

SECTION VI - COST PROPOSAL PAGE**Proposer Name:** RWS Entertainment Group

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: Contractor shall 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:

Annual modifications (new activity) of Snowman must be included in proposal cost, no additional charge will be allowed. Also all labor, installation, removal and maintenance must be included in annual cost).

1. Snowman Display (Annual Lease) \$ See attachments
2. Dimensional Displays (Quantity 2) (Annual Lease) \$ See attachments

Total Annual Project Cost \$ See attachments

Submitted by:Kevin Kreczko

Name (printed)

08/27/2019

Date



Signature

Senior Director of Business

Development, Events & Attractions

Title

COST BREAKDOWN

YEAR 1

TOTAL: \$456,000

*Product is based on availability at time of order.

*Some custom product, may require a 50% down payment to begin fabrication.

*All product is priced with static lighting. Pixel and light show experiences available, as well as app based controlled lighting and interactive lighting elements.

YEAR 2 AND 3

TOTAL: \$277,000 / year

The current costs, include a new Snowman Scene each year. Provided a new Snowman Scene is not required, the price would be \$150,000 for Year 2 and Year 3.

COST INCLUSIONS

*THE COST INCLUDES THE FOLLOWING:

- ◆ Creative Direction
 - ◆ Graphic Design
 - ◆ Production and Technical Management
 - ◆ Installation and Strike
 - ◆ Equipment Rentals
 - ◆ Shipping
 - ◆ Storage and Transfer to and from onsite location
 - ◆ Refurbishment Labor
 - ◆ Site Visits
 - ◆ Production Meetings
 - ◆ Progress Reports
 - ◆ Production Manual
 - ◆ Operational Hand - Off
 - ◆ Technical Supplies
 - ◆ Daily Inspections, not to exceed 46 days
 - ◆ Daily Inspection Reports
- ◆ (1) Snowman Scene, to include the following:
 - ◆ (2) 15' Snowmen
 - ◆ Volleyball Net and Ball
 - ◆ Signage, to include a "Stay Off" sign
 - ◆ Uplight
 - ◆ (6) Trees, wrapped with mini lights
 - ◆ LED Sculpture Pieces, to include the following
 - ◆ (2) Sculpture pieces as presented. The price presented is priced at the high end, based on final decision prices may reduce.
 - ◆ (1) 16' Walk Thru Ornament
 - ◆ (1) Star Arch, designed based on final location
 - ◆ (1) Light Tunnel, designed in 6' sections
 - ◆ (1) 16' Walk Thru Present
 - ◆ (1) 12' Octopus
 - ◆ (1) 40' Walk Thru Tree, with starfish

COST CONTINGENCIES

*IN GENERAL, THE PRICING ATTACHED DOES NOT INCLUDE THE FOLLOWING:

- ◆ Power infrastructure
- ◆ Additional renderings and technical drawings, billed at cost, as requested
- ◆ Costs of product samples, as requested
- ◆ Landscaping support
- ◆ Pixel lighting and show control and programming
- ◆ Garbage Disposal
- ◆ Additional design, programming, installation, management, product, etc. for new creative enhancements
- ◆ Maintenance plan, billed as needed
- ◆ Product Replacement from refurbishment and defective product outside of manufacturing warranty

**CONTRACTOR'S CERTIFICATE OF COMPLIANCE WITH
NON-DISCRIMINATION PROVISIONS OF THE CONTRACT**

The completed and signed form should be returned with the Contractor's submittal. If not provided with submittal, the Contractor must submit within three business days of City's request. Contractor may be deemed non-responsive for failure to fully comply within stated timeframes.

Pursuant to City Ordinance Sec. 2-187(c), bidders must certify compliance with the Non-Discrimination provision of the ordinance.

The Contractor shall not, in any of his/her/its activities, including employment, discriminate against any individual on the basis of race, color, national origin, religion, creed, sex, disability, sexual orientation, gender, gender identity, gender expression, or marital status.

1. The Contractor certifies and represents that he/she/it will comply with Section 2-187, Code of Ordinances of the City of Fort Lauderdale, Florida, as amended by Ordinance C-18-33 (collectively, "Section 2-187").
2. The failure of the Contractor to comply with Section 2-187 shall be deemed to be a material breach of this Agreement, entitling the City to pursue any remedy stated below or any remedy provided under applicable law.
3. The City may terminate this Agreement if the Contractor fails to comply with Section 2-187.
4. The City may retain all monies due or to become due until the Contractor complies with Section 2-187.
5. The Contractor may be subject to debarment or suspension proceedings. Such proceedings will be consistent with the procedures in section 2-183 of the Code of Ordinances of the City of Fort Lauderdale, Florida.


Authorized Signature

Kevin Kreczko, Senior Director of Business Development, Events & Attractions
Print Name and Title

08/27/2019
Date

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>
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<hr/>	<hr/>
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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.

CONTRACT PAYMENT METHOD

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 credit card payments via MasterCard or Visa as part of this program.

This allows you as a vendor of the City of Fort Lauderdale to receive your payments fast and safely. No more waiting for checks to be printed and mailed.

In accordance with the contract, payments on this contract will be made utilizing the City's P Card (MasterCard or Visa). Accordingly, bidders must presently have the ability to accept these credit cards or take whatever steps necessary to implement acceptance of a card before the start of the contract term, or contract award by the City.

