



## **AGENCY FEE DISCUSSION FOR COMPREHENSIVE CITY PROMOTER EVENT MANAGEMENT SERVICES**

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
- Quantity of events produced per year
- Level of talent desired (if any) and total talent budget allocated for the event
- 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
- 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 6+ months away

Without having a significantly deeper discussion with the City to ascertain the above data points, and those outlined in the paragraphs above, we are only able to outline proposed fees. Everything is up for discussion and negotiation.

We are able to outline a practical scenario around which a financial arrangement can be modeled if we are awarded the contract. This model has 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.

### **(1) Flat Fee**

SoundSkilz and city will negotiate a flat fee for execution of desired program. Flat fee could be approximately 50% of estimated approved operations budget. (Taste of

Jalisco approximately \$125k - \$175k, LGBT Days & State of the City -TBD, )  
Remaining funds to be secured and raised through ticket sales, sponsorships, food and beverage, etc. Soundskilz agency fee will be the profit after expenses of these sales measures.

**(2) Fee for Services**

- City to pay Soundskilz an Agency fee for services of 25% of the city approved event budget.
  - Agency funding will be 50% upon project start. Balance due net 15 upon final completion of project.
- The City will be entitled to all revenues after expenses and compensations.
- The city to fund the approved event budget as follows:
  - 50% upon project start
  - 50% 30 days prior to event date
- Sales Compensation:
  - Soundskilz will keep 30% of procured revenue through sources such as event sponsorships, vendors and food and beverage managed.



**Cathedral City**

**RFP RESPONSE**

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**SPECIAL EVENTS CONTRACT(S) FOR  
SERVICES  
TASTE OF JALISCO FESTIVAL, STATE OF THE  
CITY AND  
CATHEDRAL CITY LGBT+ DAYS**

for  
Cathedral City, California

(877) 357-5459  
[www.soundskilz.com](http://www.soundskilz.com)



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## **A. & B. COVER LETTER & SERVICES PROVIDED**

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February 15, 2025

Dear City of Cathedral City Mayor, City Council, Staff & RFP Selection Committee

On behalf of Soundskilz, Inc I hereby submit this Letter of Transmittal pursuant to the Request for Proposals for Special Events Services Contracts for the City's Events. Including, Taste of Jalisco Festival, LGBT Days & State of the City events. We have thoroughly read and reviewed the RFP and certify that we completely understand the Scope of Work and requirements therein.

Soundskilz is a group of senior event production gurus with over 75 years of combined large scale event design, production and management experience around the globe. Established in 2000, Soundskilz boasts 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 City of Cathedral City.

Our range of services and experience include:

- 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
- artist/talent relations, contracts and booking
- 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.

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 20+ years of experience. Many of our experiences include a large number of city municipal, state and federal government entities; major media outlets; NGOs; state fairs and fairgrounds/DAAAs; Fortune 100 brands; LGBTQ and ethnic cultural organizations; corporate retreats & summits; global film & music festivals; fashion weeks; fun runs; presidential and political campaign events and more. These experiences will help ensure the success of the various events and activations that the City produces.

We have extensive experience producing multi-day events up to 30+ days in duration. HQ's in Temecula, CA, our staff and satellite offices are located throughout the USA. We travel internationally to 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 our track record with city municipal clients, and our municipal experience is uniquely matched to the needs of the City of Cathedral City's Event Production Management Services opportunity. If awarded this contract, we pledge our commitment to deliver amazing results on behalf of the agency 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 appreciate your consideration of this proposal and look forward to serving you. Sincerely,

A handwritten signature in black ink, appearing to read "S. Clayton", is positioned above the typed name.

Stephen Clayton, President

## B. STATEMENT OF QUALIFICATIONS & EXPERIENCE:

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

- **Production of cultural and music festivals under contract to municipal clients and private entities**
- **Rental of professional stage, lighting and sound equipment 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

### *(1) Firm Structure*

**Soundskilz, Inc.** – a registered California Corporation

**Founded:**

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

**Headquarters:** Temecula, CA

**Satellite Offices / Executive Locations:**

New Braunfels, TX | Washington, DC |

Goodyear, AZ | Atlanta, GA | Miami Beach,

FL

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

**Billings:** ~\$10mm annually



**D-U-N-S Number:** 835679353

**Ownership:** Single  
Shareholder, 100%  
Steve Clayton  
39444 Calle Portillo  
Temecula, CA 92592  
877.357.5459

**Project Manager:**  
Steve Clayton  
sclayton@soundskilz.com  
951-712-9709

### ***(2) Financial Capabilities & Resources***

Soundskilz Inc has been in continuous operation and “good standing” in the State of California since its inception. Neither the firm nor its principals have ever filed for bankruptcy protection in any jurisdiction.

The Company owns real property, assets & inventory in excess of \$4mm. This includes a multi-million-dollar inventory of staging, sound & lighting equipment for execution of its live events and for a robust ancillary rental division providing equipment rentals to third parties. These include mobile trailer stages SL100 (24’x20’) and SL320 (40’x40’) along with concert grade audio, lighting and LED Video.

The Company maintains minimum cash reserves and an institutional line of credit totaling over \$500k and has the ability to fully finance its own projects and client work on a case-by-case basis, with given incentives, as needed.

With a flexible event-based staffing model, key company personnel located in multiple regional offices, and a coast-to-coast network of seasoned subcontractors and suppliers with multi-year histories together, the Company is capable of executing multiple simultaneous large-scale campaigns & events nationwide.

### ***(3) Municipality Production Experience***

Soundskilz has provided our expertise in event marketing and management for Multi-municipalities. In the pages that follow, Soundskilz will highlight our successfully executed projects for the following municipalities:

Huntington Beach, Upland, Cathedral City, Brownwood Texas, San Bernardino County Fair amongst others.

***(4) Organization Chart and Staff Biographies***



Soundskilz Founder and **Executive Producer Steve Clayton\*** has a distinguished history as an Event Educator at University of San Diego & UC Riverside, coupled with 20+ years' experience producing and managing large scale events. From creating and launching The Neon Run™ annual event in 10 different markets, to producing political campaign tours, State Fairs and music festivals, Steve brings tremendous touring experience and logistics management to every engagement. [sclayton@soundskilz.com](mailto:sclayton@soundskilz.com)

Steve is a leading industry speaker often presenting at industry conferences such as: Music Biz Con (Nashville), Canadian Music Week (Toronto), X-Live (Las Vegas), Mobile Beat (Las Vegas) WFA (Anaheim/Reno), FestForums (Santa Barbara), The Special Event (Austin)

**Air National Guard Account // Atlanta, GA**

**NATIONAL DIRECTOR OF EVENTS**

- Direct operations related to employees, federal customers and subcontractors as part of the larger team, maintaining key customer relationships and enhancing the company image
- Serve as the primary communications leader between senior management, clients and team members.

**Nu Opp Inc./Steve Harvey Radio Network // Atlanta, GA**

**NATIONAL DIRECTOR OF EVENTS**

- Produced televised live events, including 12 out of 14 editions of Steve Harvey's Neighborhood Awards.
- Partner with Executive Director and Producers to determine strategic direction and execution plan.
- Directed production of national comedy/gospel tour for award winning performers and entertainers.
- Manage negotiations with premiere venues, including MGM properties and Radio City Music Hall.
- Select, hire and oversee training of production crews for live events and in-house productions
- Lead daily operations for the production studio inclusive of staff and budget management.



