

Bid Number: 12369-505

**Fort Lauderdale Beach Open Spaces Activation
Coordinator**

Open Date: 02/27/2020

Due Date: 03/11/2020

Proposer Name: SWARM INC

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1.2 Executive Summary

SWARM is a 360-degree special event agency based out of Miami, Florida. The result of 3 local companies coming together in 2014 to form what would be the first agency of its kind in Miami. Swarm is built on over 50 years combined experience. Providing full event production services from conception to completion- SWARM provides marketing, special event permitting, location & venue scouting, event logistics, staffing & management, sponsorship management, audio, video & lighting, event agency support, event operations and more. Having conceptualized over 40 proprietary events such as Wynwood Life, Grovetoberfest, and HIVE- SWARM organizes each annually while continuing to grow their footprint and contributing to the community in a positive way.

In addition to SWARM's proprietary events, they also lend their expertise to several international organizations to manage their events, conferences, and brand activations. Some recognized brands SWARM has worked with include Red Bull, Uber, Samuel Adams, Microsoft and many more. For two consecutive years SWARM has ranked #98 on INC 5000's fastest growing companies in America and #3 in Florida. With a team whose skill sets range from marketing & sales, content creation, operations, PR, and creative design- SWARM delivers over 100 events and experiences that impact over 3 million people per year.

Our relations with the City of Fort Lauderdale would be managed from our main and sole office located in the heart of Wynwood at 2308 NW 5TH avenue by a team of experienced executives and event managers. SWARM is owned and executively managed by **Tony Albelo (CEO)** and **Javier Zayas (President)** who bring a combined experience of over 50 years in event production and management. In regard to our relationship with the City of Fort Lauderdale, the following key individuals will be directly involved with the execution of the proposed events:

1. **Michael Davidson (Vice President, Event Management)**- Michael will be the direct point of contact between the City of Fort Lauderdale and SWARM and he will be ultimately responsible for the correct execution of the events. He will act as executive event manager for all the events proposed to the City of Fort Lauderdale. Michael comes from a strong administrative and operations background and has worked in event production for over five years. At SWARM, he has been responsible for elaboration and execution of all RFPs, RFQs, and he manages and executes over 30 events per year. This year he was successfully awarded and managed the contract of the Super Bowl LIV team arrivals at the Miami International Airport.
2. **Sarah Caceres (Vice President, Production & Staffing)**- Sarah will work internally with Michael and Javier to ensure all equipment, supplies, décor, staging, etc. that needs to be pulled from our inventories be delivered on time for each event. Additionally, she will be in charge of delivering the appropriate staff necessary for each event from our labor pool. Sarah started with SWARM as an Event Producer in 2015 and quickly rose through the ranks to become a Vice President. She currently oversees the execution of over 50 events per year.

3. **Albert Berdellans (Vice President, Marketing)** - Albert runs a team of ten marketers and graphic designers that will be responsible for enhancing and expanding the current marketing efforts initiated by the Business Improvement District (BID), Convention & Visitors Bureau (CVB), City of Fort Lauderdale and Chamber of Commerce. Albert brings over ten years of experience in marketing large-scale live events and was formerly Director of Marketing and Communications at Ultra Music Festival, the largest music festival brand in the world
4. **Javier Zubillaga (Event Manager)**- Javier Zubillaga will be in charge of assisting Michael with all event management duties and will also handle the recruitment of vendors, sponsors, and talent involved in each event. Javier currently serves as director of sales at SWARM and manages a team of 5 vendor and sponsor liaisons that are responsible for recruiting talent for over 100 events per year.

The following proposal will present the City of Fort Lauderdale with an overview of SWARMS experience in the event production industry and the qualifications that make it a perfect match for this RFP. Moreover, the proposal will give a detailed account of our approach to the scope of the work presented complete with examples, methodologies, and capabilities that we will employ to ensure the correct execution of our proposed vision for the activation. The proposal will then continue by listing references that will vouch for and support the information provided to City of Fort Lauderdale. Lastly

1.3 Experience and Qualifications

Requested Company Information:

- a. **Business Structure:** Corporation
- b. **Legality:** Legal Corporation Incorporated in Florida 1/15/2015 (FEI: 47-2854671)
- c. **Address:** 2308 NW 5th Avenue Miami, FL 33127
- d. **Phone Number:** 305-461-2700
- e. **Email Address:** mdavidson@swarminc.com
- f. **Website:** <https://www.swarminc.com>
- g. **Contact Person:** Michael Davidson
- h. **Phone Number:** 786-801-7725
- i. **Firm Size:** 44 full time employees, 100+ contractors.

Background: Experience and Qualifications

SWARM was incorporated in 2015 as the result of three local companies coming together to form what would be the first event production agency of its kind in Miami. Founded by Tony Albelo, Javier Zayas, and Harry Davidson, SWARM became the culmination of over 50 years of event production experience. Fast-forward five years and SWARM is now a well-recognized company that offers a 360 degree approach to event production covering a wide range of services such as event marketing, special event permitting, location & venue scouting, event logistics, staffing & management, sponsorship recruitment and management, audio video and lighting, event agency support, event operations, and more. Unlike most event production companies that offer mainly B2B solutions, SWARM has continuously demonstrated its ability to create and execute their own successful events. We understand both the B2C and the B2B perspectives. This gives us unparalleled experience when it comes to event production and management and a rarely found deep understanding of all the dynamics that go into producing a successful event.

In many regards, the fact that a considerable part of our business is B2C has shaped our company to have several advantages. We have the rare privilege of being in constant touch and communication with our end consumer. The numerous proprietary events we produce from scratch every year are perfect platforms to observe and analyze how our consumer behaves. What makes an event enjoyable? What type of vendors/artists are people reacting positively to? What type of event will satisfy the entertainment and recreational needs of each constituent in a population? These are all crucial questions event organizers must ask themselves as they speak to the core of what makes a successful event. At SWARM, we have been able to get to the bottom of these incertitudes by successfully conceptualizing, creating, and producing a wide variety of events that each posed a different problematic. From seafood and beer festivals to vendor markets and star-studded concerts, our diverse, first-hand, hands-on experience gives us the required expertise and flexibility to successfully carry out this proposal.