All costs associated with the Contractor's participation in this purchasing program shall be borne by the Contractor. The City reserves the right to revise this program as necessary.

By signing below you agree with these terms.

Please indicate which credit card payment you prefer:

☐ MasterCard

☒ Visa

RWS Entertainment Group


Company Name

Kevin Kreczko

Name (Printed)

08/27/2019

Date


Signature

Senior Director of Business Development, Events & Attractions

Title

LOCAL BUSINESS PREFERENCE

Section 2-199.2, Code of Ordinances of the City of Fort Lauderdale, (Ordinance No. C-12-04), provides for a local business preference.

In order to be considered for a local business preference, a bidder must include the Local Business Preference Certification Statement of this bid/proposal, as applicable to the local business preference class claimed **at the time of bid submittal**.

Upon formal request of the City, based on the application of a Local Business Preference the Bidder shall, within ten (10) calendar days, submit the following documentation to the Local Business Preference Class claimed:

A) Copy of City of Fort Lauderdale current year business tax receipt, **or** Broward County current year business tax receipt, **and**

B) List of the names of all employees of the bidder and evidence of employees' residence within the geographic bounds of the City of Fort Lauderdale or Broward County, as the case may be, such as current Florida driver license, residential utility bill (water, electric, telephone, cable television), or other type of similar documentation acceptable to the City.

Failure to comply at time of bid submittal shall result in the bidder being found ineligible for the local business preference.

THE COMPLETE LOCAL BUSINESS PREFERENCE ORDINANCE MAY BE FOUND ON THE CITY'S WEB SITE AT THE FOLLOWING LINK:

https://library.municode.com/fl/fort_lauderdale/codes/code_of_ordinances?nodeId=COOR_CH2AD_ARTVFI_DIV2PR_S2-186LOBUPRPR

Definitions: The term "Business" shall mean a person, firm, corporation or other business entity which is duly licensed and authorized to engage in a particular work in the State of Florida. Business shall be broken down into four (4) types of classes:

1. Class A Business – shall mean any Business that has established and agrees to maintain a permanent place of business located in a non-residential zone and staffed with full-time employees within the limits of the City **and** shall maintain a staffing level of the prime contractor for the proposed work of at least fifty percent (50%) who are residents of the City.
2. Class B Business - shall mean any Business that has established and agrees to maintain a permanent place of business located in a non-residential zone and staffed with full-time employees within the limits of the City **or** shall maintain a staffing level of the prime contractor for the proposed work of at least fifty percent (50%) who are residents of the City.
3. Class C Business - shall mean any Business that has established and agrees to maintain a permanent place of business located in a non-residential zone **and** staffed with full-time employees within the limits of Broward County.
4. Class D Business – shall mean any Business that does not qualify as either a Class A, Class B, or Class C business.

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 its 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.

- | | | | |
|-----|--|---------------|---|
| (1) | | Business Name | is a Class A Business as defined in City of Fort Lauderdale Ordinance No. C-17-26, Sec 2-186. A copy of the City of Fort Lauderdale current year Business Tax Receipt <u>and</u> 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 B Business as defined in the City of Fort Lauderdale Ordinance No. C-17-26, Sec 2-186. A copy of the Business Tax Receipt <u>or</u> 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. |
| (3) | | Business Name | is a Class C Business as defined in the City of Fort Lauderdale Ordinance No. C-17-26, Sec 2-186. A copy of the Broward County Business Tax Receipt shall be provided within 10 calendar days of a formal request by the City. |
| (4) | | Business Name | requests a Conditional Class A classification as defined in the City of Fort Lauderdale Ordinance No. C-17-26, Sec 2-186. Written certification of intent shall be provided within 10 calendar days of a formal request by the City. |
| (5) | | Business Name | requests a Conditional Class B classification as defined in the City of Fort Lauderdale Ordinance No. C-17-26, Sec 2-186. Written certification of intent shall be provided within 10 calendar days of a formal request by the City. |
| (6) | | Business Name | is considered a Class D Business as defined in the City of Fort Lauderdale Ordinance No. C-17-26, Sec 2-186 and does not qualify for Local Preference consideration. |

BIDDER'S COMPANY:

AUTHORIZED COMPANY PERSON:		
	PRINTED NAME	TITLE

SIGNATURE:		DATE:	
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BID/PROPOSAL CERTIFICATION

Please Note: If responding to this solicitation through BidSync, the electronic version of the bid response will prevail, unless a paper version is clearly marked **by the bidder** in some manner to indicate that it will supplant the electronic version. 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: RWS Entertainment Group (Legal Registration) EIN (Optional):

Address: 34-0 38th Ave. Suite 302

City: Long Island City State: NY Zip: 11101

Telephone No. 212 3911795 F A X No. Email: kevin@rwsnyc.com

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

Total Bid Discount (section 1.05 of General Conditions):

Check box if your firm qualifies for MBE / SBE / WBE (section 1.09 of General Conditions): ☐

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>	<u>Addendum No.</u>	<u>Date Issued</u>
<u></u>	<u></u>	<u></u>	<u></u>	<u></u>	<u></u>
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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 BIDSINC 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:

Kevin Kreczko

Name (printed)


Signature

08/27/2019

Date:

Senior Director of Business Development, Events & Attractions
Title

A Holiday Beach Ball #TisTheSeaSun

Prepared Exclusively for the City of Fort Lauderdale

This PDF has been optimized with our sizzle reels. Please download this PDF and if prompted, install Flash for the best viewing experience.



