL320 Main Concert Mobile Trailer Stage along with Concert Audio Meyer Sound and JBL VTX Audio Rigs. And a smaller SL100 Mobile Trailer Stage. We own Absen LED Video Panel, walk-through metal detectors, a fleet of walkie talkies, on-site printing for signage. We own our own A-Frames, Cable Ramps, ADA Lifts and much much more. Owning these assets helps set us apart as we are able to more closely control internal costs.

Stage Line SL320 40'x40' with 32' Roof



40'x40' Mobile Hydraulic Stage





B. Management Approach

In order to provide a safe, quality event experience for the City, and event partners, Soundskilz will deploy a collaborative model for event production that has been successful in all of our past projects with similar City municipalities. This model will allow for City and community input and direction with execution by the Soundskilz team ensure a positive direction and growth of the event. Our format for success is outlined below:

A. Establishing Key Contacts:

- Identify relevant City departments and local community personnel.
- Establish strong relationships with key contacts early in the planning process.
- Ensure clear lines of communication are established and maintained.

B. Regular Updates and Progress Reports:

- Provide scheduled updates to City staff on the progress of festival planning.
- Include information on achieved milestones, upcoming tasks, and potential challenges.
- Communicate progress in a concise and easily understandable manner.

B. Responsive Communication Channels:

- Be readily available to respond to inquiries and feedback from City staff.
- Utilize various communication channels such as email, phone calls, and in-person meetings.
- Ensure timely responses to ensure efficient collaboration.

C. Clarifying Expectations and Requirements:

- Work closely with City staff to understand their expectations and requirements.
- Seek clarification on any ambiguous or unclear instructions.
- Clearly communicate our needs and constraints to ensure alignment.

D. Documentation and Record-Keeping:

- Maintain thorough documentation of all communications with City staff.
- All digital and print assets kept in dropbox for easy access while notes and files are kept in Google Drive.
- Keep records of meeting minutes, emails, and official correspondence.
- Use documentation as a reference point for both parties to ensure clarity and accountability.

E. Flexibility and Adaptability:

- Remain flexible in communication methods and timing to accommodate City staff preferences.
- Adapt communication style to suit the needs and preferences of different stakeholders.
- Be open to adjusting plans and strategies based on feedback and changing circumstances.

By following this approach, the project manager will ensure that communication with City staff is clear, effective, and conducive to successful collaboration throughout the planning process.

Firms Management Approach (Continued)

Soundskilz

Collectively, our agencies have secured and/or produced talent and celebrity appearances for literally hundreds of events worldwide, and maintain deep connections to top talent agencies, managers and publiCity teams in numerous entertainment verticals. Our history includes securing concert performances of more than 20 platinum-selling music artists, in addition to literally thousands of local and regional bands for events across the country. By no means is this list exclusive or this the only talent we can work with. Further talent list available upon request.

We understand that securing the right talent for events & festivals is a multifaceted and crucial endeavor. For us this is a 1-2-3 approach

- Talent Research
 - Thorough Market Analysis: Our process begins with a comprehensive analysis of the talent market: We stay attuned to emerging artists, performers, and culinary experts, continually expanding our knowledge of who's making waves in the industry.
 - Understanding Event Goals: We work closely with our clients to grasp their event objectives and theme. This helps us identify the type of talent that would best resonate with the target audience and create the desired atmosphere.
 - Audience Demographics: We consider the demographics and preferences of the festival's attendees. This information helps us select talent that not only entertains but also engages the audience on a personal level.
 - Cultural Sensitivity: In the case of festivals with cultural themes, we conduct extensive research to ensure that the selected talent aligns with and respects the cultural nuances and traditions involved.
- Negotiation:
 - Transparent Budgeting: Our team is adept at creating transparent and detailed budget proposals. We present the client with a clear breakdown of all costs associated with talent acquisition, ensuring there are no hidden surprises.
 - Skillful Negotiation: Armed with a deep understanding of the talent market, we negotiate contracts with artists, performers, and vendors on behalf of our clients. Our experience in this area enables us to secure the best possible terms and ensure that the talent's expectations align with the client's vision.
 - Legal Compliance: We are meticulous about legal compliance. Our contracts are designed to protect both the client and the talent, covering aspects such as performance schedules, cancellations, and intellectual property rights.
- Booking Process:
 - Logistical Coordination: Once contracts are finalized, we take over the logistical coordination. This includes scheduling, travel arrangements, accommodation, and any technical requirements for performances or presentations.
 - Communication Hub: We serve as the central point of contact between the client

