



**THE CITY OF FORT LAUDERDALE
MANAGEMENT SERVICES FOR
BEACH BUSINESS IMPROVEMENT DISTRICT (BID)
RFP #364-11715
Date of submission: April 4, 2016
Due Date: April 8, 2016**

Prepared by: The Management Team of Wizard Entertainment

**Prepared for:
THE CITY OF FORT LAUDERDALE
BEACH BUSINESS IMPROVEMENT DISTRICT**

**THE CITY OF FORT LAUDERDALE
CITY HALL | PROCUREMENT SERVICES DIVISION | SUITE 619
100 N. ANDREWS AVENUE
FORT LAUDERDALE, FL 33301**

**3300 NE 16 PL • Fort Lauderdale, FL 33305
Phone 954-564-8300
www.Wizard-Entertainment.com**



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4.2.2 Executive Summary

Wizard Entertainment, Inc. is a Florida S Corporation established 4/9/2003 and has a State of Florida Talent Agency license #TA 1062.

Wizard handles all aspects of specials events including; production, talent buying, marketing, sponsorship, etc. Our office is located at 3300 NE 16 PL Fort Lauderdale, FL 33305

Dan Barnett – President/Executive Producer will serve as the BID Manager and work directly with the BID Board to exceed the objectives of the project. He will oversee all aspects of BID Manager role.

In this proposal we will show our experience for the past three (3) years as the BID Manager, show the vast experience creating, booking and producing events in Fort Lauderdale and worldwide. Our relationships with subcontractors to execute any need form the BID Board i.e. marketing, display construction, etc.

Wizard Entertainment's President, Dan Barnett has been booking and producing entertainment events worldwide for over 25 years. Dan spearheaded the talent booking division of Cellar Door Concerts, the nation's largest concert promotion company for 14 years. Dan has booked and produced over 2500 concert events i.e. Bruce Springsteen, Lollapalooza, Jimmy Buffett, Planet Hollywood Grand Openings (worldwide), Hurricane Relief Concert, etc. SFX Entertainment acquired Cellar Door in 1999 and Dan was promoted to VP of Business Development to run the worlds largest Special Event company SFX Special Events.

Wizard Entertainment was launched in 2003 and has become one of the most creative entertainment booking, production and marketing companies in the United States. Wizard clients include: Journey, Southeast Toyota, Seminole Hard Rock Hotel & Casino, Gulfstream Park, City of Hallandale, Isle Casino, Absolute, LXR Luxury Resorts, Image Entertainment, Miami Downtown Development Agency, Kid Rock and the City of Fort Lauderdale, Miami Children's Museum, etc.

CREDITS:

Produced 2500+ Live Concerts: Bruce Springsteen, Gloria Estefan, Pearl Jam, Tom Petty, more ...

Diana Ross – Boca West Country Club

David Blaine – Associated Grocers

Jay Leno – Florida Realtors Association

Hurricane Relief Concert/Joe Robbie Stadium: Executive Producer (Gloria Estefan, Jimmy Buffett, Bee Gees

Saturday Nite Alive: 2009, 2010, 2011, 2012, 2013

NFL Super Bowl Host Committee: Chairman Special Events for South Florida

Sun Fest: Execute Producer of Live Entertainment

Planet Hollywood Grand Openings: 10 Worldwide - Dublin, Key West, Zurich, Munich, etc.

Nike Pro Soccer Post Game: Orange Bowl - Santana

Miami DWNTWN Concert Series: 10 annual concerts (Allen Stone, The Wailers, Cris Cab, etc.)

American Airlines Miami Celebration: Celine Dion, Michael McDonald



4.2.3 Experience and Qualifications

As the BID Manager for the past three years, Wizard Entertainment developed a tremendous understanding of the BID Board objectives and the key players within the City of Fort Lauderdale, the stakeholders along the beach, continued to grow the events and marketing efforts and most of all I have really enjoyed the job.

Wizard Entertainment is a highly qualified entertainment booking, production and marketing company based in Fort Lauderdale, FL. We have extensive experience in the creative development and execution of special events and event marketing. I personally have enjoyed over twenty-five years of producing events on Fort Lauderdale Beach and have developed and maintained strong alliances in the South Florida area living and working in the Fort Lauderdale area. I would take great pride in working on this project for another three years.