Another advantage of continually producing events is that we have the financial stability to maintain a relatively large and specialized labor force. In terms of communication capacity, we have a fully integrated marketing department headed by Albert Berdellans who was formerly Head of Marketing at Ultra Music Festival, widely known as the world's largest and most international

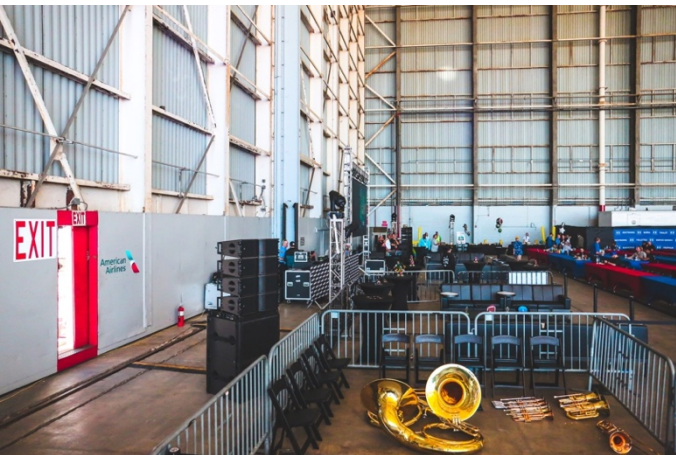
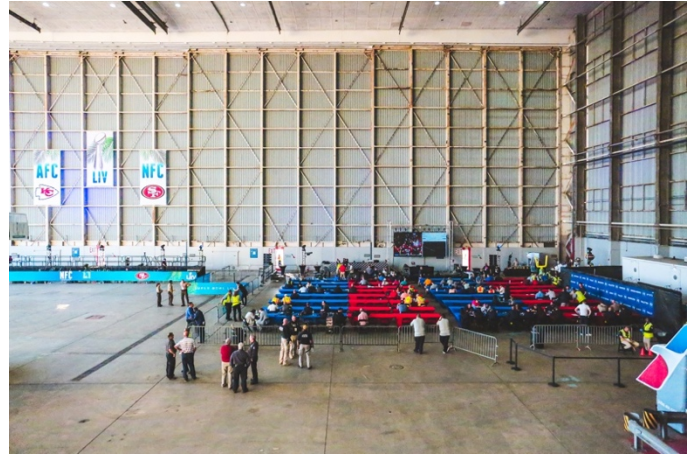
independent music festival brand. At SWARM, Albert currently leads a 10-person team whose skill sets include marketing & sales, content creation, public relations, and creative design. This team will be instrumental in enhancing and expanding current marketing efforts initiated by the Business Improvement District (BID), Convention & Visitors Business Bureau (CVB), City of Fort Lauderdale, and Chamber of Commerce (*Please see section 1.3.2. on Marketing plans for additional detail on our event marketing methodology*). This team would be a perfect match to market the BID, CVB, and Chamber of Commerce needs given the wide range and type of events that they already market as part of their current tasks at SWARM. Given that our events range from seafood festivals to Halloween live concert block parties, our team has extensive experience in marketing events that attract a wide variety of constituents. On the other hand, we have a fully staffed in-house production and operations team of over 30 people that includes qualified and event tested set up/ break down crews, production managers, stage managers, event managers, and more (*Please see section 1.3.3 for an updated organizational chart*). We have attached an updated organizational chart for the City of Fort Lauderdale to rest assured that there is an on-going organization who's financial and work capacity supports this proposal.

Additionally, the experience we have garnered in developing our own events has become key in numerous the recruitment of talent, partners, and vendors. We know this part of the process intimately because we have lived it ourselves. We have long-standing commercial relationships with internationally recognized brands such as red bull, eagle brands, anheuser busch, and uber amongst others (*Please see section 1.3.4 for a breakdown on our events and sponsorships*). Whether it is recruiting a group of local vendors to display their merchandise at the Wynwood Marketplace, negotiating with AT&T to be the main sponsor for our own Super Bowl Super Fan Fest, or attracting world renown superstar Pitbull to perform a New Year's Eve concert at Bayfront Park for the fourth year in a row, we know what it takes to be successful in all aspects of recruitment.

Lastly, we know well that the proof is in the pudding and nothing certifies experience and qualifications more than concrete examples of past work. The following list of events display SWARM'S wide range of capabilities and demonstrates our ability to contribute to an event in any stage of planning. From conceptualizing, creating, producing, and executing an event like Bayfront Holiday Village to solely handling production like we did with the NFL Team arrivals, we can offer assistance in any step of the way. Below are a few examples of events we have contributed to in varying degrees