**Radio One // Atlanta & Los Angeles, CA**

**SENIOR MARKETING AND PROMOTIONS DIRECTOR**

- Directed strategic marketing, promotional and special event activities for the company's flagship broadcast property with budgets up to \$500K, a team of ten and revenues up to \$15M.
- Formulated and launched an innovative events portfolio with profits of \$4 to \$10 per invested dollar.

Leonard lead the Steve Harvey Neighborhood Awards Show production to multiple years of success; working with the likes of Jill Scott, Erykah Badu, Keith Sweat, Maxwell, Charlie Wilson & Steve Harvey to name just a few. Leonard currently operates out of our **Atlanta Office**.



Washington DC native, now based out of **Atlanta**, Noni Nicolas has worked behind the scenes in entertainment for over sixteen years. Starting out as a production assistant in news and sports, she has aggressively climbed her way up the ranks as a powerhouse female in a predominately male-dominated industry. From booking, to scripting, developing to producing, Noni has worked in nearly every facet of production, which has donned her the affectionate nickname "The Know it All".

The Sports genre has been a large part of Noni's career as she started here and worked as an associate sports producer for networks, NBC, UPN, TNT, Comcast and BET. Among her many duties, were scheduling shoots, assisting with highlight features during the NBA season, and writing daily shows. During this tenure, Noni also worked as a stage manager for various award shows which perfected her skills as a multi-tasker, a skill that would undoubtedly take her to the next level.

In 2005, Nicolas joined the Steve Harvey Family as the Talent Coordinator for The Steve Harvey Morning Show. Yet, with her knowledge of the business and diligence, she was the show's Producer within the first year. While there, Noni caught the eye of BET Executives who were impressed by her no-nonsense business ethics. At the time the company was growing and opening offices in Atlanta, Georgia. BET asked Nicolas join the company as the Creative Executive.

Then Radio One team welcomed Noni as an Executive Producer for their syndicated radio shows in 2013. And in 2014 TV One opened their arms to Noni to join the News One Now team as the Sr. Lead Editorial Producer.

Noni still takes time to do the things she loves like working with the Big Tigger Foundation, EarthGirl Inc., shopping, traveling, and spending time with her son and family. She is an active member of Delta Sigma Theta.



Production Manager **Johnny Valenti** runs events in California along with our Washington DC & Florida offices and oversees production design, site operations and hospitality for Soundskilz events. Johnny's experience includes hundreds of high-profile multi-day productions including Air + Style, LA Fashion Week, Chase Sapphire Lounge at Sundance, VIP operations at the Electric Daisy Carnival, Details Magazine x Hennessy Coachella activation at The Mirage and the Latino International Film Festival.

[johnny@soundskilz.com](mailto:johnny@soundskilz.com)



Senior A/V Producer **Garry Stalling** has been with Soundskilz for 11 years and oversees all stage and live performance departments for Soundskilz events. Garry manages our multi-million- dollar A/V inventory and all stage planning/design/engineering, FOH and backstage operations, talent rider fulfillment and technical crews for all live performances. [g2@soundskilz.com](mailto:g2@soundskilz.com)



Social Media Director **Casey Dolan Ashe** runs the in-house digital media agency of Soundskilz, bringing more than 20 years' experience managing paid ad campaigns and social media for hundreds of clients. Jamie has successfully executed over \$20mm in digital ad campaigns for live events and has dramatically increased YOY engagement of every Year 1 festival contract engagement of Soundskilz to date. [marketing@Soundskilz.com](mailto:marketing@Soundskilz.com)



Government & Public Affairs Manager **Alan Long** oversees municipal relationships for Soundskilz, bringing over 30 combined years as a retired Fire Division Chief and past Mayor, Council member, Commissioner, and local events & venue business owner in Murrieta, CA. Alan has overseen critical planning for a wide scale of local, national, and international events such as: MLB World Series, NHL Stanley Cup, various festivals, conventions, marathon and many more. Alan's institutional knowledge gives him a unique ability to balance the needs of the community along with larger municipal interests in our contract executions.



Head of Finance & HR **Lydia Mello, CPA** manages all Soundskilz finances and event accounting operations, from billing to cash management to AR/AP to event settlement and post-event auditing. Lydia oversees all contract payments, revenue share collections and accounting, payroll, disbursements and post-event audit reporting for Soundskilz events to ensure clear and transparent reporting for all stakeholders. [accounting@Soundskilz.com](mailto:accounting@Soundskilz.com)

**Sub-Contractor(s)**

**Entertainment Broker:**

Romeo Entertainment Group  
35 States 150+ Events per year  
470+ Artists Booked  
70 Years in Business

**90,000,000 Tickets Sold**

**Acts Booked:**

Jesse & Joy, Grupo Control, Glor de Toloache, Little Joe Y La Familia, El Flaco Luis Angel, Viria Garcia, Michael Salgado, Banada Machos, Los Tuscanes de Tijana, Los Tigres Del Norte, Ramon Ayala Y Sus Bravos, La Original Banda Limon, Banda Los Recoditos, Los Sebastianes, Los Pescadores, La Fiera de Ojunaga, La Zenda Nortena, La Alianza Norteña, Yahritza Su Ensecia, Ivan Cornejo

**FM Entertainment**

Manuel Palamino  
Booking Agent for:  
Banda Machos, Banda Maguey, Banda Los Sebastianes

Over the past 4 years, we have worked with FM Entertainment and Manny. We have booked all of these acts from Manny for the execution of successful events such as SBC Fair and Taste of Jalisco Festival.

**Helm Amusements**

Licensed amusement partner producing about 5 events throughout the year with Soundskilz

## ATTACHMENT B - ADDITIONAL REFERENCES

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Our specific event history and experience affords us a unique opportunity to fulfill the needs of this RFP. 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 are the current Agency of Record for the **Huntington Beach** annual *4<sup>th</sup> of July Festival* (500K people annually); **City of Upland** *Upland Lemon Festival* (120K attendees) & *Upland Irish Festival* (25,000 attendees), **Cathedral City** *LGBT Days* and *Taste of Jalisco Festivals* (15K attendees each) and **City of Westminster** *Westminster Tet Parade*. **City of West Palm Beach** *Florida Blues, Brews & BBQ Fest, Winter in Paradise & Nights in Northwood Village*, **Temple Texas** a \$10m - 3 year contract to produce a 20k person per year country and BBQ Festival, **Brownwood Texas** \$1m Country Music Festival [www.feelslikehomefest.com](http://www.feelslikehomefest.com). With a successful year 1, we are now planning year 2, **City of Lancaster California** *High Desert Beer & Wine Festival*. **The City of Chula Vista** with a 5 year contract to produce all of their city municipal events. Including *Starlight Parade and Festival* which is 70,000 person parade and festival.
- **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 ties 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.

Below is a selection of event productions we have managed in recent years, along with **references** and links to key supporting materials and press coverage. Further information on any event listed (or additional examples from our history) is available upon request.

## **HUNTINGTON BEACH - 4TH OF JULY FESTIVAL -**

[www.hb4thofjuly.org](http://www.hb4thofjuly.org)

[Instagram](#)

*Synopsis:* The largest 4<sup>th</sup> 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.