**RWS
Entertainment
Group**

NEW YORK
34-01 38th Avenue, Suite 302
Long Island City, NY 11101

FLORIDA
12345 62nd St N, Ste B
Largo, FL 33773



CITY OF FORT LAUDERDALE

To the City of Fort Lauderdale,

It is our pleasure to provide you with a proposal that will allow guests, young and old to experience the magic of the holiday. Our approach to experience creation and guest engagement will allow us to imagine and realize a holiday backdrop perfect for the instagrammable photo opportunity.

As partners of Fort Lauderdale, RWS is committed to collaborate with the team to create an innovative experience that transports guests into a magical place. RWS offers a team of creative, technical and operational experts that have a background working with municipalities. Our knowledge of the market, guest and brand will allow us to develop an activation that celebrates tradition old and new, making Fort Lauderdale, a holiday destination.

The following package outlined, is created with scalability and flexibility in mind. It is our goal to work with the City of Fort Lauderdale to meet the financial objectives of the project.

Thank you for the opportunity and we look forward to raising your cheer, as we present A Holiday Beach Ball!

Sincerely,

A handwritten signature in black ink, appearing to read "Kevin T. Kreczko". The signature is fluid and cursive, with the first name "Kevin" and last name "Kreczko" clearly distinguishable.

**Kevin T. Kreczko
Senior Director of Business Development, Events & Attractions**

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RWS
Entertainment
Group

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Only the Best
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Scope of Work
Cost Breakdown
Cost Contingencies
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Why RWS
Impact

Who We Are



RWS
Entertainment
Group

We've been providing turn-key production services from NYC for 16 years

**RAISE YOUR
EXPERIENCE**

We have 110 full-time creative and operational staff

We are the United States' leader in branded experiences from Lincoln Center to Billboard to Barbie

RWS is the only company where you can view the product before it is installed, through our workshop process

We currently produce over 350 experiences yearly, for cruise ships, theme parks, hotels, resorts, retail centers, municipalities and much more

RAISE YOUR *Cheer*

Over 2,000 Skilled Technicians and Designers

Over 30,000,000 square feet of holiday décor around the world

Multiple Warehouses around the world to support global outreach

SELECT CLIENTS



BRAND PARTNERSHIPS

Select brands offered for partnership opportunities



Lincoln Center

CARNEGIE HALL

PROPERTY
BROTHERS



STAR TREK



VIACOM

THE AMAZING
RACE



MoMA



billboard

LIP SYNC
BATTLE



AWARDS | INDUSTRY AWARDS RECEIVED BY RWS



Amusement Today
Supplier of the Year



Spotlight Award
Entertainment Company
of the Year



IAAPA Brass Ring Awards
Numerous Best Overall
Productions Worldwide



Magellan Awards



About.com
Best New Theme Park
Attraction



Emmy® Award
Special Event Category

Only the Best



RWS
Entertainment
Group

CREATIVE & OPERATIONAL TEAM



Penelope
Mailroom Coordinator



Ryan Stana
Chief Executive Officer



Josué Román
Director of Finance



Sara Kay
Marketing &
Communications
Manager



Adam Winfield
Production Director



Stacey Schiller
Global Entertainment
Coordinator



Craig Laurie
VP Global Entertainment,
Artistic Direction & Operations



Brandon Kelly
Show Supervisor



Jake McCoy
Production Director



Lisa Lehr
VP Business Development &
Brand Marketing



Kevin Kreczko
Senior Director of
Business Development,
Events & Attractions



Katie Proctor
Casting Director



Lauren Kadel
Senior Show Supervisor



Franklyn Warfield
Senior Casting Director



Danielle Kramer
VP Production & Operations



Robbie Eicher
Senior Manager,
Scripting & Audio



Amy Cannon
Senior Manager,
Scripting & Audio



Alicia Pocius
Show Supervisor



Jennifer Rolier
Production Manager



Tarah Vedder
VP Production & Operations



Jenna Snyder
Senior Manager
Scenic & Props



Autumn Cohen
Behdall
Wardrobe Supervisor



Maghan Murphy
Office Manager,
Executive Assistant



Estefania
Zambrano
Wardrobe Supervisor



John Channon
Creative Consultant



Ryan Palmer
Senior Director,
Experiences



Bruston Manuel
Chief Operating Officer



Todd Olson
Senior Music Supervisor



Brian Bowersock
Production Manager



Nina Filipowich
Creative Producer



Lowell Greenblatt
Casting Coordinator



Tamara
Fernandes
Manager of
People & Culture



Carlos Aviles
Senior Creative Producer



James Weiss
Director of Legal Affairs



Michel Hickey
Creative Producer



Jeremy Doucette
VP Design & Experiences

LARGEST LIVE PRODUCTION FACILITY IN NYC

52,000^{sf}
(4,830sm)

OFFICE, REHEARSAL STUDIOS & HOUSING CAMPUS

- Our office complex includes executive offices, creative and logistical suites, conference rooms, a design lab and prop and costume shops
- Our dance studios feature marley covered dance floors, digitally controlled sound systems, cirque training apparatus, mirror lined walls, kitchen and lounge areas
- Our comfortable instrumental and vocal rehearsal studios include state of the art digital sound systems and great acoustics
- Convenient subway access from Times Square
- Furnished apartments adjacent to our office and studios



PERFORMERS & TECHNICIANS

RWS' internal casting department offers a customized plan for sourcing the best talent to meet client's needs. Our team applies a holistic approach to candidate evaluation of both skill set and personality to identify artists that will uphold client's standards while acting as brand ambassadors.