I am confident in our abilities to fulfill the responsibilities outlined in this Request For Proposal. I will provide an overview of the special event experience on Fort Lauderdale Beach in this proposal.

Examples of BID supported events/projects on the beach:

- | | |
|---------------------------------|----------------------------------|
| Holiday Beach Lighting | MyFortLauderdaleBeach.com |
| Xtreme Top Box Throwdown | MOD Weekend |
| F&B on the Beach | Utility Box Wraps |
| SOBEWFF | Friday Night Sound Waves |
| Fort Lauderdale Air Show | More ... |

In the past seven (7) years Wizard Entertainment has produced:

ISLE CASINO SATURDAY NITE ALIVE (40 events) 2009 | 2010 | 2011 | 2012 | 2013
Wizard Entertainment CREATED and executed Saturday Nite Alive for five summers.



- GREAT AMERICAN BEACH PARTY (6 events) 2010, 2011, 2012, 2013, 2014, 2015 (Entertainment & stages)**
- STARS, STRIPES AND SUN (1 event) A Salute to the Military 9-15-12**
- CENTENNIAL BEACHFEST (1 event) The City of Fort Lauderdale's 100th Birthday**
- TOTAL: 42 Events on Fort Lauderdale Beach**

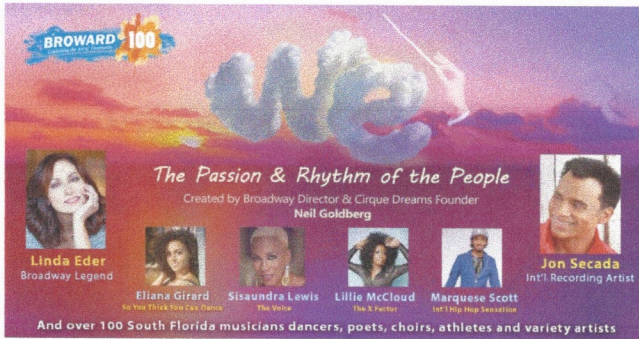
MyFortLauderdaleBeach.com

As part of the Saturday Nite Alive event, Wizard Entertainment assessed the need to create a Fort Lauderdale Beach destination website and did so in 2010 MyFortLauderdaleBeach.com. As BID manager, we negotiated a contract with RAV Communications to handle the website and have seen substantial growth at the helm of Ari Glassman.

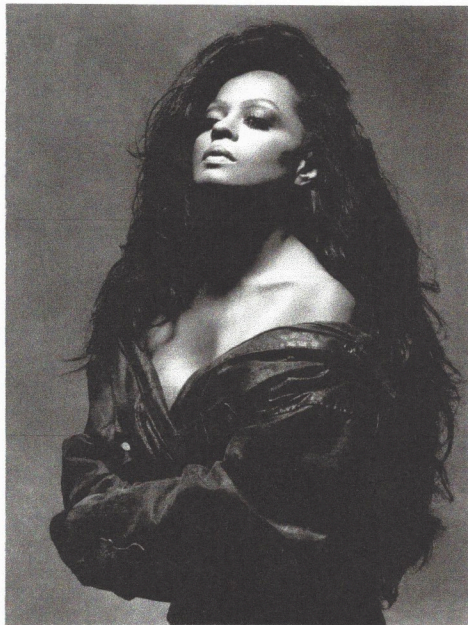


Examples of recent Wizard Entertainment work

1. BROWARD 100 Main Events; “WE” and “DUENDE” – Executive Producer/Talent buyer/Producer



2. Boca West Country Club–Diana Ross Talent buyer/Producer



3. US ARMY 50th Anniversary of the Vietnam War Mark Farner & Grand Funk Railroad Fort Irwin, CA - Talent buyer/Producer

50th Vietnam Veterans' Commemoration
 April 18, 2015
 National Training Center

Open House
 You're invited!
 Where: Army Field, Inner loop Rd. & Barstow Rd.
 When: April 18, 2015 | Main ceremony begins at 11:45 a.m.

Join us as we pay tribute to our Vietnam Veterans.

Special Guest Concert by Mark Farner, formerly of Grand Funk Railroad

- ★ Breakfast: Holiday Inn Express, Lenwood 7:45 a.m. - 8:45 a.m.
- ★ Parade at Fort Irwin: 10:50 a.m. - 11:30 a.m.
- ★ Lunch with guest speaker: 11:45 a.m. - 1:30 p.m.
- ★ Concert, static displays, vendors & more: 1:30 p.m. - 5:00 p.m.