*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, 4<sup>th</sup> 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) 2925962 [ccole@surfCity-hb.org](mailto:ccole@surfCity-hb.org)

## **UPLAND LEMON FESTIVAL**

<https://www.uplandlemonfestival.com>

*Synopsis:* Soundskilz was awarded a multi-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 60,000 attendees and participation of 150+ vendors and food trucks, and operated with a perfect safety record and a substantial net operating profit. In year 2 and 3 of this project, we added 5 total stages, 50+ performers with headline country and rock talent such as **Eve 6 and Tyler Rich**.

Reference/Contact:

Michael Blay, City  
Manager (909) 931-4106

[Promotional Video](#)

[Post Event Earned Media Value](#)

[2023 Sponsor Deck](#)

## **CATHEDRAL CITY - TASTE OF JALISCO FESTIVAL & LGBT DAYS**

*Synopsis:* Soundskilz was awarded the official City Agency of Record contracts to produce the 2022 Taste of Jalisco (Feb) Festival in Cathedral City, CA, returning both events to form after a 2- year hiatus due to COVID. In 2023 we produced the event again, with substantial YOY growth. With past performances from **Grupo Control** and **Ballet Folklórico de Los Angeles/Mariachi Garibaldi de Jaime Cuellar**.

Now in our 5th year, we have added performances with **Banda Maguey, Nacho Bustillos, Lucha Libre Live Wrestling**.

<https://www.tasteofjalisco.com/>

[Official Event Creative](#)

[Press Clip](#)

[2023 Sponsor Deck](#)

Reference/Contact:

Ryan Hunt, Communications / Events Manager  
(442) 637-3335

## ***C. SCOPE OF WORK & PROPOSED WORK PLAN***

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Soundskilz understands that the City of Cathedral City seeks a qualified entertainment promoter and event producer to manage city events such as Taste of Jalisco, LGBT Days and State of the City. At Soundskilz, we are committed to delivering high-quality event management services that align with the City's objectives to create successful and memorable community events.

### **Core Areas of Focus**

We feel it is critical to note that in our combined 40+ years of professional experience with municipal clients, we have found that it is nearly impossible to present fully formed event concepts with actionable, viable production plans, creative design or realistic budgets without extensive detailed planning time, highly specific input from the client City, and approvals of key elements which dictate certain parameters of production.

This is simply the reality of production in a municipal setting and particularly for events that are annual traditions. Where very specific event variables, City codes, community sentiment, historical precedents, seasonal fluctuations in pricing and political expectations of elected officials all must be considered.

Some examples of **Key Considerations** required to deliver realistic/actionable plans and budgets, but are not stated in the RFP or Response to questions, or cannot possibly be accounted for prior to winning the award, include:

- Financial objective(s) re: event outlays; make a profit, break even or engage in net expenditures on funded events
- Preferences/restrictions over music genres, and expectations for the entertainment referenced in the RFP.
- Amount of agency control/input over event specifics once a concept/scope is approved including talent selection, event creative, branding, etc.
- Municipal code limitations on events in various areas including noise ordinances, special event permit limitations, turf/lawn damage mitigation, alcohol laws, etc.
- Ability to close roads and analysis of available routes for special events, and review of associated costs/policies and public safety requirements (barricades, PD overtime, etc)
- Mandates to utilize local businesses for preferred bids on goods & services
- Max public assembly caps or triggers on attendance which change required planning and use of services

- Tourism metrics the agency may be attempting to achieve to plan local vs regional marketing and advertising campaigns
- Owned assets (venues, advertising, etc.) and City services that are available to event producers, including fee schedules and/or fee waivers
- Effects of inflation and price indices on costs quoted today versus execution date

If chosen as the most qualified agency to design and execute the list of events on the agency's behalf, it would be our intent to immediately undertake the process outlined in our Project Management Approach (below), and work with the agency to achieve meaningful, realistic decisions on event specifics and develop detailed, accurate budgets for consideration and approval.

We would estimate a planning process of 60-120 days after award to finalize specific details of the event and deliver an accurate version 1 of the project budget for consideration. Without a detailed deep dive into the above-referenced topics and more, there is simply no feasible way to deliver an accurate, achievable (or even community-informed) project concept and budget beyond the basic description already listed in the RFP.

### **Project Management Approach**

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, 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, 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 agency, 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 EVENTHUB platform

5. Analyze existing-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 *EVENTHUB*, 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 agency'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. Set-up weekly staff meetings and individual departmental staff meetings. Below is an example of what previous events require for our department leads.
  - 120-90 days prior department heads will be working about 6-8 hours per week
  - 60-90 days prior department heads will be working about 10 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.
9. Coordinate with agency to identify all appropriate 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.

10. Develop high quality print and digital sponsorship presentations and event-specific advertising materials to promote the event alongside agency advertising campaigns.
11. 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 agency-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.
12. Develop new and/or expanded integrated marketing and PR campaigns to simultaneously promote the event and the agency 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.
13. Manage the ongoing planning and fulfillment of the event requirements up through the actual event date and post-event recap period.
14. Provide the agency 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 agency and stakeholders.

#### ***Event Deliverables Per Event***

Based upon each events needs we take additional steps in planning and executing successful events with our municipal partners. These may include:

##### **Talent Booking**

- Upon review of events, we develop target lists of performers and live acts

with consistent local awareness/reputation. Along with regional/national artists who have successfully toured the area. All acts are vetted to also meet the genre-specific needs of each specific event.

- Once a target list of artists is agreed/approved with the agency, we begin negotiating offers through our talent contacts and direct with artists. Talent buying is much the same as buying a home. There are two sides. It is important to know certain things that could cost a buyer a lot of money after the contract is signed. This is one of our specialities.
- Objective is to typically secure lineups for events 90-120 days before the event date

#### **Marketing & Event Communications**

- Appraisal of existing 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 agency 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 from prior year events (if applicable)
  - influencer engagements and cross-posting
  - online polls and contests for the local community to raise awareness
- Assessment of agency 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.

#### **Food & Beverage Programs**

- We have extensive experience managing F&B operations at large-scale events and understand the critical importance of an effective hospitality management program. The contribution of F&B revenues to the bottom

line, concerns of alcohol liability and the relevance to the customer experience at points of service are all critical factors in the success of any event.

- Through our Vendor Coordinator we conduct an extensive campaign to recruit top local food vendors to set up during events and provide a wide-ranging culinary experience (when applicable)
- On an event-specific basis, and after a thorough review of the venues' available infrastructure (power, water, concession locations, etc.), we propose an ideal mix of food operators and effective food management plan to maximize revenues and provide relevant and high-quality experiences to attendees.
- Furthermore, our vendor onboarding protocols and onsite management ensure 100% health code compliance at each event and seamless auditing for revenue management.
- We request alcohol policy-specific meetings with the City to discuss local laws, protocols, liability concerns and licensing options before determining any event-specific plan(s). Options on a per-event basis include awarding a third-party alcohol licensee a management contract for alcohol concessions, or to secure an event-specific license in partnership with a local non-profit – and thereby manage all alcohol operations “in-house.”