**Internal Casting
Department**

54

city international audition tour

4,000

annually hired international performers, musicians and technicians

Aggressive PR and social media campaigns

BINDER|CASTING

PART OF RWS ENTERTAINMENT GROUP

12-time Artios Award winner



Process & Approach



RWS
Entertainment
Group

PROCESS



APPROACH

Connections



CITY OF FORT LAUDERDALE

RWS' connections within the industry and location in New York City, allows us to offer our clients access to Tony, Emmy and Grammy award-winning creatives, best-in-class talent and exclusive brand partnerships.



**Brand
Partnerships**

**Top Level
Talent and
Technicians**

**Award-Winning
Creative Teams**

CREATING & TELLING THE STORY

Interactive and integrated experiences • Priceless “Instagram-able” moments



THE EMOTIONAL SOUVENIR

Exceed expectations • The best gift of the season • A memory to cherish forever



RWS Capabilities



RWS
Entertainment
Group

CORE CAPABILITIES

PRODUCTION

- Project Management and Logistics
- Creative Development
- Experiential Activations
- Large-Scale Event Production
- Design and Fabrication of Scenic, Lighting, Video and Graphics
- Wardrobe Design, Fabrication and Styling
- Casting Services and Ongoing Management
- Master Planning
- Creative Design
- Fabrication and Production
- Installation, Maintenance, Strike
- Shipping Management and Logistics
- Storage Logistics

MARKETING

- Brand Integration and Activations
- Campaign Development
- Marketing Integrations
- Public Relations
- Influencer Marketing
- Social Media Campaigns
- Grand Openings
- Brand Launches
- Pop Up Experiences

Holiday Case Studies



RWS
Entertainment
Group

KETTERING HOSPITALS

Role: RWS to provide a full Master Plan service to be implemented over 10 properties. The Master Plan service included, creative design, technical consultation, artistic renderings, holiday style guide, logo creation, 3 year activation plan with associated capital and expense costs and production timelines.

Challenge: The initial challenge was to create a cohesive holiday branding package that would easily translate to multiple architectural buildings. It needed to be designed with flexibility and scalability in mind and acknowledge multiple technical challenges per property based on its location and age. The overall goal of the Master Plan was for a 2018 execution of one property; however the Master Plan was activated in all 10 properties in August of 2018 for execution by November 2018, which RWS was to provide management and installation services for.

Strategy: Inspired by the message and colors of the brand, RWS created a custom package that would be completely unique to Kettering. We created a décor package that included custom colored strands and a custom sound track, working with partners to create state of the art light shows that would premiere at every campus, bringing joy and delight to the community and patients of the hospital.

Results: RWS was able to execute a 10 property activation within 2 months, including custom product that was fabricated all over the world. The execution included management, installation and strike services. Typical creation of custom product takes a 90 day turn around, but RWS leveraged its partnerships to be able to produce a custom experience that received an increase in positive community feedback and media attention. RWS also created custom sound tracks, reinforcing the event and the Kettering brand, which were made available for guests to download and listen to all season long.



SIX FLAGS GREAT AMERICA

Role: RWS led all aspects of the project, including design, installation, maintenance, shipping logistics, storage consultation and strike.

Challenge: Six Flags Great America challenged RWS to produce the largest holiday event in their multi-park system, without the execution of a master plan service and within previous park budgets.

Strategy: Relying on our expertise and background in the holiday business segment, RWS was able to provide a full scope of work and design in four days to begin execution of the project. RWS relied on its partnerships with various vendors to obtain pricing on full décor and innovative packaging to create a fully engaging experience that immersed guests in all five senses.

Results: RWS was able to provide a truly immersive event, which included two state of the art light shows, that combined technologies that have never been seen in the states before. RWS provided an event that exceeded expectations that also combined key photo opportunities, which encouraged social media engagement. RWS executed event activations in extreme weather conditions while maintaining high safety standards and quality project management, resulting in a park-wide event that operated within budget parameters.