and the talent. This streamlined communication ensures that all parties are on the same page, leading to smooth planning and execution.

- **Rehearsal and Technical Support:** We assist talent with rehearsal spaces, sound checks, and technical setups to guarantee flawless performances or presentations during the festival.
- **On-Site Management:** Our team is present on-site throughout the festival to oversee talent arrivals, sound checks, and performance schedules. This ensures that everything runs according to plan and that any last-minute adjustments can be made promptly.

Below is an example of another customers talent analysis provided by our team prior to the offer and booking process. Our specific analytical data helps provide insight as to the best headline performer for the event. Although this example maybe in a different genre and different region of the country, the example is made to demonstrate the level of thought put into talent acquisition for our events.

Artist	Quote	Facebook Followers	YouTube Subscribers	Instagram Followers	Tik Tok Followers	Pandora Monthly Listeners	Spotify Monthly Listeners	Spotify Fan Conversion Rate	Popularity on Spotify	BandsInTown 150 mi Temple, TX
Friday										
Midland	200k	320k	415k	326k	138k	-	267k	-%	-	-
Gary Allan	125k	1.81M	442K	114K	22,400	1.06M	1.97M	53.31%	57	45,239
Travis Tritt	100k	1.86M	382K	391K	--	2.04M	3.54M	38.08%	62	20,939
Larry Fleet	50k	67,884	266K	177K	132K	965K	2.21M	5.26%	59	1,002
Randall King	40k	131K	104K	132K	175K	389K	1.89M	4.95%	58	7,382
Roger Creager	25k	188K	2,990	70K	--	75K	94K	95.34%	35	33,892
Ray Wylie Hubbard	15k	176K	31,800	36K	--	67K	286K	41.37%	43	15,616
Saturday										
Jon Pardi	300k	949K	664K	920K	328K	2.71M	9M	21.13%	73	34,207
Clint Black	125k	1.37M	172K	233K	--	988K	1.71M	58.61%	57	17,433
Tracy Lawrence	60k	1.82M	241K	294K	871K	1.7M	1.96M	55.42%	57	23,869
Kameron Marlowe	50k	255K	176K	195K	640K	558K	3.28M	4.43%	63	3,310
Mark Chesnutt	40k	905K	115K	68K	--	647K	1.36M	55.51%	54	135
Ashley Cooke	25k	177K	77K	318	1.3M	60K	1.92M	5.38%	56	579
Conner Smith	25k	12,082	28,100	154K	221K	295K	2.58M	2.46%	59	6
William Beckmann	20k	30,821	8,370	55K	668K	33,429	83K	29.25%	35	2,627
Two Tons of Steel	7k	12,044	--	--	--	3,061	3,796	116.49%	13	2,313
38 Special	75k	634K	125K	13,128	--	2.66M	1.99M	59.86%	56	5,929
Marshall Tucker Band	30-50k	775K	15,200	23,192	--	3.86M	1.7M	57.42%	54	6,071
Cheap Trick	75-100k	1.07M	270K	63K	--	482K	3.96M	36.15%	59	13,263
Randy Rogers Band	100k	510K	182	210K	--	687K	582K	49.42%	50	94,982
Pecos & The Rooftops	50k	78K	137K	127K	55K	1.19M	1.53M	8.34%	56	8,877

Soundkilz Company - General Project Management Approach/Methodology

We have refined a unique and proven approach to municipal engagements over the years, centered around key research into historical data, planning milestones and execution steps. Our key steps to any successful event include:

1. Conduct a review of prior event executions in the City, to determine successful best practices and identify past execution problems, any potential liability issues, and any history of commercial disruption issues/complaints with neighboring businesses.
2. Conduct informal surveys and/or 1:1 interviews with previous vendors, sponsors, City stakeholders, local Chamber and Tourism entities, etc. to gauge their direct experience with prior local events and solicit recommendations for future improvement and measure community sentiment and awareness.
3. Analyze tourism trends, hotel/bed inventory, parking/transportation options and other key travel- based metrics to determine how best to position, market and program the event to maximize reach and draw. Establish a specific network of tourism/travel-related partners and assets that can be activated on a scalable basis to promote and service the event.
4. In collaboration with the City, review all vendor and commercial rules & regulations, and set up appropriate licensing protocols for on-site event vendors to ensure compliance across all participants and activities. This step also encompasses initial setup of our online Vendor Portal for applicants via the [LENND](#) platform
5. Analyze existing City-owned digital/online assets, and with our in-house digital agency team integrate official event sites and social channels (and/or create new channels for same) to streamline event functions and maximize data capture value/opportunity. This includes websites, social channels, participant/ vendor application processes, required document management, FAQ's, ticketing functions (if necessary), help desk (email) using our standardized suite of platforms, including WebConnex, LENND, CMS frameworks and back-end business advertising tools.
6. Propose an initial pro-forma built out with all expenses and potential revenue scenarios for the City's review and approval.

7. In conjunction with the pro-forma, develop and initial site plan/layout and timeline for the event. The budget, timeline and site plan must be built in conjunction with one another; as no one product lives in a vacuum. A change to one item will cause a change to another.
8. In conjunction with the pro-forma, provide a short list talent pool for City's review and approval.
9. Set-up weekly staff meetings and individual departmental staff meetings. Below is an example of what previous events require for our department leads.
 - 160-120 days prior department heads will be working about 8-14 hours per week
 - 90-60 days prior department heads will be working about 14 hours per week
 - 30-60 days prior 15 hour per week
 - 5-30 days prior department leads will be working about 20 hours per week
 - Build, Run of Show & Post Event department leads could be working about 15 hours per day.
10. Coordinate with City to identify all appropriate City-owned advertising and sponsorship assets and clear them for usage – signage such as light poles, OOH locations, digital billboards, kiosk advertising, etc. and activation opportunities such as experiential buildouts, concession exclusivity, venue naming rights, etc. - and ensure the permit process is vetted and known for each specific use- case.
11. Develop high quality print and digital sponsorship presentations and event-specific advertising materials to promote the event alongside City advertising campaigns. ([See Example Sponsorship Deck](#))
12. Develop service-specific RFPs and conduct competitive bid processes for best-in-class vendors, with an eye towards prioritizing local merchants and service providers to keep the spending within the local community, as well as observing any City-preferred HUB/MBE/LBE policies. Additionally deploy sponsorship sales teams at local, regional and national levels to pitch our 20+ year network of commercial partners in multiple markets.
13. Develop new and/or expanded integrated marketing and PR campaigns to

simultaneously promote the event and the City to grow reach, commercial opportunities and media coverage. Special emphasis will be placed on digital media and technologies, regional media partners, influencer relationships (particularly local/regional talent) and strategic relationships with key brand partners.

14. Manage the ongoing planning and fulfillment of the event requirements up through the actual event date and post-event recap period.
15. Provide the City with a full post-event review, best practices report, media/PR recap with clips/content/statistics and recommendations for future years and best practices.

This methodology has been honed and refined over numerous municipal event throughout the country. The result of these productions has repeatedly proven to deliver growth in multiple key metrics at our newly awarded/contracted events, including audience reach, engagement metrics, sponsorship dollars secured and earned media results for the host City and stakeholders.