All Veterans Who Served During the Vietnam War Era Invited!

*Times may change, please visit www.army.mil for the most updated schedule of events.
 Vietnam Veterans who plan to attend can register at: <http://www.army.mil/veterans/50th.aspx>
 To reserve by phone call: 760-896-8266, or by e-mail: venita.y.wickens.civ@mail.mil, or pay a visit civ@mail.mil
 **Ask for Group Code Vet when reserving rooms at Holiday Inn Express in Barstow for discounted rate

HERITAGE VETERINARY MEDICAL GROUP
 CAL VET BARSTOW
 MWR USAA

Here are some examples of recent Wizard Entertainment work: continued

4. Dade County Youth Fair – Talent Buyer



COUNTRY CONCERT

Friday, March 25th starting at 8:00 pm

- LOVE AND THEFT
- JESSIE JAMES DECKER

5. Associated Grocers of Florida – David Blaine
Talent buyer/Producer

6. Florida Realtors 100th Anniversary – Jay Leno

DAVID BLAINE

Over the past decade, David Blaine has transformed the art of magic with challenges that have set new boundaries of human endurance and altered our perception of what is possible. At the same time, his intimate approach has stunned scores of unsuspecting people with a stripped down style all his own.

Asked why he pushes his body to new limits, David explains: "The only limits that human beings truly have to face are the ones we impose on ourselves. If I can reach inside of myself and remove the boundaries that we learn as little children, then unlimited possibility exists in all of us."

Blaine has appeared on The Oprah Winfrey Show, The Late Show with David Letterman, Charlie Rose, The Carson Daly Show, Larry King Live, 20/20, Good Morning America, The Today Show, and Howard Stern, among others.

LINKS:
<http://davidblaine.com>
[facebook.com/davidblaine](https://www.facebook.com/davidblaine)
[youtube.com/davidblaine](https://www.youtube.com/davidblaine)



7. Examples of Dan Barnett beach production work over the past two decades:

- AMERICA South Beach Concert THE OUTFIELD - Beach Place Concert on A1A
 RICK SPRINGFIELD - Beach Concert Beach Place Grand Opening

8. Other Fort Lauderdale events produced by Dan Barnett

- Super Bowl Media Party – Riverfront/Downtown - Kool and The Gang
 Beach Place Grand Opening – A1A
 Planet Hollywood Grand Opening – 17th Street Causeway
 Ziggy Marley Concert – Bubier Park/Fort Lauderdale
 The Neville Brothers Concert – Downtown Fort Lauderdale
 KC & The Sunshine Band – Bubier Park/Fort Lauderdale



4.2.4 Approach to Scope of Work

As the BID Manager for the past three (3) years I have learned both the priorities and the best way to execute the desires of the BID Board.

Currently the main priority is attracting brand appropriate big events that bring the target audience to our destination for an extended period of time.

Due to my extensive knowledge as a major event producer, I know the needs of the promoters of these events and can assist them to **Choose Fort Lauderdale Beach** as the venue for their event. They have many choices for locations even though we know that Fort Lauderdale is one of the top beach destinations for events in the world.

Our approach is to continuously get input from the BID Board so we are on point with their objectives and keep reaching out to event promoters to attract them to our beach.

The schedule is based upon on annual budget and defined by the priorities of the BID Board each fiscal year.

Wizard President, Dan Barnett makes the BID Manager project a top priority as it is both a business and a personal commitment to be involved in his home town community.

Due to our extensive time in the South Florida marketplace we have relationships with contractors, sound and lighting companies, tent companies, edit suites, IT marketing, social media companies, etc.

We can and do deliver at a cost effective and fast manner.



4.2.5 References

1. Beach Business Improvement District - Chairman

Eduardo Fernandez
999 N. Fort Lauderdale Beach Blvd
Fort Lauderdale FL 33304
(954) 245-3015
EFernandez@sonesta.com

2. City of Fort Lauderdale

Don Morris
Economic & Business Development Manager
914 NW 6th Street 2nd Floor
Fort Lauderdale, FL 33311
(954) 828-6021
dmorris@FortLauderdale.gov

3. City of Fort Lauderdale – Mayor

Jack Seiler
100 N. Andrews Avenue
Fort Lauderdale FL 33301
(954) 828-5314
jack.seiler@fortlauderdale.gov

4.2.6 Minority/Women (M/WBE) Participation

Our firm is not M/WBE certified.