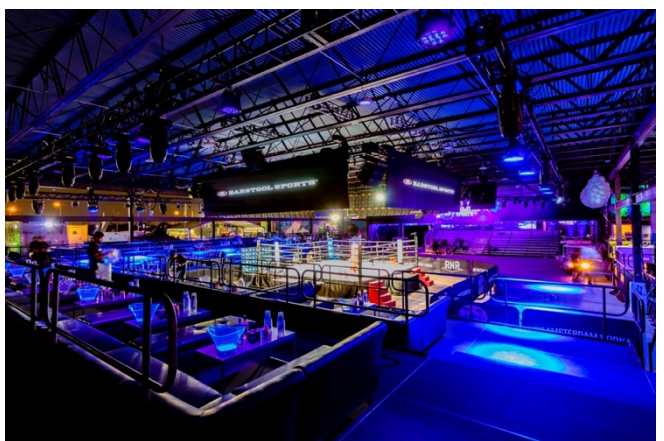
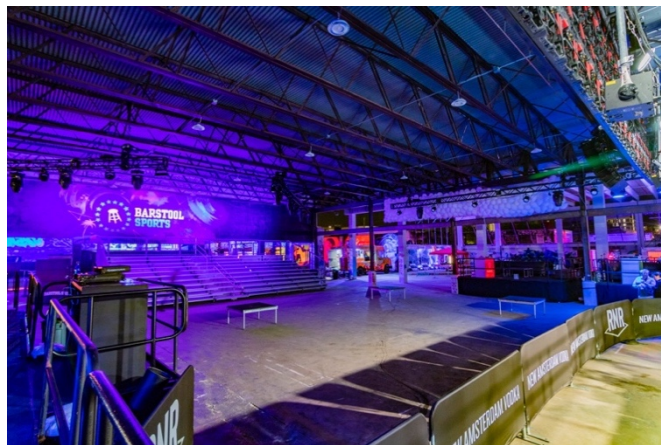
NFL SUPERBOWL LIV TEAM ARRIVALS 2020

In this event, SWARM teamed up with Miami-Dade County and Miami-Dade Aviation Department to successfully carry out Solicitation FB-01492 and officially welcome the Kansas City Chiefs and the San Francisco 49ers to Super Bowl LIV. The event took place at an American Airlines Hangar in Miami International Airport on January 26, 2020 and was mainly a press gathering where reporters were given a platform to film and document the team's official arrival as it happened. In this case, SWARM was responsible for all aspects of the event production including but not limited to audio, video, lighting, staging, staffing, and janitorial



BARSTOOL SPORTS ROUGH N' ROWDY

In this event, SWARM worked directly with Ark Endeavors LLC in representation of Barstool Sports in order to create the most successful edition of their proprietary event: Rough n Rowdy. The event features amateur boxing matches in a nightclub setting and in this edition SWARM was responsible for a wide range of services including consulting in venue selection and management, food and beverage concessions, VIP coordination, full event production including audio, video, and lighting, adequate city permitting, and business to business client relations.



WYNWOOD LIFE STREET FESTIVAL

7

Over 40,000 attendees assist this SWARM proprietary event that has become a staple in the neighborhood. It consists of a 4-day lifestyle event celebrating everything that makes Miami's Wynwood Art District a unique cultural & entertainment destination: Art, music, food, and fashion. From food trucks and fashion shows to live musical performances and live artistic showcases, Wynwood life has no shortage of things to do and see.



GRILLIN' N CHILLIN'

BBQ FEST

8

Grillin' n Chillin is a SWARM proprietary annual event that takes place in Peacock Park in the heart of Coconut Grove. It is a family friendly social gathering that brings together all kinds of BBQ flavors, drinks, sides, and desserts. Emotions usually run high as people compete in hotdog eating contests, hot sauce competitions, and BBQ rib offs. All these activities paired with live music, family fun zones, and doggy playgrounds make this a perfect event for the whole family to enjoy.

Event website: <https://www.grillininthegrove.com>





Sprung! Is a SWARM proprietary spring and summer craft beer festival held in Wynwood. Clients can taste over 300 craft beers from local, national, and international breweries. The event also includes live music, food, and classic games like beer pong, flip cup, and H.O.R.S.E. Additionally, guests can have access to a Kitchen Lab with beer and food pairing demos by renown chefs.

Event Website: <https://www.sprungbeerfest.com>





The South Florida Seafood Festival is a celebration of all things seafood and waterfront living, giving people their fill of the freshest, tastiest delicacies of the sea. At this event guests can expect great food provided by local seafood vendors, a VIP beach club with cocktail bars, and a kitchen lab demo stage with live chef & mixologist battles.

Event Website: <https://www.southfloridaseafoodfestival.com>



The Wynwood Art Walk Block Party has become one of the most iconic events in Miami and Wynwood. It takes place on the second Saturday of every month. The event has organically grown from a gallery night to an incredible collection of artists, dancers, gourmet food trucks, music, and the best people watching in South Florida. As day turns into night, a DJ takes over the music and guests can dance the night away.

Event Website: <https://www.wynwoodartwalkblockparty.com>



A weekly marketplace organized and produced by SWARM where vendors gather together to offer a unique selection of art, food, fashion, music, and cocktails.

Event Website: <https://www.wynwood-marketplace.com>





Bayfront Holiday Village transforms Bayfront Park into a shopping and entertainment destination for locals and tourists alike. All accomplished while keeping high family values and a welcoming atmosphere. The village has become one of Miami's most iconic offerings during the holiday season. The event hosts several unique activations such as:

1. The shops: A collection of artisans in a retail setting
2. Bayskate: Miami's answer to cold-weather ice skating
3. Bayfront Bites: A food, beverage, and entertainment area

Event Website: <https://www.bayfrontholidayvillage.com>



1.3.2 Marketing Plan Methodology

The following section will explain the approach and methodology we will use in order to enhance and expand the current marketing efforts initiated by the Business Improvement District (BID), Convention & Visitors Bureau, City of Fort Lauderdale, and Chamber of Commerce. In our experience the best marketing plan and specific methods to adopt varies from event to event. However, we follow a general framework that has proven effective in designing and executing marketing strategies. What follows is a step-to-step guide in our information gathering/decision making process:

1. **Identify Target Audience:** This is a crucial task and the foundation of all elements of a marketing strategy, from how we develop and name our events right through to the marketing channels we use to promote them. The better we can understand the target market, the better we will be able to reach them with relevant content, messaging, ads, etc. In order to get this necessary information, we usually resort to the following:
 - a. **Compile data on current customers:** once we understand our existing customer base, we can go after more who fit the same mold. It is important to get key data points such as: age, location, language, spending power, interests, stage of life, etc.
 - b. Analyze similar events and strategies that have been used by the competition. What has been successful, what has not?
 - c. **Successfully communicate the value of your service/event:** what makes our event different? Why is it better? What are its strengths?
2. **Budgeting:** Once the target audience is identified it's important to define and project the costs required to promote the event/activity. Some marketing methods can be relatively expensive such as TV commercials, while others are relatively cheap when done adequately such as social media ads. The budget spend desired becomes an important factor in choosing exactly which strategies and methods we can employ to reach our target audience.
3. **Define Strategy for Marketing and Sales:** Once there is a target audience identified and a financial plan set in place, the next natural step is to design an effective strategy that reaches the target audience within the financial limits set by the budget. The methods and strategies we resort to are usually a combination of traditional marketing and digital marketing. The proportion of digital vs traditional and specific methods with which we spend the budget are usually defined by the target audience we identified in previous steps. Specifically, we have experience with marketing plans that include the following platforms/methods:
 - a. **Digital Marketing**
 - I. Google Ads:
 1. Gmail ads
 2. Search ads
 3. Display ads
 4. Youtube ads
 5. Remarketing ads
 6. Video ads
 - II. Social Media ads:
 1. Facebook ads
 2. Instagram ads
 3. Twitter ads
 4. LinkedIn ads

5. Snapchat ads

6. Tik tok ads

III. Email Marketing:

1. Dedicated email blasts to our existing database of event goers.

IV. Online Free Local Listings (Free Press):

1. Use our database of blogs/websites that allow us to post free advertisements on their platform. This data base has been built on years of experience managing events.

V. Influencers and popular social media accounts: We have an extensive network of relationships with various popular social media accounts in Miami.

VI. Cross-Promotional Marketing: Once sponsorships and partnerships have been established we create a cross promotional strategy so all parties involved can reach out to other parties' networks (e.g social media posts on each other's accounts, sponsor logo on websites, etc).

b. Traditional Marketing

I. Outdoor Advertising

1. Street Teams: We have experienced teams we work with for flyer distribution, wheat paste posters, human billboards, etc.
2. Digital and Traditional Billboards
3. Bench, bus stop, and flagpole ads

II. Traditional media advertisement

1. TV
2. Radio
3. Newspaper and Magazines

III. Involve Public Relations Firms for additional exposure

4. Define Digital and Traditional Timing Strategy- Once the methods/strategies to use have been defined, we create a marketing timeline which communicates exactly when we will employ each method chosen. For example:

- a. **90 Days before event:** (one post a week on chosen social media platforms, billboard and bus stop advertisement)
- b. **60 Days before event:** (increase to two posts a week on chosen social media platforms, start employing street teams.)
- c. **30 Days before event:** (Increase to four posts a week, intensify street teams, involve TV, radio, and Public relations agencies)

This timeline ensures we stay on top of deadlines and are intensifying the marketing efforts as we near the events date. It also becomes one of the mechanisms with which we can analyze the marketing team's performance.

- 5. Weekly marketing meetings-** While event promotion is underway, the marketing team meets once a week to discuss the effectiveness of each of the components of their marketing strategy. This is done by analyzing hard number data, especially on the digital side where conversions, visits, and interactions with ads/pages can be tracked and quantified. These meetings are carried out religiously and, in our experience, are the best method to analyze what is working and what isn't in the planned strategy and consequently, make the necessary changes.
- 6. Marketing Recap meeting/presentation:** After every event we create a marketing re-cap presentation where we illustrate the strategy employed and its results.

100+ events per year with over 2 million event-goers.

Produce, Manage, Operate, Libate, and Execute. Full-circle Event Agency.

PROPRIETARY EVENTS



PARTNER EVENTS



PARTNER & CLIENTS



1.4 Approach to Scope of Work

Reading the City of Fort Lauderdale's RFP in many ways made us reminisce about our own beginnings in Wynwood and Miami. In essence, Wynwood's astounding transformation into a thriving, arts-oriented neighborhood and entertainment hub was due in part to the successful activation of open spaces and the welcoming of art. At SWARM, we proudly consider ourselves an integral part of that transformative story. Through our events, we were able to breathe life into previously forgotten venues and spaces. With time, events like Wynwood Life and Wynwood Art Walk Block Party became unmistakably intertwined with Wynwood's character and are now considered part of the neighborhood's DNA. Furthermore, we were able to extend our events to other areas of Miami. With the passing of time, we found ourselves producing events in Miami Beach, Coconut Grove, and Key Biscayne, amongst other locations. More importantly, we were able to create experiences that brought a whole community together. This is our core competency and the whole reason behind our company name. We bring people together.

This RFP speaks to us because it poses a very similarly opportunity that truly represents the soul of what we do. Our history in Wynwood and Miami has taught us how to inject life into communities through the proper mix of events and activations. Given our successful past, we would like to apply a similar approach to activate the spaces presented by the City of Fort Lauderdale. We have been to each one of the sites and conducted careful inspections to determine which type of event would fare better in each setting. To determine the best event mix and which location makes the most sense for each event we analyzed several factors:

1. On our end, we looked at which of our events had been most successful in bringing our community together. Which of our events are most talked about in social platforms? Which of our events do we consider have the best response from our customers? These were questions we asked ourselves and kept in mind when choosing our event mix.
2. Additionally, we placed special importance on providing an event mix that will speak to every constituent of the community. We want to create experiences that stimulate all population groups so we can give a well-rounded offering to the community.
3. Moreover, we analyzed the practicality of each of the events proposed. We only proposed events we know with 100% certainty we can execute away from our home base in Miami (in terms of personnel, inventories, equipment etc.).
4. Lastly, we analyzed each venue's particular characteristics. Factors such as size, location, foot traffic, surroundings, and others were taken into account.

