
Scope of Services

Groove + Green

Event: Groove + Green, Music, Brunch & Marketplace

Groove + Green is a year-round event; two installments per month, 24 total event dates per year. Current production schedule would indicate continued commencement on the 2nd & 4th Sundays of each month.

Intent:

Atlantic Studios has conceptualized and produced several successful installments of Groove + Green since its inception, beginning June of this year. Atlantic Studios intends to enter into one-year contract (October 1st 2018 – September 30th 2019) with an option to renew for two successive years, though September 30th, 2021, with the Margate Community Redevelopment Agency. Atlantic Studios will orchestrate marketing, staffing, vendor procurement, infrastructure, and logistics. The following elements will be implemented to ensure the success of Groove + Green, in the MCRA district:

Margate CRA Responsibilities:

- Provide evaporative cooling fans as an amenity for attendees.
- Provide at least one 40x100 vendor/hospitality canopy, including setup & permitting.
- Secure and cover the cost of the stage and its operational requirements (e.g. power and support personal), from the Parks and Recreation Department.
- Provide supplemental promotion by posting the event on the City's website and Facebook pages, and advertise through other means, which may include print ads in local or city produced publications, flyers, rack cards, signage, and radio.

Atlantic Studios Responsibilities:

- Act as vendor liaison – creation of application system, processing, jurying, and booking of quality vendors, including a mix of tented, greenmarket styled vendors, flea market vendors, handcrafted/artisan vendors, and local business promotional booths with a mix of food, staple goods, quality second hand, arts, crafts, vintage, and promotional items. Please note: While it is the aim of Atlantic Studios to have 50+ vendors at each commencement in the aggregate, Atlantic Studios will not be held responsible nor be found in breach of contract if there are fewer than 50 vendors in participation or a specific vendor category is not fulfilled for a particular commencement; Inclement weather, individual vendor success, and seasonal fluctuations in green market participation are parameters outside of the control of Atlantic Studios.
- On-site food truck & vendor coordination
- Provide all required licenses, insurances, hold harmless agreements, and permits, as deemed necessary by the MCRA. Also provide licenses/insurances/permits for the sale/sampling of alcoholic beverages.

- Provide live musical entertainment acts/bands per event, and manage band procurement, booking, and on-site management.
- Provide and install audio equipment/backline (e.g. PA, console, speakers, subs, monitors, transceivers, etc.) for live & recorded presentation, and live bands/musical entertainment. *All music will be of the family-friendly variety
- Atlantic Studios will promote the event on all Atlantic Studios social media platforms including but not limited to Facebook, Twitter & Instagram, and will utilize unique social media hashtags and promotional techniques. Groove + Green will be included in the ASI e-newsletter and will be cross promoted at all other Atlantic Studios' events.
- Distribution of printed & electronic marketing materials (street team, paid social media ads, other paid ads)
- Create a dedicated, custom, "Groove + Green" event page and ensure that all information is updated on a regular basis – at a minimum of three times per week.
- Assist with the marketing of the event, including but not limited to the design of all advertising collateral, banners, posters, and flyers.
- Provide onsite family activities, yard games, and DIY workshops.
- Procure party rentals (e.g. event seating, tables, tents) on an as-needed basis, as agreed upon by the MCRA & Atlantic Studios.
- Provide 1 ADA compliant portable restroom & 1 additional, general use portable restroom, and hand sanitizing equipment..
- Sanitation - receptacles will be setup prior to event commencement. Additionally, Atlantic Studios will be responsible for processing of food truck related waste..
- Provide misc. consumables (e.g. decorations, gaffers tape, cups, napkins, marking chalk, on-site signage) as agreed upon by the MCRA & Atlantic Studios.
- Provide and ensure alcoholic beverage safety (certified serving staff, wrist-banding, sanitary serving practices) and verify consumers are of legal age, at point of sale. Note: Atlantic Studios and/or its contractors, will be the sole point of sale of alcoholic beverages at all Groove + Green events. Allowances may be made for other purveyors of alcoholic beverages to be in operation at Groove + Green, as agreed upon by Atlantic Studios, the City of Margate and/or the MCRA. Sampling of alcoholic beverages by those other than Atlantic Studios and/or its contractors may also be allowed by way of mutual agreement by both Atlantic Studios & the City of Margate/MCRA. No other purveyor of alcoholic beverages will be allowed at any Groove + Green event without the permission of all parties: the City of Margate, the MCRA, and Atlantic Studios.
- Event site survey – mark vendor spaces and walkways with flags and/or liquid chalk
- When and where available, Atlantic Studios will provide post event marketing materials (videography, photography, on-site interviews) to MCRA.
- Atlantic Studios will make every effort to have all vendor & event related infrastructure load-in complete, 30 minutes prior to show commencement. In some instances, (e.g. faulty equipment, weather related delays, vendor transit time from preceding event/engagement) will cause a slight variance in setup completion. Atlantic Studios will ensure that all motor vehicles are removed from the general attendance area, at least 30 minutes prior to event commencement.

Financial:

Option 1: For services provided in the aforementioned categories, Atlantic Studios will bill the MCRA equal bi-monthly installments of \$3,000, by way of electronic invoice, directly after the commencement of each event.

Option 2: For services provided in the aforementioned categories + management of free Margate resident/business pavilion, including assistance with local outreach, creation of Margate specific application system, vetting, processing, booking, and aiding in safety compliance, including education of prospective resident vendors in any applicable licensing or other related compliance concerns; Atlantic Studios will bill the MCRA equal bi-monthly installments of \$3,500, by way of electronic invoice, directly after the commencement of each event.

Rain or Shine Clause:

Each commencement of "Groove + Green" is considered to be "rain or shine". Atlantic Studios will make every attempt to continue operating the event, even through periods of inclement weather. The event will only be canceled or closed during operating hours, as a result of severe weather or acts of God (e.g. lightning, tropical storm conditions), and only following careful consideration and consultation with MCRA staff. The decision to cancel or end the event prior to completion will be a mutually agreed upon decision by the MCRA and Atlantic Studios. If the event is canceled due to severe weather or acts of God, forty-eight or more in advance of the event's scheduled date and time, Atlantic Studios will be reimbursed for expenses incurred, plus a 10% administrative fee. If an event is canceled due to severe weather, acts of God, or at the sole discretion of the MCRA or the City of Margate, and there are fewer than forty-eight hours remaining before the event's published/regularly scheduled start date and time, the MCRA shall pay Atlantic Studios the full \$3,000 installment, minus any reduction in costs Atlantic Studios can negotiate with its vendors, (eg. infrastructural rentals such as generators, portable restrooms, tables & chairs, musical performance deposits, etc.).



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