We have a good track record working with minority contractors, entertainment and companies both in the south Florida area and nationwide.

4.2.7 Subcontractors

The special events and entertainment industry uses subcontractors extensively in order to assign the best most skilled person to the task at hand. Wizard Entertainment has long lasting relationships with production coordinators, marketing experts, production companies, etc.

FYI – Friday Night Sound Waves recently launched on Fort Lauderdale Beach in March 18, 2016. Wizard recommended the previous Saturday Nite Alive production manager Peter Grant to RAV Communications to assist with the first month launch of the event and to help train the production team.

BID/PROPOSAL CERTIFICATION

Please Note: All fields below must be completed. If the field does not apply to you, please note N/A in that field.

If you are a foreign corporation, you may be required to obtain a certificate of authority from the department of state, in accordance with Florida Statute §607.1501 (visit <http://www.dos.state.fl.us/>).

Company: (Legal Registration)

Address:

City: State: Zip:

Telephone No. F A X N o . Email:

Delivery: Calendar days after receipt of Purchase Order (section 1.02 of General Conditions):

Payment Terms (section 1.04 of General Conditions):

Total Bid Discount (section 1.05 of General Conditions):

Does your firm qualify for MBE or WBE status (section 1.09 of General Conditions): MBE WBE

ADDENDUM ACKNOWLEDGEMENT - Proposer acknowledges that the following addenda have been received and are included in the proposal:

<u>Addendum No.</u>	<u>Date Issued</u>	<u>Addendum No.</u>	<u>Date Issued</u>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

VARIANCES: If you take exception or have variances to any term, condition, specification, scope of service, or requirement in this competitive solicitation you must specify such exception or variance in the space provided below or reference in the space provided below all variances contained on other pages within your response. Additional pages may be attached if necessary. No exceptions or variances will be deemed to be part of the response submitted unless such is listed and contained in the space provided below. The City does not, by virtue of submitting a variance, necessarily accept any variances. If no statement is contained in the below space, it is hereby implied that your response is in full compliance with this competitive solicitation. If you do not have variances, simply mark N/A. **If submitting your response electronically through BIDSYNC you must also click the "Take Exception" button.**

The below signatory hereby agrees to furnish the following article(s) or services at the price(s) and terms stated

subject to all instructions, conditions, specifications addenda, legal advertisement, and conditions contained in the bid/proposal. I have read all attachments including the specifications and fully understand what is required. By submitting this signed proposal I will accept a contract if approved by the City and such acceptance covers all terms, conditions, and specifications of this bid/proposal. The below signatory also hereby agrees, by virtue of submitting or attempting to submit a response, that in no event shall the City's liability for respondent's direct, indirect, incidental, consequential, special or exemplary damages, expenses, or lost profits arising out of this competitive solicitation process, including but not limited to public advertisement, bid conferences, site visits, evaluations, oral presentations, or award proceedings exceed the amount of Five Hundred Dollars (\$500.00). This limitation shall not apply to claims arising under any provision of indemnification or the City's protest ordinance contained in this competitive solicitation.

Submitted by:

Dan H. Barnett

Name (printed)



Signature

4/4/16

Date:

President

Title

SECTION 6 - COST PROPOSAL PAGE

Proposer Name: Wizard Entertainment, Inc.

Proposer agrees to supply the products and services at the prices bid below in accordance with the terms, conditions and specifications contained in this RFP.

Cost to the City: Proposer must quote firm, fixed, costs for all services/products identified in this request for proposal. These firm fixed costs for the project include any costs for travel and miscellaneous expenses. No other costs will be accepted.

Notes:

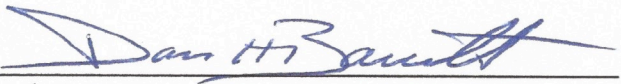
Attach a breakdown of costs including but not limited to labor, equipment, materials, and parts.

