



Letter of Intent / Scope of Services: MUM – Sept. 2018

Event: Margate Under the Moon

Evening time concert, food truck & shopping experience, to commence in the month of September 2018. Event runtime is 5:00pm - 10:00pm, or in excess thereof.

Intent:

As in years prior, Atlantic Studios will produce Margate Under the Moon on behalf of the Margate Community Redevelopment Agency, and will conceptualize, market, staff, and orchestrate infrastructure & logistics.

Margate CRA Responsibilities:

- The Margate CRA will promote the event on the City's website and Facebook pages, and advertise through other means, which may include print ads in local publications, flyers, rack cards, signage, and radio.
- Actively pursue local businesses to participate in the Margate Marketplace
- Secure and cover the cost of the stage and its operational requirements (e.g. power and support personal), from the Parks and Recreation Department.
- Enforce a "no cooler" policy, fostering engagement with vendors and a safer overall atmosphere.

Atlantic Studios Responsibilities:

- Food truck procurement & booking – procure high quality, properly licensed & insured trucks.
- Act as vendor liaison – applications & processing, jurying, and booking of unique, high quality, tented vendors (a mix of arts, crafts, small businesses, food).
- 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 act(s)/band(s) per event, and manage band procurement, booking, and on-site management.
- At a minimum, live performance will span the 6:00pm - 10:00pm time frame, during each commencement of Margate Under the Moon.

- Atlantic Studios will include Margate Under the Moon in the ASI e-newsletter and will cross promote MUM at all other Atlantic Studios' events.
- Create a dedicated, custom, Margate Under the Moon Facebook event page, and ensure that all information is updated on a regular basis – at a minimum of once per week.
- Assist with the marketing of the event by way of engaging posts, mentions, photo/video shares, and updates, disseminated via other, similar, Atlantic Studios' event Facebook, Instagram, and web pages.
- 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.
- Additional lighting (e.g. light towers) provided by Atlantic Studios, as necessary.
- 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
- Sanitation – Receptacles will be setup prior to event commencement, and will be regularly emptied and outfitted with fresh liners, in a sanitary fashioned.
- Provide optional tent rental (*for additional fee), enhanced amenities, and zone specific signage for Margate businesses, within the "Margate Marketplace".
- 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 and distribution of alcoholic beverages at all Margate Under the Moon events. No other purveyor of alcoholic beverages will be allowed at any Margate Under the Moon event.
- 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:

To aid in defraying the cost of the aforementioned categories, Atlantic Studios will bill the MCRA \$6,000, by way of electronic invoice, directly after the commencement of the September event.

Rain or Shine Clause:

"Margate Under the Moon" 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 hours 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 or acts of God less than forty-eight hours in advance of the event's scheduled start date and time, the MCRA shall pay Atlantic Studios the full amount owed for that event.



President

Atlantic Studios, Inc.

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954.785.7475

Agreement Accepted by:

Margate Community Redevelopment
Agency

5790 Margate Boulevard
Margate, FL. 33063

Print Name: _____

Signature: _____