#### **Production & Administrative Services**

- Soundskilz is a full-service live event production company, specializing in 360-degree event planning and management at venues from raw spaces to fully built halls and arenas. We own, and can provide our own staging, audio, LED and AV to events where appropriate.
- When we contract with a city municipal client, our agency fee is transparent and along with our costs to our contractors. We subcontracted services on a per-event basis at no cost mark up. These services would typically include the following rental services and labor providers:
  - Fencing and barricades
  - Canopy tents for vendors (fire-rated)
  - External generators and power service (25 kVA and above)
  - Licensed and bonded security personnel (crowd control and backstage)
  - Porta-potties and janitorial services
- Our in-house accounting team operates on site during all events, managing all cash handling, revenue collections, F&B daily audits,

expense disbursements and HR-related tasks such as signing in/out shift employees and day labor. This enables quick and efficient settlement of our events and a professional back-office presence for handling employee issues during event production.

- At each event, we maintain/operate a General Services Help Desk/ Information booth for attendees staffed by full-time production team members and volunteer staff. This enables us to provide real-time customer service across multiple areas, from refund requests to first aid to general inquiries and more, and ensure a high level of public facing customer service which also provides us constant feedback and insights into the event itself for future review.

### ***Public Safety, Regulations & Permits***

Soundskilz 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 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.

#### ***Volunteer Groups & Charity Experience***

Through over 100 of our smaller event productions and in virtually every major festival, the Soundskilz team has extensive experience integrating volunteer groups and non-profits, NGOs and other similar organizations. We work with local NPOs to determine opportunities for volunteer staff, discounted or free booth space and cross-promotional campaigns to help them spread their message and campaign drives.

Some examples include:

- Our standard practice of creating a non-profit “Community Corner” vendor program at every applicable festival, with substantially reduced or zero-cost pricing for NPOs and community organizations to set up vendor experiences/booths and engage the local community; we dedicate a portion of our ad spending and onsite branding/signage to promote these initiatives at each event
- Designing and managing a volunteer program during the Huntington Beach 4<sup>th</sup> of July Festival, comprising 100+ volunteers from local organizations such as Junior Life Guards, to manage the parade route, merchandise and ticket sales, and a 5K fun run for thousands of entrants. Volunteer groups

received donations from the event budget for their contributions.

### ***Collaboration Model***

We value collaboration with multiple event stakeholders in every event we produce – and in municipal events such as contemplated in this RFP, cooperation and communication among many parties is paramount to success.

- Through our upfront survey process of prior stakeholders and participants, we allow people to be heard, gain wisdom from their own firsthand experiences with local events, and help shape best practices and YOY proposals that can only improve the experience and reputation of the events that take place in the City
- We typically conduct monthly and then weekly event status calls and/or in-person meetings as event dates approach. As well, we remain available for on-demand meetings for urgent or timely event requirements as needed/
- Our key subcontractor personnel are welcome and invited on team calls and specific issue meetings, to ensure that all parties responsible for execution of critical path elements are “part of the conversation” that affects their performance and deliverables/scope of work. Key decisions are therefore able to be informed by the experts in each department or service that needs to be addressed, and things do not get lost in translation or layers of management.
- We maintain dedicated email accounts for each event (for example, festival@, vendor@, siteops@, publicity@, accounting@ ) that give partners direct lines of communication to our executives and department teams for prompt routing and response to questions and concerns.
- We utilize advanced team collaboration tools, including [ASANA](#), [Slack](#) and others that can be opened to each stakeholder in the event who needs to interact with our direct planning schedules, document repositories and internal chat threads about specific event planning issues.

Through this approach, we have successfully executed large scale events involving government officials, corporate partners, publicity/media teams, technical production units, vendors, suppliers, sponsors and more in a unified system with minimal friction and quick access to answers and solutions at every step of the event production and planning process.

For each event we have a collaborative method for which we take direction from our City partners and key stakeholders and where they would like to see the events focused.

**Taste of Jalisco Festival:**

Taste of Jalisco of Jalisco will be celebrating a mile stone next year. 10 years of celebrating the sister city relationship between the city and Tequila, Mexico. We would like to propose a three tiered approach to a grand decade celebration.

1. We'd like to propose additional resources to book larger headline entertainment for the amphitheater.
2. We'd like to explore expanding marketing to a more regional audience and have hotel "stay and play" packages.
3. We'd like to propose the inclusion of dignitaries from Tequila. We have tried on this for years, but will take assistance from the city elected officials and management. When including the dignitaries from Mexico, we'd like to offer them a Thursday evening traditional Mexican (American) dinner at one of our partners restaurants. We'd like to honor them at the headline amphitheater show. We'd like to include them in the flag raising and the Gold Medal Tequila Competition, which we successfully launched 2 years prior.
4. We'd like to propose a larger amount of discount or free resident tickets to the headline shows. Or, possibly including the headline shows as part of everyone's ticket who enter the festival.



## **AGENCY FEE DISCUSSION FOR COMPREHENSIVE CITY PROMOTER EVENT MANAGEMENT SERVICES**

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
- Quantity of events produced per year
- Level of talent desired (if any) and total talent budget allocated for the event
- 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
- 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 6+ months away

Without having a significantly deeper discussion with the City to ascertain the above data points, and those outlined in the paragraphs above, we are only able to outline proposed fees. Everything is up for discussion and negotiation.

We are able to outline a practical scenario around which a financial arrangement can be modeled if we are awarded the contract. This model has 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.

### **(1) Flat Fee**

SoundSkilz and city will negotiate a flat fee for execution of desired program. Flat fee could be approximately 50% of estimated approved operations budget. (Taste of

Jalisco approximately \$125k - \$175k) Remaining funds to be secured and raised through ticket sales, sponsorships, food and beverage, etc. Soundskilz agency fee will be the profit after expenses of these sales measures.

**(2) Fee for Services**

- City to pay Soundskilz an Agency fee for services of 25% of the city approved event budget.
  - Agency funding will be 50% upon project start. Balance due net 15 upon final completion of project.
- The City will be entitled to all revenues after expenses and compensations.
- The city to fund the approved event budget as follows:
  - 50% upon project start
  - 50% 30 days prior to event date
- Sales Compensation:
  - Soundskilz will keep 30% of procured revenue through sources such as event sponsorships, vendors and food and beverage managed.



**Contact:**

Jeff Hocker, Owner/Executive Producer  
Hocker Productions  
2286 North Indian Canyon Drive, Unit E  
Palm Springs, CA 92262

**Ph: 760-409-1530**

**E-mail: [jeffhocker1@gmail.com](mailto:jeffhocker1@gmail.com)**

**[www.HockerProductions.com](http://www.HockerProductions.com)**

**A. Cover Letter**

**City of Cathedral City Proposal Committee,**

As a producer, philanthropist and volunteer, I have a passion for helping others and I fulfill that by developing programs and events that make a keen and long-lasting difference in the world. I strive for diversity, equity and inclusion in every project that I work on.

If chosen as the producer for the following projects, Hocker Productions will do all of the planning, necessary labor, materials, software, equipment, transportation and all relevant services to produce, organize, manage and run every aspect of the implement of these three special events outlined in the scope of these projects. I will report to the City of Cathedral City's Communications and Events Manager and follow all rules and guidelines set out by the City. These events are to enrich the lives of residents of the City of Cathedral City and the Coachella Valley and under my production will continue to build as marquee and world-class events through art, music, LIVE entertainment, cuisine, through identifying additional ways to showcase all of the cultural aspects of our communities.