What follows is a list of the events that we propose for each venue with a brief description of the activities/programming that would occur in each one. Our initial offering proposes a recurring marketplace-style event with an additional event of different nature every month (*Please see section 1.4.1 for proposed calendar of events*):

1. Event: Las Olas Marketplace

- a. **Proposed Venues:** DC Alexander Park, Garage Greenspace
- b. **Proposed Date:** Recurring. First weekend of every month
- c. **Targeted Demographic:** Family Oriented event, Millennials.

- d. **Brief Description:** Las Olas Marketplace would essentially become our Fort Lauderdale version of the Wynwood Market Place (*please see section 1.3 Experience and Qualifications for detailed information and images of Wynwood Market Place*). DC Alexander Park with approximately 68,240 ft² is an ideal venue for a medium-sized vendor marketplace. Similarly, the Garage Greenspace with approximately 30,000 ft² and its long, slim shape is perfect for a smaller, more intimate marketplace. Our proposal here is to alternate the marketplace within the two smaller venues month to month according to the turnout of vendors/sponsors/partners we have for the given month. The essence of this event would be identical to the marketplace we have already created: a unique space where local vendors gather together to offer a unique selection of art, food, fashion, and more accompanied by live music and cocktails.
2. **Event: Sprung! Fort Lauderdale**
 - a. **Proposed Venue:** Las Olas Marina Greenspace
 - b. **Proposed Date:** April 18, 2020
 - c. **Targeted Demographic:** Tourists, Foodies, Beer Fanatics, Millennials. Average age range 35-45.
 - d. **Brief Description:** Our proposal here is to create a Fort Lauderdale version of our hugely popular craft beer festival held in Wynwood. With approximately 111,000 ft², a great view of the marina, easy vehicular access, and abundant parking from the nearby parking garage, Las Olas Marina Greenspace provides a phenomenal venue for this event. Event goers will be able to taste hundreds of craft beers from local, national, and international breweries. The event will also include live music, and classic games like beer pong, flip cup, and more.
 3. **Event: Grillin' N Chillin' Fort Lauderdale**
 - a. **Proposed Venue:** Las Olas Oceanside Park
 - b. **Proposed Date:** 5/25/2020 (Memorial Day)
 - c. **Targeted Demographic:** Family Oriented, Dog-Lovers, Foodies, Millennials, Baby boomers.
 - d. **Brief Description:** Given the number of grills and cooking sites that are necessary for this event, Las Olas Oceanside Park with 124,000 sq ft and proximity to the beach provides an ample open space. This dog friendly BBQ festival will be a family friendly social gathering that will bring together BBQ styles from all over the US and the world. Additionally, eventgoers will be able to participate in competitions such as hot dog eating contests and BBQ rib offs.
 4. **Event: Lauderdale Life**
 - a. **Proposed Venue:** Las Olas Oceanside Park
 - b. **Proposed Date:** September 18-20, 2020
 - c. **Targeted Demographic:** Young professionals, millennials, foodies, families.
 - d. **Brief Description:** For this event we would bring our version of Wynwood Life to Ft. Lauderdale. Event goers will get treated to a 3-day lifestyle event that celebrates art, music, food, and fashion. The show will be a mixture of food trucks, fashion shows, live musical performances and live artistic showcases. This event needs ample space so Las Olas Ocean side park would be the best venue for it.
 5. **Event: Americas Birthday Bash**
 - a. **Proposed Venue:** Las Olas Oceanside Park
 - b. **Proposed Date:** July 4 2020
 - c. **Targeted Demographic:** Families
 - d. **Brief Description:** In this event we will celebrate America's birthday with a mixture of vendors, live music, cooking exhibits, and family friendly programming.
 6. **Event: Las Olas Seafood Festival**

- a. **Proposed Venue:** Las Olas Oceanside Park
 - b. **Proposed Date:** October 24-25
 - c. **Targeted Demographic:** Millennials, Professionals, Families, Home and Boat Owners
 - d. **Brief Description:** A gathering of great seafood that will give people a fill of the freshest, tastiest delicacies of the sea. This will be our Ft. Lauderdale take on our Miami version which is held in the Key Biscayne Marine Stadium. The event has features such as a kitchen lab, live music, craft cocktails, family fun zone, and of course a great selection of seafood vendors.
- 7. Event: Las Olas Boat Viewing Parade**
- a. **Proposed Venue:** Las Olas Marina Green Space
 - b. **Proposed Date:** December 12, 2020
 - c. **Targeted Demographic:** Families, Professionals, Couples
 - d. **Brief Description:** This event will feature live music, food vendors, craft cocktails, and we will set t up a viewing deck on the park so that families can watch the boat parade roll through in front of the Marina.
- 8. Event: Fright Night Ft. Lauderdale**
- a. **Proposed Venue:** Las Olas Oceanside Park
 - b. **Proposed Date:** October 31, 2020
 - c. **Targeted Demographic:** Families
 - d. **Brief Description:** This event will be an interactive and family centric hallooween party. It will have a kid-friendly atmosphere with programming that will include Magic shows, live music, science expos, face painting, arts and crafts, bounce houses, and a costume contest for the young ones. At night, adults can party with a specially programmed DJ. We will also include a Haunted Market that will display jewelry, gadgets, art, and clothing from local vendors. Participating sponsors and merchants will pass out goodies and surprises so kids can trick or treat during the day.
- 9. Event: Taco Throw Down**
- a. **Proposed Venue:** Las Olas Marina Greenspace
 - b. **Proposed Date:** August 22,2020
 - c. **Targeted Demographic:** Teenagers, Millenials, Young Professionals
 - d. **Brief Description:** This event will follow our hugely successful Miami version. It will gather the best specialty taco vendors who will serve up their best tacos and be judged by professional chefs. The whole concept is for vendors to make the best \$2 tacos to the public and also enter the live competition. The event will also include live music and local vendors.
- 10. Event: Bark in The Park**
- a. **Proposed Venue:** DC Alexander Park
 - b. **Proposed Date:** June 13, 2020
 - c. **Targeted Demographic:** Dog lovers and owners of any age
 - d. **Brief Description:** This is a family and dog-friendly pet festival featuring music, good trucks, beer, adoptable dogs, vendors, a doggie costume contest and dog related programming.
- 11. Event: St. Pats Las Olas**
- a. **Proposed Venue:** Las Olas Oceanside Park
 - b. **Proposed Date:** March 20, 2021
 - c. **Targeted Demographic:** Millennials, creatives, spring breakers, and tourists.
 - d. **Brief Description:** This block party will include live music, live DJ sets, green beer and Irish whisky. We will also include street art activations, a selection of food trucks and local food

vendors, and fun activations (in past years we have done dunk tanks, bouncy castles, photobooths, and many more).