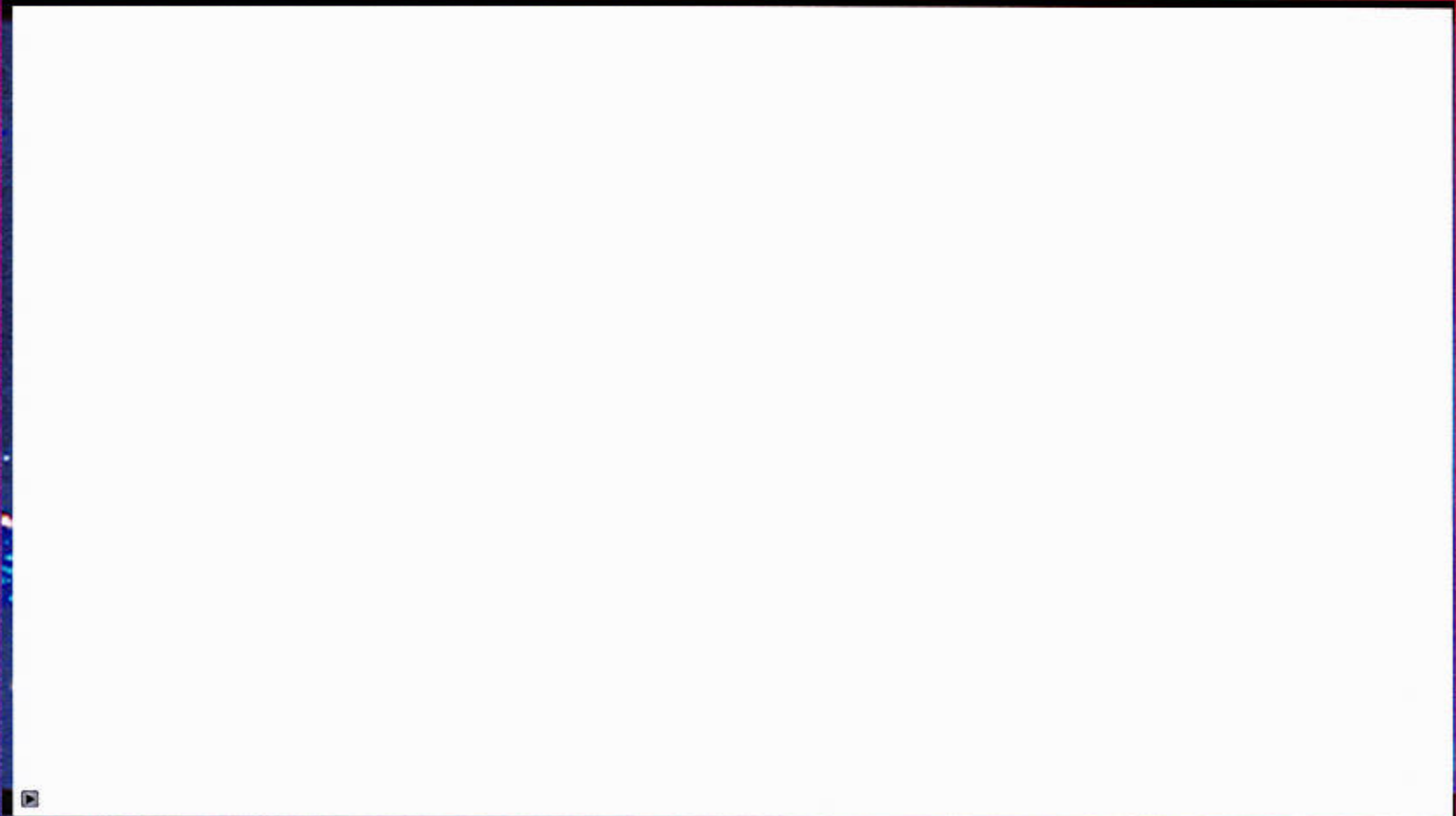


Recent Holiday Work



RWS
Entertainment
Group

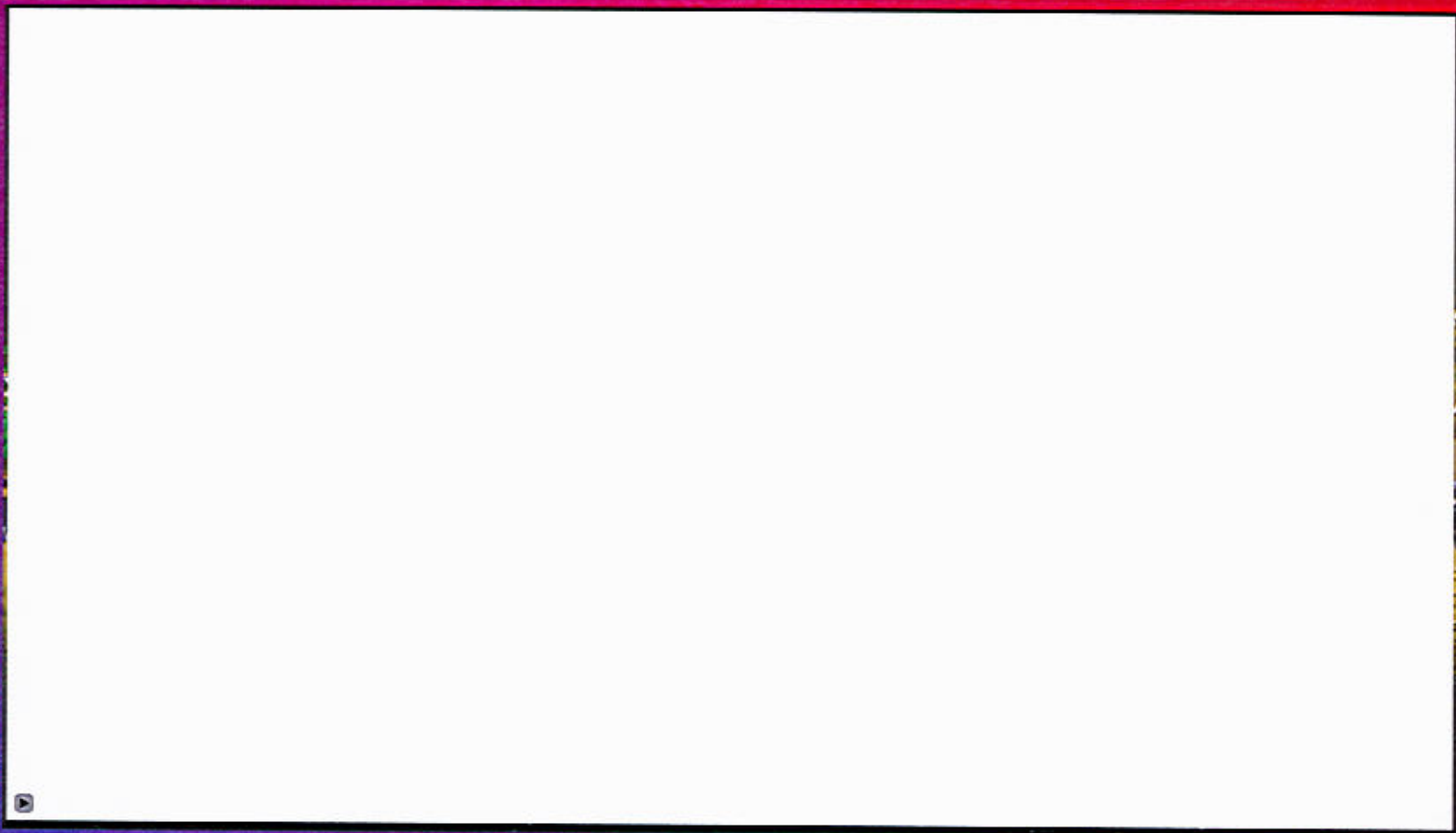
CITY OF NEWPORT NEWS HOLIDAY LIGHTS



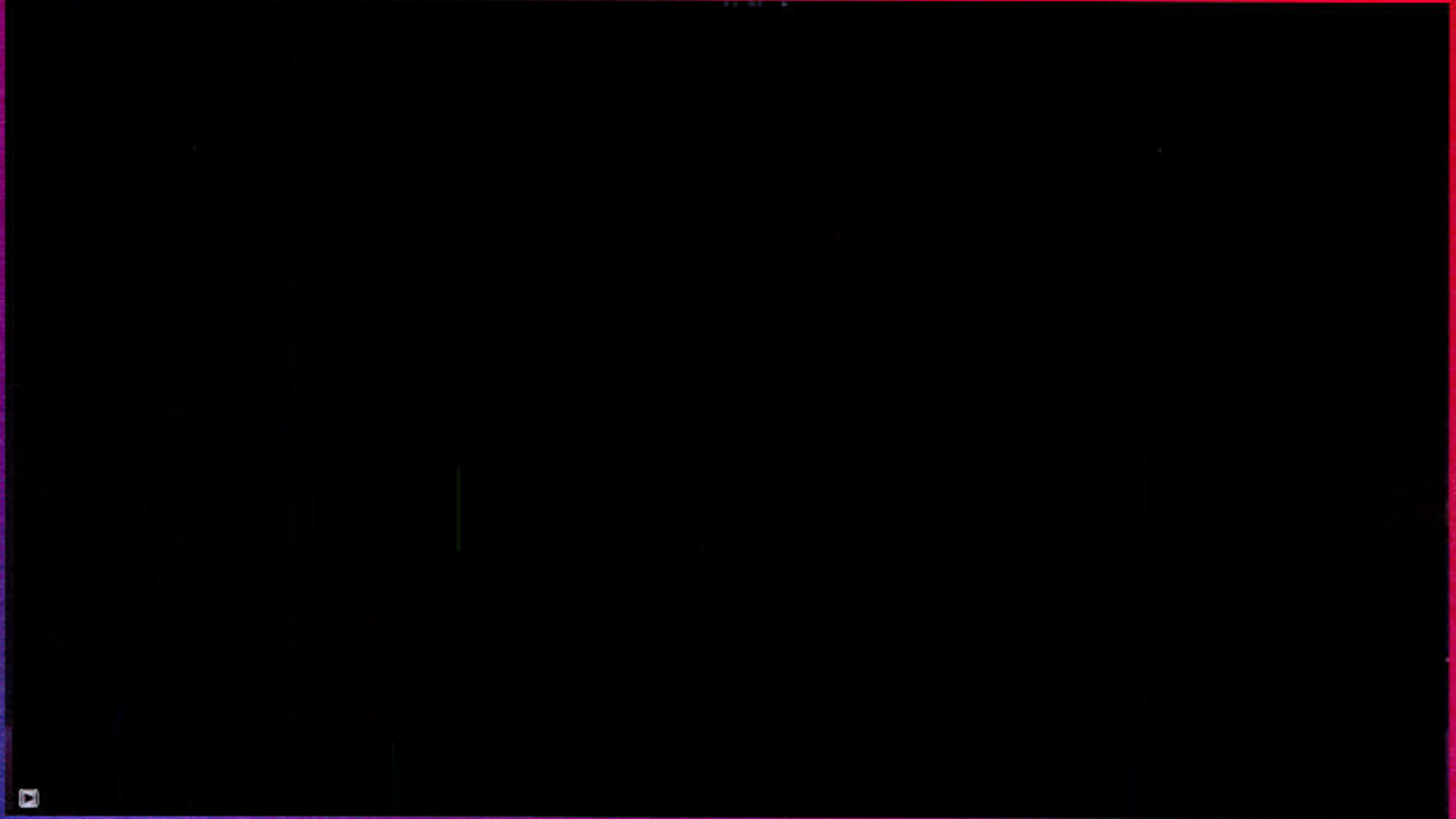
BUSCH GARDENS CHRISTMAS TOWN NORTH AMERICA'S LARGEST HOLIDAY EVENT



SIX FLAGS HOLIDAY IN THE PARK



SIX FLAGS HOLIDAY IN THE PARK



SEAWORLD SAN ANTONIO SNOWMEN DISPLAYS



KETTERING HOSPITALS LIGHTS OF LOVE



SANTA EXPERIENCES



Instagrammable & Wow Moments



RWS
Entertainment
Group

INSTAGRAMMABLE AND WOW MOMENTS



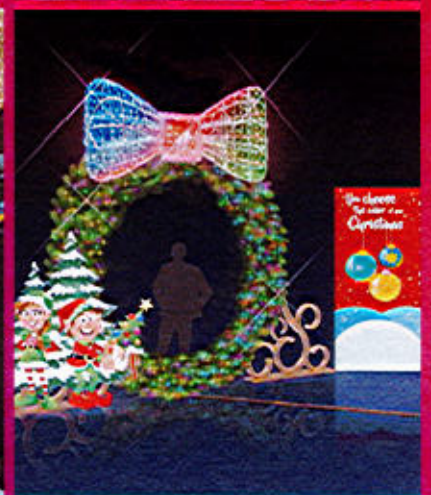
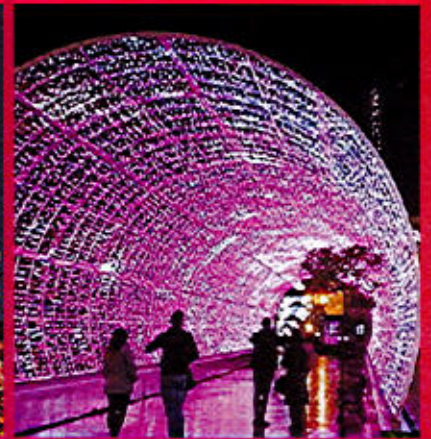
INSTAGRAMMABLE AND WOW MOMENTS



INSTAGRAMMABLE AND WOW MOMENTS



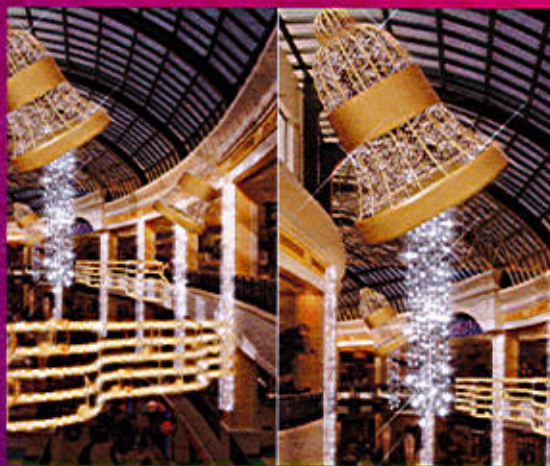