TOTAL MONTHLY FIRM FIXED FEE \$ 4800 /MONTH X 12 = \$ 57,600.00

Submitted by:

Dan Barnett
Name (printed)

4/4/16
Date


Signature

President
Title

NON-COLLUSION STATEMENT:

By signing this offer, the vendor/contractor certifies that this offer is made independently and *free* from collusion. Vendor shall disclose below any City of Fort Lauderdale, FL officer or employee, or any relative of any such officer or employee who is an officer or director of, or has a material interest in, the vendor's business, who is in a position to influence this procurement.

Any City of Fort Lauderdale, FL officer or employee who has any input into the writing of specifications or requirements, solicitation of offers, decision to award, evaluation of offers, or any other activity pertinent to this procurement is presumed, for purposes hereof, to be in a position to influence this procurement.

For purposes hereof, a person has a material interest if they directly or indirectly own more than 5 percent of the total assets or capital stock of any business entity, or if they otherwise stand to personally gain if the contract is awarded to this vendor.

In accordance with City of Fort Lauderdale, FL Policy and Standards Manual, 6.10.8.3,

3.3. City employees may not contract with the City through any corporation or business entity in which they or their immediate family members hold a controlling financial interest (e.g. ownership of five (5) percent or more).

3.4. Immediate family members (spouse, parents and children) are also prohibited from contracting with the City subject to the same general rules.

Failure of a vendor to disclose any relationship described herein shall be reason for debarment in accordance with the provisions of the City Procurement Code.

<u>NAME</u>	<u>RELATIONSHIPS</u>

In the event the vendor does not indicate any names, the City shall interpret this to mean that the vendor has indicated that no such relationships exist.

N/A
DB

LOCAL BUSINESS PREFERENCE CERTIFICATION STATEMENT

The Business identified below certifies that it qualifies for the local BUSINESS preference classification as indicated herein, and further certifies and agrees that it will re-affirm it's local preference classification annually no later than thirty (30) calendar days prior to the anniversary of the date of a contract awarded pursuant to this ITB. Violation of the foregoing provision may result in contract termination.

is a **Class A** Business as defined in City of Fort Lauderdale Ordinance No. C-12-04, Sec.2-199.2. A copy of the City of Fort Lauderdale current year Business Tax Receipt and a complete list of full-time employees and evidence of their addresses shall be provided within 10 calendar days of a formal request by the City.

(1)
Business Name

is a **Class B** Business as defined in the City of Fort Lauderdale Ordinance No. C-12-04, Sec.2-199.2. A copy of the Business Tax Receipt or a complete list of full-time employees and evidence of their addresses shall be provided within 10 calendar days of a formal request by the City.

(2)
Business Name

is a **Class C** Business as defined in the City of Fort Lauderdale Ordinance No. C-12-04, Sec.2-199.2. A copy of the Broward County Business Tax Receipt shall be provided within 10 calendar days of a formal request by the City.

(3)
Business Name

requests a **Conditional Class A** classification as defined in the City of Fort Lauderdale Ordinance No. C-12-04, Sec.2-199.2. Written certification of intent shall be provided within 10 calendar days of a formal request by the City.

(4)
Business Name

requests a **Conditional Class B** classification as defined in the City of Fort Lauderdale Ordinance No. C-12-04, Sec.2-199.2. Written certification of intent shall be provided within 10 calendar days of a formal request by the City.

(5)
Business Name

is considered a **Class D** Business as defined in the City of Fort Lauderdale Ordinance No. C-12-04, Sec.2-199.2. and does not qualify for Local Preference consideration.

(6)
Business Name

BIDDER'S COMPANY:

AUTHORIZED
COMPANY
PERSON:

NAME

SIGNATURE

DATE

CONTRACT PAYMENT METHOD BY P-CARD

THIS FORM MUST BY SUBMITTED WITH YOUR RESPONSE

The City of Fort Lauderdale has implemented a Procurement Card (P-Card) program which changes how payments are remitted to its vendors. The City has transitioned from traditional paper checks to payment by credit card via MasterCard or Visa. This allows you as a vendor of the City of Fort Lauderdale to receive your payment fast and safely. No more waiting for checks to be printed and mailed.

Payments will be made utilizing the City's P-Card (MasterCard or Visa). Accordingly, firms must presently have the ability to accept credit card payment or take whatever steps necessary to implement acceptance of a credit card before the commencement of a contract.