12. Event: Ft. Lauderdale Art Walk Block Party

- a. **Proposed Venue:** Las Olas Oceanside Park
- b. **Proposed Date:** February 20, 2021
- c. **Targeted Demographic:** Families, Millennials, young professionals.
- d. **Brief Description:** This event will have a special focus on displaying the work of talented local artists of the South Florida Area. Event-goers will be able to watch as they paint live in an atmosphere surrounded by a curated selection of art, vendors, food trucks, and live music.

1.4 Approach to Scope of Work

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3. Moreover, we analyzed the practicality of each of the events proposed. We only proposed events we know with 100% certainty we can execute away from our home base in Miami (in terms of personnel, inventories, equipment etc.).
4. Lastly, we analyzed each venue's particular characteristics. Factors such as size, location, foot traffic, surroundings, and others were taken into account.

What follows is a list of the events that we propose for each venue with a brief description of the activities/programming that would occur in each one. Our initial offering proposes a recurring marketplace-style event with an additional event of different nature every month (*Please see section 1.4.1 for proposed calendar of events*):

1. Event: Las Olas Marketplace

- a. **Proposed Venues:** DC Alexander Park, Garage Greenspace
- b. **Proposed Date:** Recurring. First weekend of every month
- c. **Targeted Demographic:** Family Oriented event, Millennials.

- d. **Brief Description:** Las Olas Marketplace would essentially become our Fort Lauderdale version of the Wynwood Market Place (*please see section 1.3 Experience and Qualifications for detailed information and images of Wynwood Market Place*). DC Alexander Park with approximately 68,240 ft² is an ideal venue for a medium-sized vendor marketplace. Similarly, the Garage Greenspace with approximately 30,000 ft² and its long, slim shape is perfect for a smaller, more intimate marketplace. Our proposal here is to alternate the marketplace within the two smaller venues month to month according to the turnout of vendors/sponsors/partners we have for the given month. The essence of this event would be identical to the marketplace we have already created: a unique space where local vendors gather together to offer a unique selection of art, food, fashion, and more accompanied by live music and cocktails.
2. **Event: Sprung! Fort Lauderdale**
 - a. **Proposed Venue:** Las Olas Marina Greenspace
 - b. **Proposed Date:** April 18, 2020
 - c. **Targeted Demographic:** Tourists, Foodies, Beer Fanatics, Millennials. Average age range 35-45.
 - d. **Brief Description:** Our proposal here is to create a Fort Lauderdale version of our hugely popular craft beer festival held in Wynwood. With approximately 111,000 ft², a great view of the marina, easy vehicular access, and abundant parking from the nearby parking garage, Las Olas Marina Greenspace provides a phenomenal venue for this event. Event goers will be able to taste hundreds of craft beers from local, national, and international breweries. The event will also include live music, and classic games like beer pong, flip cup, and more.
 3. **Event: Grillin' N Chillin' Fort Lauderdale**
 - a. **Proposed Venue:** Las Olas Oceanside Park
 - b. **Proposed Date:** 5/25/2020 (Memorial Day)
 - c. **Targeted Demographic** Family Oriented, Dog-Lovers, Foodies, Millennials, Baby boomers.
 - d. **Brief Description:** Given the number of grills and cooking sites that are necessary for this event, Las Olas Oceanside Park with 124,000 sq ft and proximity to the beach provides an ample open space. This dog friendly BBQ festival will be a family friendly social gathering that will bring together BBQ styles from all over the US and the world. Additionally, eventgoers will be able to participate in competitions such as hot dog eating contests and BBQ rib offs.
 4. **Event: Lauderdale Life**
 - a. **Proposed Venue:** Las Olas Oceanside Park
 - b. **Proposed Date:** September 18-20, 2020
 - c. **Targeted Demographic** Young professionals, millennials, foodies, families.
 - d. **Brief Description:** For this event we would bring our version of Wynwood Life to Ft. Lauderdale. Event goers will get treated to a 3-day lifestyle event that celebrates art, music, food, and fashion. The show will be a mixture of food trucks, fashion shows, live musical performances and live artistic showcases. This event needs ample space so Las Olas Ocean side park would be the best venue for it.
 5. **Event: Americas Birthday Bash**
 - a. **Proposed Venue:** Las Olas Oceanside Park
 - b. **Proposed Date:** July 4 2020
 - c. **Targeted Demographic:** Families
 - d. **Brief Description:** In this event we will celebrate America's birthday with a mixture of vendors, live music, cooking exhibits, and family friendly programming.
 6. **Event: Las Olas Seafood Festival**