The following proposal is my "Work Description and Best Plan" for the awarding of Hocker Productions as Executive Producer for the following City of Cathedral City Events:

- ***State of the City – Held annually in May***
- ***Taste of Jalisco – Held annually on the 1<sup>st</sup> weekend in February***
- ***LGBT Days Cathedral City – Held annually on the 2<sup>nd</sup> weekend in March***

**Building the Brand While Retaining the Heritage:**

As Executive Producer of Taste of Jalisco in 2020, Hocker Productions in its first year, doubled the size of the event footprint showcasing the new amphitheater and 15+ traditional and modern Latinx performers, increased attendance by approx. 20%, added a car show and horse show (Dinastia Charra), increased the media partnerships to include more bilingual and Spanish speaking mediums, worked with Cathedral City rotary to run the bars as a fundraiser for their chapter, hired the Cathedral City High Schools' 60 Folklórico dancers and added a photo exhibition with the Cathedral City Public Arts Commission celebrating the history of our sister city Tequila, Mexico.

Also, through the leadership and partnership with Riverside County Supervisor V. Manuel Perez, Fourth District, we were able to partner with the Mexican Consul and the Office of Foreign Trade – County of Riverside.

My work ethic continues to drive my business to always follow the most effective and profitable pathways for successful events.

Thank you for taking the time to review my proposal. I look forward to the opportunity of producing:

- **State of the City – Held annually in May**
- **Taste of Jalisco – Held annually on the 1<sup>st</sup> weekend in February**
- **LGBT Days Cathedral City – Held annually on the 2<sup>nd</sup> weekend in March**

Sincerely,

Jeff Hocker, Executive Producer  
Hocker Productions

## **B. Statement of Qualifications**

### **1) Listing of proposed production management key personnel.**

<b>Hocker Productions Crew</b>	<b>Cell Number</b>
Jeff Hocker, Executive Producer	760-409-1530
Charlie Dyer, Associate Producer	760-219-3098
Steven Janji, Associate Producer	323-459-8311
Bernardo Mercado/Stage/Lights/Sound	626-221-4379
Kimberly O'Linn, Security	760-250-8708
Jaime Perez, Bright Equipment Rental	760-272-8475
David Reese, Univision/NBC Palm Springs	323-428-4474
Jerry Upham, Telemundo/KESQ News Channel 3	760-340-7050
Bob, Brudvik Electrical	760-422-3296
Steve Jeffries, Pyrotechnics Group	909-223-0454
Sam Tachasooksaree, Heimark Distributing	760-296-2348
Ryan Hunt, CC Communications/Events	540-664-8556

### **2) Contractor's experience with similar work, including names and current phone numbers of references for listed projects.**

Hocker Productions, a 501 © 3 has just celebrated its 20<sup>th</sup> year anniversary. As it's executive producer and owner, I have produced, and in some cases been the creator of, many of the largest events in the Coachella Valley including: Halloween Palm Springs, Palm Springs Health Run and Wellness Festival, Palm Springs Food and Wine Festival (**partnered with the Palm Springs' Sister City Program with San**

**Miguel de Allende in Mexico**), International Chili Society World's Championship Chili Cookoff, Oktoberfest Palm Springs, Food and Wine Festival Palm Desert, Pentathlon USA World Cup, Opera in the Park along with Idyllwild Jazz in the Pines.

In the **LGBTQ space**, Hocker Productions has worked with Greater Palm Springs Pride for over 10 years and currently is on the event committee for the Harvey Milk Diversity Breakfast with over 1,000 attendees each year including 200 students as part of the Safe Schools program in the school district. Also, we coordinate over 25 restaurants and liquor companies for the annual SOLD OUT (3,000 attendees) Red Dress / Dress Red event produced by the LGBTQ Community Center of the Desert.

In 2024, Hocker Productions launched the Desert Healthcare District and Foundation's "Healthy Desert, Healthy You" Environmental Health Summit. As the executive producer for the conference, we had over 750 attendees from all over the Coachella Valley, elected officials from cities, counties and state and worked with Governor Newsom's office to bring in two of his cabinet members to be the keynote speakers.

#### **Professional References:**

- |  |              |
|--|--------------|
| 1. Riverside County Supervisor District 4, V. Manuel Perez           | 760-600-3482 |
| 2. Desert Healthcare District & Foundation, Chris Christensen, CEO   | 760-567-0051 |
| 3. Mayor Pro Tem, Palm Springs, Jeffrey Bernstein                    | 917-626-2630 |
| 4. Mayor La Quinta, Linda Evans                                      | 760-899-3279 |
| 5. LGBTQ Center of the Desert, Mike Thompson Executive Director      | 801-879-8880 |
| 6. Palm Springs Chamber of Commerce, Nona Watson, CEO                | 760-325-1577 |
| 7. Eisenhower Health, Martin Massiello, CEO                          | 760-340-3911 |
| 8. Desert Business Association, David Powell, Executive Director     | 760-904-4589 |
| 9. West Hollywood Visitors Bureau, Bill Hynes, Former VP Sales/Mktg. | 310-694-6984 |
| 10. Palm Springs Bureau of Tourism, Linda Harvell, Former CEO        | 979-703-7200 |
| 11. Greater Palm Springs Pride, Ron deHarte, President               | 858-735-3683 |
| 12. Forest Lawn Pet Cemetery, Julie Montante, Board of Directors     | 760-250-6477 |

### **Media References:**

- |   |              |
|---|--------------|
| 1. Telemundo/KESQ News Channel 3, Jerry Upham, General Manager    | 760-340-7050 |
| 2. Desert Sun, Winston Gieseke, Editor “Desert Scene/Giving”      | 760-218-2464 |
| 3. KGAY 106.5 FM, Brad Fur, Owner and Founder                     | 310-925-3441 |
| 4. KESQ News Channel 3, Patrick Evans, Meteorologist & Host “EOD” | 760-333-8998 |
| 5. Entravision/NBC Palm Springs, David Reese, News Director       | 323-428-4474 |
| 6. NBC Palm Springs, Hank Plante, 6-Time Emmy Award Winner        | 760-447-2438 |
| 7. Mutual Broadcasting System, John McMullen, President & Founder | 760-574-3250 |
| 8. Desert Charities News, Steve Tolin, Owner & Founder            | 760-346-6100 |
| 9. GED Magazine, Eric Davis, Editor & Sales Manager               | 760-600-0661 |

### **Current Board of Directors & Affiliations:**

1. Arts Institute of Palm Springs High School (Mentor)
2. Association of Fundraising Professionals (Member)
3. Desert Business Association (Member)
4. Harvey Milk Diversity Breakfast (Communications Chair)
5. Palm Springs Chamber of Commerce (Walk of Stars Chair)
6. The Center - LGBT Community Center of the Desert - Ocotillo Club (Member)
7. United Nations Association (Communications Chair)
8. United Way of the Desert (Vice President, Diversity, Equity and Inclusion Chair)
9. Women United – (Human Trafficking Committee)

### **C. Scope of Work**

- 1) Description of the Project’s tasks and plans to achieve them including marketing communication plan; festival implementation plan

#### **Overview:**

As the Executive Producer of State of the City, *Taste of Jalisco and LGBT Days*, Hocker Productions will hire all labor, material, software, equipment, transportation, and services to produce, organize, manage, and run the event as described. Hocker Productions is responsible for all planning, development and implementation of these events.