Marketing & Event Communications Approach:

- Appraisal of existing and development of new online assets, and rollout of websites and social media channels (FB, IG, TikTok) for events
- Create a paid online media campaign per-event to attract authentic, segment-targeted audiences focusing on tourists/visitors, regional awareness and in key geo-targets for the City as defined in local CVB/ Tourism Dept guidelines.
- Develop a content posting schedule led by our dedicated social manager, to include:
 - Save The Date announcements
 - highlighting “greatest hits” content
 - influencer engagements and cross-posting
 - online polls and contests for the local community to raise awareness
- Assessment of City tourism marketing efforts and how to cross-promote and amplify the campaign vis-à-vis specific events
- Appraisal of local radio, travel guide and CVB/Tourism agency assets/ channels we can use to promote
- Local signage, flyer/poster and print campaign resources
- Direct outreach to all local businesses to pitch B2B vendor opportunities

and advertising assets during the event (banners, signage, booths), and to create internal promotion incentives to secure storefront signage for event posters, email blasts to their customer databases, etc.

Marketing & Event Communications Experience:

The firm possesses a robust promotions, marketing, and advertising experience characterized by a strategic blend of creativity, market insight, and technological savvy. Leveraging a multidisciplinary approach, we have successfully crafted and executed numerous campaigns across various platforms and mediums, tailored to resonate with target audiences and drive engagement for the Bahama Village Goombay Festival.

Our promotions strategy emphasizes building meaningful connections with consumers through authentic storytelling, experiential activations, and community engagement initiatives. By tapping into consumer trends and preferences, we create compelling marketing campaigns that capture attention, evoke emotion, and inspire action.

In terms of marketing, our firm adopts a data-driven approach, leveraging analytics and market research to inform decision-making and optimize campaign performance. Through targeted advertising efforts, we ensure that our messages reach the right audience at the right time, maximizing ROI and driving measurable results.

Our experience spans a diverse range of industries, from consumer goods to technology, allowing us to adapt and innovate in response to evolving market dynamics and consumer behavior. Whether through traditional channels such as print and television or digital platforms including social media and influencer partnerships, we are committed to delivering impactful promotions, marketing, and advertising solutions that elevate brand visibility, drive growth, and foster long-term customer loyalty.

Public Safety, Regulations & Permits Experience

Our team has extensive experience working with every level of government agency to ensure smooth, safe and legal execution of every element of event activities. Public Safety is a paramount concern at every event we produce, large or small, and we proudly point to our 100% safety record at every major event we have produced – including those that have featured commercial alcohol promotions and even cannabis consumption. Our experience includes having worked on event protocols, permitting and activation specifics with:

- US Secret Service

- US Federal Marshals Service
- US Dept of Homeland Security
- FAA
- Chicago Dept of Aviation
- CA Dept of Food & Agriculture
- CA ABC and alcohol agency equivalent in 7 other US states
- CA District Agricultural Associations (multiple)
- CA Bureau of Cannabis Control
- County and State health departments nationwide
- State, county and local police forces
- City Fire Departments
- City and County Councils / Boards
- *and more...*

Our team is highly experienced in researching all applicable legal requirements and ensuring that all activities are properly licensed, insured and operated within all applicable code requirements. We pride ourselves on our risk mitigation policies and planning skills, and work collaboratively with all government stakeholders in our events to ensure safety, compliance and fulfillment of all necessary obligations months and weeks in advance of every event. This conduct extends to our vendors and subcontractors, all of whom are given comprehensive pre-production guidelines and all necessary permit materials that must be completed before they commence activation on a Soundskilz job or event site.

We expect to work closely with City Staff and departments to conduct pre-event public safety meetings and develop Emergency Action Plan(s) as required for each activation. In addition, we shall highlight all necessary permits and required code compliance months in advance of the event to our vendors, suppliers and subcontractors, and will use our technology-based event platforms to provide constant monitoring of required filings, permits and approvals through every step of the production process.

Listing of Current Contracts & References:

The Indio International Tamale Festival will fit very well into our current schedule. With current contracts listed below and new contracts with the City of Temple Texas - Starting September 2025 and West Palm Beach Florida (Agent of Record On Going).