- a. **Proposed Venue:** Las Olas Oceanside Park
 - b. **Proposed Date:** October 24-25
 - c. **Targeted Demographic:** Millennials, Professionals, Families, Home and Boat Owners
 - d. **Brief Description:** A gathering of great seafood that will give people a fill of the freshest, tastiest delicacies of the sea. This will be our Ft. Lauderdale take on our Miami version which is held in the Key Biscayne Marine Stadium. The event has features such as a kitchen lab, live music, craft cocktails, family fun zone, and of course a great selection of seafood vendors.
- 7. Event: Las Olas Boat Viewing Parade**
- a. **Proposed Venue:** Las Olas Marina Green Space
 - b. **Proposed Date:** December 12, 2020
 - c. **Targeted Demographic:** Families, Professionals, Couples
 - d. **Brief Description:** This event will feature live music, food vendors, craft cocktails, and we will set t up a viewing deck on the park so that families can watch the boat parade roll through in front of the Marina.
- 8. Event: Fright Night Ft. Lauderdale**
- a. **Proposed Venue:** Las Olas Oceanside Park
 - b. **Proposed Date:** October 31, 2020
 - c. **Targeted Demographic:** Families
 - d. **Brief Description:** This event will be an interactive and family centric hallooween party. It will have a kid-friendly atmosphere with programming that will include Magic shows, live music, science expos, face painting, arts and crafts, bounce houses, and a costume contest for the young ones. At night, adults can party with a specially programmed DJ. We will also include a Haunted Market that will display jewelry, gadgets, art, and clothing from local vendors. Participating sponsors and merchants will pass out goodies and surprises so kids can trick or treat during the day.
- 9. Event: Taco Throw Down**
- a. **Proposed Venue:** Las Olas Marina Greenspace
 - b. **Proposed Date:** August 22,2020
 - c. **Targeted Demographic:** Teenagers, Millenials, Young Professionals
 - d. **Brief Description:** This event will follow our hugely successful Miami version. It will gather the best specialty taco vendors who will serve up their best tacos and be judged by professional chefs. The whole concept is for vendors to make the best \$2 tacos to the public and also enter the live competition. The event will also include live music and local vendors.
- 10. Event: Bark in The Park**
- a. **Proposed Venue:** DC Alexander Park
 - b. **Proposed Date:** June 13, 2020
 - c. **Targeted Demographic:** Dog lovers and owners of any age
 - d. **Brief Description:** This is a family and dog-friendly pet festival featuring music, good trucks, beer, adoptable dogs, vendors, a doggie costume contest and dog related programming.
- 11. Event: St. Pats Las Olas**
- a. **Proposed Venue:** Las Olas Oceanside Park
 - b. **Proposed Date:** March 20, 2021
 - c. **Targeted Demographic:** Millennials, creatives, spring breakers, and tourists.
 - d. **Brief Description:** This block party will include live music, live DJ sets, green beer and Irish whisky. We will also include street art activations, a selection of food trucks and local food

vendors, and fun activations (in past years we have done dunk tanks, bouncy castles, photobooths, and many more).

12. Event: Ft. Lauderdale Art Walk Block Party

- a. **Proposed Venue:** Las Olas Oceanside Park
- b. **Proposed Date:** February 20, 2021
- c. **Targeted Demographic:** Families, Millennials, young professionals.
- d. **Brief Description:** This event will have a special focus on displaying the work of talented local artists of the South Florida Area. Event-goers will be able to watch as they paint live in an atmosphere surrounded by a curated selection of art, vendors, food trucks, and live music.
- e.

Explanation of Cost Proposal:

Please see this explanation pertaining to the second Required form on *Section 1.7- Required Forms*:

The cost we propose is derived from the following calculations:

Recurring Monthly Event:

Recurring Monthly Event (Las Olas Marketplace): An event like Las Olas market place has a total budget of \$90,000:

Swarm Contribution: \$40,000

City of Fort Lauderdale Contribution: \$40,000

Management Fee: \$10,000

Total Budget: \$90,000

The city's contribution for the monthly recurring event would be a total of \$50,000 (\$40,000 + \$10,000)

Monthly "Tent Pole" Events

Each of the Annual "Tent Pole" Events has a total average budget of \$215,000:

Swarm Contribution: \$100,000

City of Fort Lauderdale Contribution: \$100,000

Management Fee: \$15,000

Total Budget: \$215,000

The city's contribution for each "Tent Pole" event would be a total of \$115,000 (\$100,000 + \$15,000)

This brings us to our total/month proposed to be contributed by the City: \$165,000/Month.

1.4.2 Resources, available facilities, capabilities, equipment, and resources:

Please find below a comprehensive list of all our available equipment, capabilities, facilities, and resources:

Bar Operations: (emphasis on quality, speed, minimizing cost, maximizing revenue)

- Staff (high quality, experience, loyalty, incentive, trustworthy)
 - Managers
 - Barbacks
 - Bartenders
 - Set up Team
 - Breakdown Team
 - Bottle Service Girls
 - Hosts
 - Bussers
 - Runners
- Consumables (access to any brands, best rates, long lasting relationships in industry, sponsored product)
 - Liquor
 - VIP Product
 - Water/Soda/Mixers
 - Ice
 - Garnishes
 - Cups, Napkins, Caddies, Bar mats, Buckets, Etc.
- Infrastructure (custom equipment, high end, efficient, and battle tested)
 - Container Bars
 - Bar Tents (if needed)
 - Acrylic Bars (could be branded)
 - Back Bars
 - Ice Truck
 - Beer/Liquor Trucks
 - Beer Tubs
 - Lighting
 - Electrical Hook Up
 - POS System (Square)
 - I Pads
 - Cash Boxes

Production/Operations Team: (all in house, over 30 full time employees, trusted and battle proven)

- Production Manager
- Director of Operations
- Event Managers
- Stage Manager
- Artist Liaison
- Set Up/ Breakdown Crew
- Brand Ambassadors

Marketing: (in house, cross promotion, reach over 2 million, 500,000-person email database, high open rates,

- Director of Marketing
- Senior Marketing Manager
- Graphic Design
- Social Media
- 10 full time marketers
- Influencers
- Public Relations
- Street Teams
- Videographers / Photographers
- Google, Snapchat, Instagram, Facebook
- Signage (lowest rates possible)