- 2) Knowledge of federal, state, and local government regulations, fees and permitting; and experience working with volunteer groups and charities.

As a 20-year veteran of producing events in the Coachella Valley, I work closely and frequently with the ABC, Department of Environmental Health, City Officials from all nine of the CV Cities, public works employees and the police and fire departments in the different municipalities. I have had extensive experience working with non-profits throughout the Coachella Valley as literally every event has a beneficiary of the net proceeds.

## State of the City

(TIMELINE, MARKETING & IMPLEMENTATION PLAN)

MAY 13, 2025 (SUBJECT TO CHANGE)

DOUBLETREE BY HILTON GOLF RESORT

### MONDAY, MAY 12 (12N-5:00PM)

- ARRIVE AT THE DOUBLETREE HOTEL AND REVIEW FINAL LOAD-IN WITH STAFF
- LOAD IN OF AUDIO/VISUAL AND DO DRESS REHEARSAL WITH SPEAKERS AND ALL TECHNICAL ASPECTS OF THE EVENT.

### TUESDAY, MAY 13 (6:00 A.M. – 3:00P.M.)

- ARRIVE FOR SET UP OF REGISTRATION AND DO ANOTHER QUICK REHEARSAL WITH AUDIO/VISUAL CREW.

### Marketing Plan:

#### Public Relations:

Write and distribute press releases as announcements on the event and honorees become available. Create a one-sheet flyer to promote to the community leaders and residents to attend the event.

#### Radio & Television:

Coordinate appearances on Radio & TV entertainment programs & segments. These would be timed leading up to event to maximum excitement and for build-up leading up to the event.

- **Television:** Univision, Entravision & NBC Palm Springs, CBS Local 2 “Eye on the Desert” and KESQ News Channel 3 (morning, midday and evening news).
- **Radio:** Carla Soto on LA Tricolor 103.5 FM, La Sauvacita 94.7 FM U 92.7 FM, “Patrick Evans Show” on CV 104.3 FM, “Community Round-up” with Gene Nichols on Alpha Media, “Morning Show w/ John Taylor” on KGAY 106.5 FM, just to name a few of the available programs.

- **Print Media Interviews:** La Prensa, The Desert Sun (Desert Magazine, Desert Scene & Giving Sections and feature articles in the Paper), Press Enterprise,
- Palm Springs Life, Desert Local News, Mobile Home News, Desert Valley Star, Desert Entertainer, CV Independent, CV Weekly and DCN

**Online and Social Media Interaction:**

- Extensive posts in conjunction with the City of Cathedral City on Facebook, Instagram and TikTok throughout So CA.
- Post events on media websites and submit event to all master calendars: Palm Springs Life, Desert Sun, Desert Charities News & Community Calendar
- Work closely with the City of Cathedral City on type and style of graphics (Facebook (various social groups), Twitter, PalmSprings.com, FullCalendar.com, and Spanish language media websites.



**State of the City**  
**(TECHNICAL PLAN)**  
**MAY 13, 2025 (SUBJECT TO CHANGE)**  
**DOUBLETREE BY HILTON GOLF RESORT**



MERCADO TECHNOLOGICAL SOLUTIONS  
342 SANDIA AVE  
LA PUENTE, CA 91746  
[BERNARDO.MERCADO@MERCADOTS.COM](mailto:BERNARDO.MERCADO@MERCADOTS.COM)

DESCRIPTION	QTY	UNIT PRICE	AMOUNT
<b>CELEBRITY D ROOM</b>			
<b>AUDIO</b>			
EAW KF210	6	175.00	1,050.00
EAW RSX218	4	150.00	600.00
EAW RSX12	3	100.00	300.00
SHURE AD4Q W/ TRANSMITTERS	1	850.00	850.00
SHURE MX412 PODIUM MIC	1	40.00	40.00
MIDAS M32	1	150.00	150.00
<b>VIDEO</b>			
14X7 VIDEO WALL	2	2,500.00	5,000.00
WINSOWS COMPUTER	1	120.00	120.00
VIDEO SWITCHER	1	50.00	50.00
PTZ CAMERA	1	120.00	120.00
<b>LIGHTING</b>			
MOVER SPOTS	6	100.00	600.00
WASH PAR LIGHTS	6	40.00	240.00
<b>LABOR/INSTALL OPERATE DAY 1</b>			
STAGE HANDS	4	400.00	1,600.00
A1	1	600.00	600.00
VIDEO TECH	1	600.00	600.00
LIGHTING	1	600.00	600.00
<b>LABOR/STRIKE OPERATE DAY 2</b>			
STAGE HANDS	2	400.00	800.00
A1	1	600.00	600.00
VIDEO TECH	1	600.00	600.00
LIGHTING	1	600.00	600.00

**Total Audio / Visual Quote**

**\$15,120.00**

Cathedral City State of the City  
Budget 2025

Cathedral City State of the City May 13, 2025		
		Projected Budget 2025
<b>REVENUE</b>		
Presenting Sponsor		
City of Cathedral City		21,436.00
Gold Sponsor \$5,000		
Desert Care Network		5,000.00
Care: \$2,500		
Agua Caliente Band of Cahuilla Indians		\$ 2,500.00
Mary Pickford Theatre		\$ 2,500.00
Quick Quack Car Wash		\$ 2,500.00
Silver Sponsors: \$1,500		
Grace Helen Spearman Foundation		\$ 1,500.00
General Air Conditioning		\$ 1,500.00
Eisenhower		\$ 1,500.00
Cathedral City Senior Center		\$ 1,500.00
Bronze Sponsors \$1,000		
Renova Solar		\$ 1,000.00
Sun Community Federal Credit Union		\$ 1,000.00
The Roost Lounge		\$ 1,000.00
<b>TOTAL SPONSORS</b>		<b>42,936.00</b>
<b>TOTAL REVENUE</b>		<b>42,936.00</b>
<b>SPEAKERS/AUDIO VISUAL / ASL &amp; SPANISH INTERPRETORS</b>		
Mercado Sound - Video/Sound Engineer (Bernie Mercado)		15,120.00
Photography - Andrew Cabral (2 hours @ \$150)		300.00
Mutual Broadcasting Videography & Podcast Interviews		500.00
Tom McGillis ASL		200.00
<b>TOTAL ENTERTAINMENT AUDIO &amp; VISUAL</b>		<b>16,120.00</b>

Cathedral City State of the City  
Budget 2025

	<b>PRINTING AND COLLATERAL</b>	
	Program Cost	1,200.00
	Step N' Repeat	400.00
	Retractable Banners (2)	300.00
	Foam Core Signs for Honorees	120.00
	Graphic Designer Fees (Stephen Boyd- Desert Design)	1,000.00
	Registration Name tags and supplies	300.00
	Costco (Flowers for Tables)	120.00
	Canyon Print and Signs (podium sign)	100.00
	<b>TOTAL PRINTING &amp; COLLATERAL</b>	<b>1,940.00</b>
	<b>VENUE, PRODUCTION, F&amp;B AND DÉCOR</b>	
	Doubletree by Hilton Golf Club	
	Food and Beverage	8,500.00
	Service Charge	2,125.00
	Tax	723.00
	<b>Subtotal</b>	<b>11,348.00</b>
	<b>MEDIA COSTS</b>	
	KESQ News Channel 3/Telemundo - TV - Media Partner	750.00
	NBC Palm Springs / Entravision - Media Partner	750.00
	<b>TOTAL MEDIA EXPENSE</b>	<b>1,500.00</b>
	<b>EXECUTIVE PRODUCER CONSULTANT FEE</b>	
	Hocker Productions	12,000.00
	<b>TOTAL CONSULTANT EXPENSES</b>	<b>12,000.00</b>
	<b>TOTAL ALL EVENT EXPENSES</b>	<b>42,908.00</b>
	<b>TOTAL ALL EVENT REVENUE (Projected)</b>	<b>42,936.00</b>