Although planning for this festival will continue through out the year, we would have great lead up time from post Halloween until the first weekend of December where we currently have no events. This gives us a full month directed to solely executing this project.

City of Chula Vista:

Agent of Record for Event Production
5 year Agreement
Approx: \$2.5m Budget
Contact: Michel Clock - MClock@chulavistaca.gov

San Bernardino County Fair

Agent of Record for Talent & Production
4 year Agreement
Approx: \$800k Budget
Contact: Jennifer Morgan - jmorgan@sbcfair.com

The City of Upland

Agent of Record for Upland Lemon Festival & Upland Irish Festivals
4 years remaining
Approx: \$3.5m Budget
Contact: Michael Blay - mblay@uplandca.gov

City of Cathedral City

Agent of Record for Taste of Jalisco Festival
1 year renewal with 65% City contribution increase
Approx: \$400k Budget
Contact: Ryan Hunt - RHunt@cathedralCity.gov

City of Rolling Hills Estates

Agent of Record for Holiday Light Parade

1 year

Approx: \$30k Budget

Contact - Rosa Pinuelas - rosap@rollinghillsestates.gov

City of Westminster

Agent of Record for Taste of Westminster

1 Year

Approx: \$150k Budget

Contact: Vanessa Johnson - vjohnson@westminster-ca.gov

2024 New Contracts:

City of Temple Texas - BBQ & Country Music Festival

Approx \$10m/3 yr budget

City of Brownwood Texas

- 2x year Country Music Festival

Approx \$3m/ 3 years

City of West Palm Beach Florida

Agent of Record for City's Signature Events

Seminole Tribe of Florida

Our Agency Fee Structure:

Our fee structure is designed to provide transparent pricing while accommodating the unique needs of each event. We offer competitive rates that reflect the depth of our expertise and the quality of our services. In our experience, we have seen many different ways of operating financially in the context of a municipal services contract – and these are most often (and necessarily) determined by specific financial conditions set forth by the agency. The factors that must be considered in any Fee Proposal for this RFP include, but are not limited to:

- Budget expectations and fiscal year approved funds for the event
- Total talent budget allocated for the event along with total event budget
- Funds for general tourism, advertising and promotional campaigns which may or may not offset event advertising costs
- Mandate of event to drive bottom line revenue gains, break even or operate as loss leader for economic impact or other City specific goals
- Known costs for mandatory and specific services required from the agency based on approved scope
- Ability of City to waive specific fees or provide in-kind services and assets such as venues, power, water, Fire, PD, Public Works, OOH advertising assets, etc.
- Inflationary outlook for the event window which is 9+ months away

Without having a significantly deeper discussion with the City to ascertain the above data points, and those outlined in the paragraphs above, it is not possible to come to a contractual number in this proposal.

With that being said, we are able to outline two practical scenarios around which a financial arrangement can be modeled if we are awarded the contract. These models have been proven successful in our prior arrangements with other municipalities, and we remain open and willing to discuss and/or negotiate specific terms during a final round interview with the agency to clarify a final Fee Proposal amenable to the parties. What has worked in the past and is a possible option for conversation:

Agency Fee/Operational Expense Management : 15-25% of the City approved operational budget depending on scale and scope.