Please indicate which credit card payment you prefer:

Master Card

Visa Card

Company Name:

Name (Printed)

Signature

Date:

Title



**STATE OF FLORIDA
DEPARTMENT OF BUSINESS AND PROFESSIONAL REGULATION**

**OFFICE OF TALENT AGENTS
1940 NORTH MONROE STREET
TALLAHASSEE FL 32399-0783**

(850) 487-1395

**WIZARD ENTERTAINMENT INC
3300 NE 16 PLACE
FORT LAUDERDALE FL 33305**

Congratulations! With this license you become one of the nearly one million Floridians licensed by the Department of Business and Professional Regulation. Our professionals and businesses range from architects to yacht brokers, from boxers to barbeque restaurants, and they keep Florida's economy strong.

Every day we work to improve the way we do business in order to serve you better. For information about our services, please log onto www.myfloridalicense.com. There you can find more information about our divisions and the regulations that impact you, subscribe to department newsletters and learn more about the Department's initiatives.

Our mission at the Department is: License Efficiently, Regulate Fairly. We constantly strive to serve you better so that you can serve your customers. Thank you for doing business in Florida, and congratulations on your new license!



**STATE OF FLORIDA
DEPARTMENT OF BUSINESS AND
PROFESSIONAL REGULATION**

TA1062

ISSUED: 02/19/2015

**TALENT AGENCY
WIZARD ENTERTAINMENT INC**

IS LICENSED under the provisions of Ch. 468 FS.
Expiration date : MAY 31, 2016 L150219000643

DETACH HERE

RICK SCOTT, GOVERNOR

KEN LAWSON, SECRETARY

**STATE OF FLORIDA
DEPARTMENT OF BUSINESS AND PROFESSIONAL REGULATION
OFFICE OF TALENT AGENTS**

LICENSE NUMBER	
TA1062	

The TALENT AGENCY
Named below IS LICENSED
Under the provisions of Chapter 468 FS.
Expiration date: MAY 31, 2016

**WIZARD ENTERTAINMENT INC
3300 NE 16 PLACE
FORT LAUDERDALE FL 33305**



CAW 16-0783
EXHIBIT 3
Page 16 of 17



TASK 1: Manage, Coordinate and Promote Special Events, Including Seeking Sponsorships

Wizard has demonstrated the ability to coordinate and promote existing BID-Funded Events. We work with ALL the event promoters and make the process of doing an event on Fort Lauderdale Beach an enjoyable and VERY successful process.

We assist with the promotion of the beach events on the destination website we created www.MyFortLauderdaleBeach.com and it has been incredibly successful.

Due to Wizard Entertainment's volume and longevity in the Special Event industry, we have a great track record. One of the important reasons for success with sponsorship is creating an event worthy of the sponsorship. During the past three years as BID Manager we worked with event producers to help them maximize the sponsorship and to help them become self sustaining so they do not need the funding from the BID past three years. We help the event planners take sponsorship into consideration during the design phase of the event to verify that it will provide a return on investment for the sponsor in the long run.

TASK 2: Market and Promote the Beach as a World-Class Destination

Wizard is honored to continue to grow the marketing for the beach destination! We will meet with BID, CVB, City and Chamber reps to discuss the strategy and initiate an active enhancement plan.

Beach Destination Website – For the past 7 years MyFortLauderdaleBeach.com has been the beach destination website starting with Saturday Nite Alive project. Due to the relationship we created with RAV Communications the design and technical team continues to improve the site content and awareness through Search Engine Optimization and social media. We would continue to grow this website and the concept that Fort Lauderdale Beach is different for everyone hence the name "MY"FortLauderdaleBeach.com.

TASK 3: Represent BID at Public and Private Meetings

Wizard will attend BID meetings, provide input as desired and take minutes of the meetings. We will also attend City Commission, CRA, Chamber of Commerce and other meetings as required.

TASK 4: Execute Work Program

Wizard will implement the BID initiatives as recommended by the BID and City Manager or his representative. We are currently working the following:

- * Entercom Radio – FORT LAUDERDALE BEACH CONCERT on Dec. 3, 4, 2016. The event will be marketing across the country and broadcast live on the day of show.
- * Marketing Plan with CVB to target the visitors during the time periods that work for the BID Hotels and businesses
- * Huka Entertainment – Second event to the Tortuga Music Festival
- * Red Bull – Swatch Beach Volleyball return in 2017