Cathedral City State of the City  
Budget 2025

	<b>PROFIT/LOSS</b>		<b>28.00</b>



February 20, 2025

City of Cathedral City  
68-700 Ave Lalo Guerro  
Cathedral City, CA 92234  
Attn: Patrick Bumstead  
[pbumstead@cathedralcity.gov](mailto:pbumstead@cathedralcity.gov)

Subject: Response to Request for Proposal for Cathedral City LGBT+ Days

Dear Mr. Bumstead,

The attached represents our Cost Proposal for Cathedral City LGBT+ Days. Thank you for considering our proposal. We look forward to the opportunity to work with the City of Cathedral City and create a festival that will be enjoyed by all.

Sincerely,

*Michael Westman*

Michael Westman  
Marketing Manager  
Montage Agency LLC

## Cost Proposal for Cathedral City LGBT+ Days Festival

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### 1. Staffing: \$10,000

This budget covers all staffing needs, including event coordinators, logistical support, volunteers, and any necessary administrative personnel. The goal is to ensure smooth operations throughout the event.

### 2. Entertainment:

- **International Recognized Performers: \$25,000**  
This portion of the budget includes the fees for booking internationally recognized performers who will headline the Saturday festival entertainment. These performers will ensure high engagement and appeal, attracting a broad audience.
- **Drag Queens: \$10,000**  
Funds allocated to securing talented drag queens for live performances, both during the festival and as part of the lead-up events. Drag performances are central to the festival's appeal and inclusivity.
- **DJs: \$5,000**  
This covers DJ fees for the festival's musical elements. DJs will provide a diverse mix of music for different tastes, ensuring that the festival offers an energetic and engaging atmosphere.

### 3. Promotion and Marketing: \$10,000

A robust marketing campaign is essential for the success of the festival. This budget will cover:

- Social media ads across platforms (Instagram, Facebook, etc.)
- Partnership promotions with key media outlets like NBC, GED Magazine, and Metrosource.
- Content creation, including influencer partnerships, promotional videos, and event teasers.
- Traditional marketing (flyers, posters, banners.)

#### **4. Security: \$5,000**

Security is a priority for ensuring the safety of all festival attendees. This budget includes:

- On-site security personnel for crowd control.
- Insurance for safety and liability coverage.

#### **5. Staging/Sound/Lighting + Labor: \$40,000**

This category includes the costs associated with setting up the physical infrastructure for the festival:

- Stage construction and design.
- High-quality sound and lighting systems to enhance the festival experience.
- Labor for setup, teardown, and operation of technical equipment.

#### **6. Miscellaneous Expenses: \$5,000**

This budget provides flexibility for unforeseen costs and small details that ensure the festival runs smoothly, including:

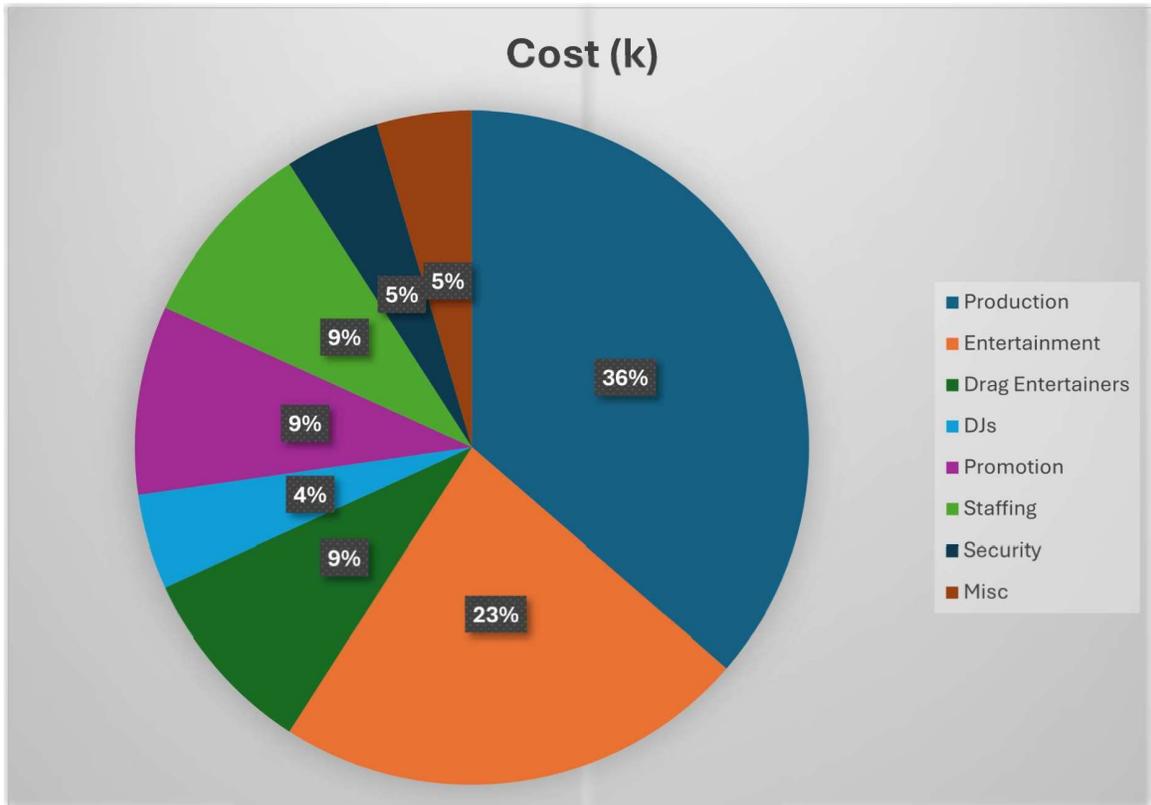
- Permits and licenses.
- Event signage and decorations.
- Catering and refreshments for volunteers and performers.

We are happy to discuss details and/or adjustments. Thank you for considering our proposal.

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## Total Festival Budget

Category	Cost (\$)
Staging/Sound/Lighting + Labor	40,000
Entertainment (International Performers)	25,000
Drag Entertainers	10,000
DJs	5,000
Promotion and Marketing	10,000
Staffing	10,000
Security	5,000
Miscellaneous Expenses	5,000
<b>Total</b>	<b>\$110,000</b>





February 20, 2025

City of Cathedral City  
68-700 Ave Lalo Guerrero  
Cathedral City, CA 92234  
Attn: Patrick Bumstead  
[pbumstead@cathedralcity.gov](mailto:pbumstead@cathedralcity.gov)

Subject: Response to Request for Proposal for Cathedral City LGBT+ Days

Dear Mr. Bumstead,

On behalf of Montage Agency LLC (dba Montage Events), I am excited to submit our proposal in response to the Request for Proposal for the special event production of Cathedral City LGBT+ Days in March 2026 ("Festival"). We are eager to collaborate with the City of Cathedral City to create a truly exceptional and inclusive festival that celebrates the vibrant and diverse LGBT+ community.