INSTAGRAMMABLE AND WOW MOMENTS

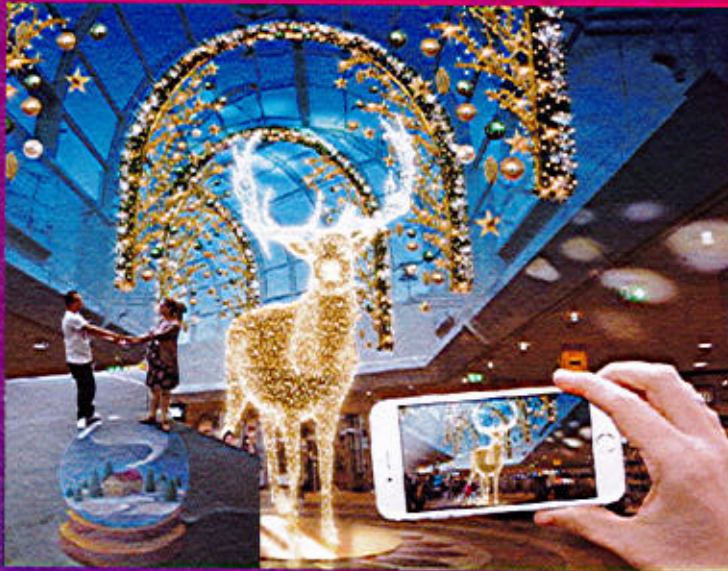


INSTAGRAMMABLE AND WOW MOMENTS



INSTAGRAMMABLE AND WOW MOMENTS





A 3D EXPERIENCE

Add another dimension to our larger-than-life instagrammable moments and create a new #WOW. These holiday photos will transform your imagination into reality, taking you to the North Pole! These unforgettable moments can be captured in a snap or boomerang, as a forever memory for all to see. All images can be designed with custom branding to be shared on social media with a custom hashtag.



RWS Experiences Team

Over 100 Years of Holiday Experience



**RWS
Entertainment
Group**



JEREMY DOUCETTE

VP DESIGN & EXPERIENCES

Jeremy Doucette has designed award winning sets and costumes for over 1000 productions worldwide, including plays, musicals, dance concerts, art installations, themed environments, corporate events, and awards shows. With RWS, he has custom designed special events and branded experiences for prestigious clients such as NBC, Vera Wang, Jennifer Lopez, Marc Anthony, Samsung, Google, Kohl's, and The U.S. Republican National Convention. In the event and attractions world, Jeremy has designed shows for cruise ship lines such as Azamara Club Cruises and Holland America Line as well as theme parks across North America. His scenic design for Hersheypark's summer show 'Heartbeat' was recognized along with the show as the top theme park show for 2017 by the IAAPA Brass Ring Awards.