Executive Summary

- In order to have a competitive advantage over many other events and attractions in the surrounding area, the event can not be solely a music driven event. There must be some other hook or theme to the event that brings people in. The Indio International Tamale Festival has a great brand for doing such.
- By contracting with Soundskilz, The City will garner 2 great agencies for one contract. Soundskilz festival agency operating festivals for major municipalities along with Romeo Entertainment Groups talent buying and promotion who has successfully sold over **90 million** tickets since their inception. We believe that collectively, Soundskilz and contractor Romeo Entertainment Group have a uniquely qualified skill set that set's us apart in this RFP. Our track record and our references included in this proposal will bear this out.
- Our Agency has operated in multiple different states but we are local; located in New Braunfels, Tx , Temecula CA and Tampa Florida. We have worked with or produced events in: Arizona, Washington, Idaho, Utah, Nevada, California. We have just been approved as a vendor for Seminole Tribe in Florida, the City of West Palm Beach Florida and the City of Temple Texas We pledge to be attentive and responsive to the City of Key West Florida's needs.
- As the proposal content above demonstrates, we have the requisite experience to help guide the City of Key West to create a truly unique, memorable and successfully manage their iconic Events.
- We know that we will deliver a successful result to the City. Which will include a top-notch headline performance, a safe event for the consumers. A brand that the City will be proud of. Along with statistical data outcomes delivered upon the conclusion and recap of the event.
- If chosen as the most qualified agency to meet the City's needs we are ready, willing and able to engage the City immediately in that process as part of negotiating an initial agreement for services.
- Upon completion of the requisite research and discussion process, we can flexibly adapt our fee scenario to meet the City's objectives and provide the best service at the best price.

COMMENDATION

*The City of Huntington Beach
Commends*

**Steve Clayton
Soundskilz, Inc.**

*A full event production, specializing in event technology,
AV, sound, lighting and talent management.*

*For your expertise in producing the
Pier Plaza Festival
Surf City 5K Run
Neighborhood Car Parade
Fireworks Over the Ocean—at the world
famous Huntington Beach Pier*

*In celebration of the
2021 Huntington Beach 4th of July
Festivities - Surf City Dreamin'*

Dated this 1st day of July 2021


Kim Carr, Mayor



EST. 1909

*The City of Huntington Beach
Congratulates*

**Steve Clayton
Soundskilz**

**2023 Huntington Beach 4th of July Festivities
Surf City Soul**

Launched in 1904, the first Huntington Beach 4th of July celebration commemorated the arrival of the first electric passenger train linking the area with Long Beach and Los Angeles, attracting 50,000 people to the celebration. 119 years later, the annual tradition annually attracts more than 500,000 attendees over five days of programming!


Thank you for your work and time assisting the Fourth of July Executive Board in managing and producing the 4th of July activities including:

*Home Decorating Contest
Block Party
Pier Plaza Carnival
Cornhole Tournament
Surf City 5K Run
Parade
Fireworks Over the Ocean*

*In celebration of the 2023 Huntington Beach 4th of July Festivities
Surf City Soul*

Dated this 14th day of August 2023


Tony Strickland, Mayor


Gracey Van Der Mark, Mayor Pro Tem



EST. 1909



September 29, 2022

To Whomever it May Concern,

This letter is to recommend Romeo Entertainment Group (REG) as a talent buyer for the Sonoma-Marin Fair. The San Diego County Fair (the 22nd DAA) had served as its own talent buyer for many years when the employee responsible for talent buying retired. After some careful analysis, our team realized that we did not have the time or expertise to take the duties on ourselves and we would be better served contracting the services out to a knowledgeable, reputable company to act on our behalf. After issuing an RFP and receiving multiple proposals, we identified REG as a company who could help us achieve our headline entertainment goals. In 2022, they were challenged with putting together an entire program (13 grandstand headliners and 21 cover bands) in 3 months! They rose to the challenge every step of the way. We arranged to meet in person to outline our goals and budget then followed up with a weekly Zoom meetings until the program was finalized. In between of course was a lot of communication via phone and e-mail. Having handled the offers, agent relations, contracting, etc. in the past I can't tell you how wonderful they were to work with. Offers were made in a timely manner and budgets were strictly adhered to. REG made recommendations based on various data sources that were very helpful in making the right decisions both for the financial goals of the Fair but also to serve our diverse community of fairgoers. The contracting process was extremely smooth and they were able to meet and understand all of the contracting nuances that come with being a state agency. All contracts were signed before the performance so we were able to produce checks in a timely manner. REG worked closely with our production team to ensure there were no issues and was present for all of the shows they had booked. On a personal note, our team has greatly enjoyed the relationship we have with the REG team- particularly Eric, Lacey and Jenny- who have assisted us in marketing, ticketing, production, contracting and everything in between! Start to finish, REG is a great team to work with and can help you achieve your entertainment goals.