As a seasoned creative management agency with over 12 years of experience, Montage Events has a proven track record of successfully producing high-impact, community-centered events. We are confident in our ability to bring fresh, innovative approaches to the festival while ensuring a seamless execution. We have partnered with respected event production professionals and local organizations to amplify our efforts and extend our outreach across the Coachella Valley.

Enclosed, you will find our Statement of Qualifications, detailing our partnerships and extensive experience in event production, as well as our Scope of Work outlining our vision and approach for Cathedral City LGBT+ Days. We are committed to delivering an engaging, impactful event that reflects the spirit and unity of the LGBT+ community.

Thank you for considering our proposal. We look forward to the opportunity to work with the City of Cathedral City and create a festival that will be enjoyed by all.

Sincerely,

*Michael Westman*

Michael Westman  
Marketing Manager  
Montage Agency LLC

## Statement of Qualifications

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### **Montage Agency LLC (dba Montage Events)**

Location: 4751 E Palm Canyon Drive, Suite C, Palm Springs, CA 92264

Years of Experience: 12+ Years

Montage Agency LLC is uniquely qualified as a full-service creative management agency that outfits our clients with creative marketing tools needed to succeed, including social media marketing, e-mail marketing, text message marketing, graphic design, podcast production and distribution, advertising and media strategy, and event planning and production.

Montage Events, the event production arm of Montage Agency, is based in Palm Springs, California, specializing in curating high-quality events that celebrate diversity, inclusivity, and COMMUNITY. We have established a reputation for producing successful events of all sizes, and community-driven activations. Some of our events include: Palm Springs Equality Wine & Food Festival™ (the preeminent specialty wine event of the year in palm Springs, featuring LGBTQ+, BIPOC, and Women owned and/or produced wines, restaurants, and retailers), Pride Massive™ events during Palm Springs Pride (including pool parties, drag shows, and dance parties), monthly Drag Bingo charity events at The Roost Lounge in Cathedral City raising over \$60k for local charities over the last three years (befitting such charities as Cathedral City Senior Center, Cathedral City Boys & Girls Club, LGBTQ Center of the Desert, Cake 4 Kids, Tools for Tomorrow, Scrap Gallery, Brothers of the Desert, and others), monthly Drag Bingo charity events at Boozehounds in Palm Springs (beginning February 2025); and Sun Vibes pool party during Memorial Day weekend.

### **Event Production Partners (The Entertainment Pros):**

Montage Events is proud to partner with The Entertainment Pros, a renowned event production company, to assist in the delivery of this festival. The Entertainment Pros has been a key player in numerous large events across California, Nevada, and beyond, ensuring flawless execution and providing high-end event logistics. (<https://theentertainmentpros.com>),

### **References:**

- **Michael Swenson** – CEO, The Entertainment Pros  
([Hello@TheEntertainmentPros.com](mailto>Hello@TheEntertainmentPros.com))
- **Kate Brown** – Regional Vice President, Evolution Hospitality  
([Kate.Brown@evolutionhospitality.com](mailto:Kate.Brown@evolutionhospitality.com))

Both Michael Swenson and Kate Brown have been partners to us in many successful event productions and can provide invaluable insight into the quality of our work, our ability to handle large-scale festivals, and our dedication to community involvement.

## Scope of Work

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### Overview:

Montage Events will produce the Cathedral City LGBT+ Days Festival with a focus on creating a comprehensive, engaging, and inclusive celebration of the LGBT+ community for the entire Coachella Valley. Our efforts will integrate marketing, community outreach, and seamless festival implementation, ensuring the event's success from pre-event engagement through to its conclusion.

### Marketing & Communication Plan:

#### 1. Community Outreach:

- Our marketing efforts will focus on engaging the entire Coachella Valley community. We will collaborate with a variety of media partners in print, television, and digital, including NBC Palm Springs, GED Magazine, Metrosource Magazine, and other key influencers and local players, to ensure broad reach and visibility.
- Our outreach will extend beyond traditional channels by targeting LGBTQ+ groups, allies, and local businesses to encourage participation in all festival-related activities.
- We will leverage social media platforms, including Facebook, Instagram, and others, to promote the festival through influencer partnerships, teaser content, and countdowns to build excitement.

#### 2. Partnerships:

- **NBC:** Our partnership with NBC will help ensure high visibility and media coverage of the event, particularly through digital and televised promotions leading up to and during the festival weekend.
- **GED Magazine & Metrosource Magazine:** These publications will assist in our targeted outreach to the LGBTQ+ community, both locally and nationally, through exclusive features, event spotlights, and editorial content.
- Additional community collaborations will include working with local non-profits, LGBTQ+ organizations, and cultural centers to ensure the festival represents and serves a diverse group of individuals.

## **Festival Implementation Plans:**

### **1. Pre-Festival Engagement:**

- Prior to the main festival dates, Montage Events will execute a series of lead-up events designed to create buzz and foster engagement within the community. This includes a series of smaller events, community meet-ups, and social gatherings that connect local residents, businesses, and visitors.
- We will also coordinate press releases relating to the events, and LGBTQ+ history and culture, leading up to the festival weekend.

### **2. Saturday Festival Entertainment:**

- The Saturday festival will feature internationally recognized entertainment, including musical performances, drag shows, live art, and cultural performances to celebrate diversity and inclusiveness.
- International and local performers will be booked, with a focus on those who have strong LGBTQ+ ties and resonate with a broad audience.
- A range of activities will be planned for all ages and interests, including a family-friendly area with activities for children and young adults.

### **3. Sunday Festival Bed Race & Activation:**

- The Sunday Bed Race will continue to be a unique, fun, and interactive event that invites local businesses, organizations, and teams to design creative “beds” and race them down Avenida Lalo Guerro. This event will draw crowds, promote friendly competition, and raise awareness for local causes and charities.
- In addition to the Bed Race, we will activate several interactive booths, games, and pop-up experiences around the festival grounds, encouraging guests to engage with sponsors, artists, and community organizations.

### **4. Volunteer & Non-Profit Collaboration:**

- With many years of experience working closely with local volunteer groups and non-profits, Montage Events will ensure that the festival incorporates a strong volunteer presence to support operational needs and enhance the overall experience for attendees.
- We will collaborate with local non-profits to promote their causes, create meaningful volunteer opportunities, and ensure they have a prominent presence at the event, whether through donation stations, booths, or other activation points.

- Our long-standing relationships with these groups ensure they are well-represented and integrated into the event's fabric.

**Conclusion:**

Montage Agency and Montage Events are uniquely positioned to bring Cathedral City LGBT+ Days to life, integrating strong marketing strategies, expert event execution, and community involvement. Our production partnerships, combined with our established relationships with local and national partners, position us to create a festival that will become a cornerstone of the Coachella Valley's cultural calendar.

We are excited about the possibility of working with the City of Cathedral City to produce this one-of-a-kind event.

Thank you for your time and consideration.

Sincerely,

*Michael Westman*

Michael Westman  
Marketing Manager  
Montage Agency LLC