Food Vendors: (list of over 500 food vendors, and food trucks)

- Management (in house)
 - Curation
 - Booking
- Food Trucks (emphasis on quality, loyalty, and professionalism)

Sponsorship: (strong relationships, inhouse sales team)

- Management (in house)
 - Sales
 - Negotiation
 - Accounting
 - Load In/Out team

Stage, Audio, Visual, Lighting:

- 4' x 8' Standard Decks
- LED Walls/Screens (Absen Polaris)
- Truss, Electric Hoist Chains (Thomas)
- Multipurpose Speakers (L'acoustics)
- Amplifiers
- Mixers
- Various Lighting options (moving heads, Chauvets, Elation six-bar)

Equipment:

- 4 Fork Lifts
- Fencing (over 1000 ft owned)
- Barricades (over 100 6ft owned)
- Crash/Concert barricades (over 100 6ft owned)
- Barricade covers
- Sandbags
- Concrete Ballasts
- Scissor lifts
- Telehandlers (All Terrain)
- Golf Carts
- Radios
- 11 Trucks (refrigerated, storage, freight)

Furniture:

- VIP Couches
- Picnic Tables
- Umbrellas
- High Top Tables
- Stools
- Love Seats
- Planters
- Pallet Benches
- Tables
- Chairs

Electrical: (in House, lowest rate, Professional)

- Licensed Electricians
- 8 Generator's (from 25kva to 175kva)
- Cabling
- Light Towers
- Cable Ramps

Artist Hospitality:

- Transportation
- Hospitality Riders
- Tech Riders
- Catering
- Mobile Green Rooms

1.5 References

Client Name: Miami-Dade Aviation Department, Miami-Dade County

Event Name: Superbowl LIV NFL Official Team Arrival

Event Description: In this event, SWARM teamed up with Miami-Dade County and Miami-Dade Aviation Department to successfully carry out Solicitation FB-01492 and officially welcome the Kansas City Chiefs and the San Francisco 49ers to Super Bowl LIV. The event took place at an American Airlines Hangar in Miami International Airport on January 26, 2020 and was mainly a press gathering where reporters were given a platform to film and document the team's official arrival as it happened. In this case, SWARM was responsible for all aspects of the event production including but not limited to audio, video, lighting, staging, staffing, and janitorial

Dates of Service: January 26, 2020

Total Cost of the Project:

- a. **Estimated:** \$79,079
- b. **Actual:** \$95,079

Contact Information:

- i. **Jeve Clayton**
Deputy Policy Advisor
Miami-Dade Aviation Department
P.O. Box 025504
Miami, FL 33102-5504
jaclayton@miami-airport.com
Phone: 305-869-4135
Cell: 786-405-3599
- ii. **Hendry Lopez**
Procurement Contracting Officer
Miami-Dade County Internal Services Department
111 NW 1st St, Suite 1300
Miami, FL 33128
Hendry.Lopez@miamidade.gov
Phone: 305-375-3803

Client Name: Red Bull North America

Event Name: Red Bull Street Style

Event Description: Red Bull Street Style is a freestyle soccer competition hosted all over the world. The Miami version took place in Wynwood and SWARM was responsible for full production (Audio, lighting, visual, staging, staffing, etc.) and its integration with DirecTV as a broadcasting partner as well as YouTube who is the streaming partner.

Dates of Service: November 13, 2019

Total Cost of the Project:

- a. **Estimated:** \$207,153
- b. **Actual:** \$254,130

Contact Information:

- i. **Quinn Ross**
Marketing Manager
Red Bull North America
380 NW 27th Street
Miami, FL 33127
Quinn.ross@redbull.com
Cell: 786-218-970

Client Name: Ark Endeavors LLC

Event Name: Barstool Sports Rough N' Rowdy

Event Description: In this event, SWARM worked directly with Ark Endeavors LLC in representation of Barstool Sports in order to create the most successful edition of their proprietary event: Rough n Rowdy. The event features amateur boxing matches in a nightclub setting and in this edition SWARM was responsible for a wide range of services including consulting in venue selection and management, food and beverage concessions, VIP coordination, full event production including audio, video, and lighting, adequate city permitting, and business to business client relations.

Dates of Service: January 31, 2020

Total Cost of the Project:

c. **Estimated:** \$478,345

d. **Actual:** \$494,941

Contact Information:

- ii. **Noah Flom**
Executive Producer & CEO
Ark Endeavors LLC
2124 Waterlily View St
Henderson, NV 89044
Noah@arkend.com
Cell: 504-957-4308

Client Name: AIM Productions

Event Name: Pitbull's New Year's Eve

Event Description: Pitbull's New Year Revolution takes place in Bayfront Park on New Year's Eve and has been televised by Fox for 3 years and Univision for 2 years. During this time, it has grown to one of the top 3 New Year's events in the country. The event is a mix of concert, party, VIP experience, production, broadcasting and more. SWARM is responsible for creation of the event, production of the event, and recruitment of talent, sponsors, and vendors.

Dates of Service: December 31 2016,2017,2018,2019

Total Cost of Project:

a. **Estimated:** \$3,025,000

b. **Actual:** \$3,025,000

Contact Information:

- i. **Julio Robaina**
Executive Producer
juliorobaina@yahoo.com
Cell: 786-367-7339

More references are available upon request

1.6 Use of Subcontractors

In order to carry out the events previously proposed on this RFP we will not be requiring the use of subcontractors given that these are all events we carry out regularly and have the necessary equipment, décor, and staff on board to perform these with our own resources.

1.5 Use of Subcontractors

In order to successfully produce and execute the events previously proposed on this RFP we will not be requiring the use of subcontractors given that these are all events we carry out regularly and have at our disposal the necessary equipment, décor, and staff on board to carry them out in-house.

1.7 Required Forms

Please continue to view all required forms for this RFP Appropriately signed by the company's CEO