If you have any further questions, I am happy to answer them.

Sincerely,

Katie Mueller
Chief Operations Officer
Del Mar Fairgrounds



September 16, 2021

Letter of Recommendation – Romeo Entertainment Group

I would like to highly recommend the Romeo Entertainment Group (REG) to you for your concert booking needs. I have had the opportunity to work with REG as our concert booking agent for over 20 years and they excel in every area of expertise you are looking for. REG is an experienced and recognized leader in the music industry with a consistent reputation for top notch performance. They have a solid record of contribution to the success of the Clark County Fair and always strive for excellence in service and results.

REG understands the specific management, logistics, safety, planning and organizational support needs of our Fair very well. They work closely with us throughout the year and have created a cohesive team environment. They have superb instincts for selecting musical acts that balance our budget with recommendations that appeal to our local market. They take the time to do the research as far as what works in this area.

The pre-Fair and on-site production management support provided by REG is unequalled. Every detail is handled professionally and makes for a smooth event from start to finish. Whether it is working with the tour management, contracting, local support requirements or actual day of event coordination, they never miss a beat. I trust them completely in the decision-making role that is so important to a successful concert. Simply put, their track record is one of positive results and continued advancement of the popularity of our Fair's concert series.

In short, REG operates comfortably and effectively across the professional music spectrum I have personally seen how they operate professionally and always with the utmost integrity.

Please feel free to call me at (564) 397-6180 with any questions you have or additional information you may need. Needless to say, the Romeo Entertainment Group is deserving of your consideration and selection and will quickly become an asset to your organization. Were this my decision to make, I would select them today.

Sincerely,

John R. Morrison, Jr.
CEO, Clark County Event Center and Clark County Fair



March 30, 2020

To Whom It May Concern,

It is with confidence that I offer this letter of reference on behalf of Steve Clayton and Soundskilz, Inc. As the Director of Scheduling and Advance for Bernie 2020, I lead a team of over 100 special events and scheduling professionals. Collectively we build and show manage all of the campaign's public events from the ground up. These events range in size and scope from large public outdoor rallies for 15,000+ people, to more intimate town hall listening sessions for audiences of 100. It is in this capacity over the last year that we have come to know and work with both Steve and the Soundskilz team.

By their nature campaigns are unpredictable, high pressure, fast paced machines where technical knowhow, fluidity, dexterity, endurance, ingenuity and patience are, in equal measure, critical for success. We work on short timelines with limited resources often in unforgiving circumstances. For this reason, we are particularly selective about the vendors we engage with and have found Steve to be exceptionally well suited for our unique and difficult tasks. Soundskilz has excelled in producing quality events across the country with little notice in less than ideal environments. Their team is skilled, well-resourced and adept at sourcing unusual and / or very large quantities of assets. They are creative and take a calm collected approach to what is often organized chaos.

Soundskilz has served as a general contractor for the campaign providing audio, lighting, staging, backline, labor, and other event infrastructure needs. Their equipment is professional grade as is their staff. They consistently delivered complete, well run events on time and on budget. We have found Steve to be honest, reliable and trustworthy. He is respectful, cost

conscious, solutions oriented, open to suggestion and focused on producing impactful events. He is motivated by his craft, not his bottom line. Such is an honorable distinction that became clear when we were often faced with difficult choices and Steve's focus remained delivering with excellence.

In your pursuit of a vendor for your events, if your experience is anything like ours you will be well served and very pleased with Soundskilz. Should you have any questions, or if we can be of any further assistance please feel free to reach out. I am available via email at jmp@berniesanders.com or on my cell phone at 647-449-4920. Again – Steve and his team were an incredible asset to our efforts and I believe wholeheartedly that they would be a great addition to yours as well.

Most sincerely,

Jean-Michel Picher
Director Scheduling and Advance
Bernie 2020
PO Box 391
Burlington, VT 05402

Political Awards & Recognition's