JAKE MCCOY

SENIOR DIRECTOR, OPERATIONS

Jake is currently the Senior Director, Operations for the Emmy Award winning company, RWS Entertainment Group, where he has mounted several successful productions, events and experiences. He previously worked as the Director of Production for the nation's premier performing arts training program, The Broadway Dreams Foundation. Jake sits on the Board of Directors for the The PATH Fund where he serves as the Producer for Rockers on Broadway, an annual Broadway rock concert now in it's 25th year. Previous credits include: Oprah Winfrey, Assistant to the Producer - Mariah Carey "All I want for Christmas is You" at the Beacon Theatre and Production Manager for Hospitality Design Magazine live events department.



DAVID BROWN

DIRECTOR OF TECHNICAL SERVICES

David brings over 25 years of experience in theatrical and non - theatrical installations throughout the world. From the conventional to the unconventional, David brings a wealth of experience in electrical, rigging, scenic, festival and holiday installations. David started his touring career as a Van/Lite technician and over the years has worked in many technical, production and managerial capacities for shows such as Ice Capades, Disney on Ice, Ringling Bros. Circus, Fosse and My Fair Lady. His experience leading multiple teams throughout his career, allows him to ensure the creative vision is installed on time, within budget and completed within all safety and technical standards.



JEREMY WOOD

TECHNICAL DIRECTOR

Jeremy Wood brings over 15 years of experience in technical expertise to every job site. His certifications and knowledge, including OSHA 30, IVES, Crosby and Rigging, Electrical and Permitting put safety at the forefront of every installation. His ability to take creative designs to full execution is unmatched in the world of experiential execution. Jeremy has been instrumental in bringing events to life for Busch Gardens, SeaWorld, Six Flags and many more hospitality businesses throughout the world. Jeremy leads a team of many skilled technicians, artists and installers to produce things safely, on time and within budget.



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Experiences

**Jeremy
Doucette**

Vice President
Design & Experiences

Executive
Leadership
& Design

**Jake
McCoy**

Senior Director,
Operations

Project
Strategy
& Solutions

**Kevin
Kreczko**

Senior Director of Business
Development, Events & Attractions

Business
Development
& Creative

**Jacquelyn
Cox**

Production
Director

Production
Operations

**David
Brown**

Director of
Technical Services

Quality
Control
& Safety

**Terry
Berliner**

Creative
Director

Conceptual
Design

**Production
Manager**

Project
Management

**Jeremy
Wood**

Technical
Director

Installation
Services

**Production
Design**

Scenic,
Lighting &
Effects

**Serena
Montsma**

Production
Coordinator

Production
Admin
Support

**Technical
Project
Manager**

On Site
Support

**Sound
Design**

BGM
& Show Tracks

**Costume
Design**

Wardrobe
& Uniforms

ILMEX ILLUMINATION: EXCLUSIVE PARTNERSHIP

Award winning RWS Entertainment Group, sparks partnership with Ilmex Illumination

Headquartered in Spain, ILMEX transforms ordinary locations into attractive destinations for events, holidays, festivals and more. RWS and ILMEX will collaborate to produce customized experiences with innovative designs and advanced technologies for activations year round.

Best known for the extraordinary light displays produced for seasonal festivals and holidays, ILMEX has created activations all over the world for hotels, retailers, municipalities, concerts, corporate offices, iconic monuments, airports and theme parks. Prior to launching this partnership, RWS had previously collaborated with ILMEX on state-of-the-art holiday experiences for projects including Six Flags Great America holiday shows and Kettering Hospital's mission-driven lighting activations across ten locations. Now as partners, RWS and ILMEX seek to create immersion through illumination, delivering experiences unlike any other, whether it is Spring, Summer, Fall or Winter.

RWS PARTNERS

RWS brings an extensive list of over 1,000 experience specific partners to their portfolio of services. Their exclusive relationships with providers all over the world provide reductions on commercial décor pricing. From standard lighting, to foliage, RGB products, interactive experiences, AR and VR... RWS and their partners can realize every project covered.

Creative Concept

The following pre-visualization document has been created to help illustrate a concept at an early stage. All illustrations are here merely to convey an idea so all indications of scale, footprint use, design details and other should be only construed as first pass explorations. It is our intent, should you choose to pursue further involvement with us, to produce a document that will have deep clarity, accurate visuals and exact activation treatments across all areas of the project.

THIS DOCUMENT HAS BEEN SOLEY CREATED TO SHOWCASE AN IDEA.



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Creative Design

Immersive Design: All of our environments are created with a return on investment and experience. This includes, immersing guests into worlds that engage all of the five senses: smell, taste, feel, sound and sight. Our environments also include food and beverage activations, merchandise opportunities and the sixth sense of personal engagement, through various forms of performance.

Scalability and Flexibility: All of our designs are created with scalability and flexibility in mind. It is our goal to work with you to create an experience that fits within the objectives, goals and budgetary parameters.

Shared Infrastructure Costs: It is our intention to provide creative solutions that maximize the capital investments for the property. There are elements suggested in the concept and design that may allow us to cross utilize assets for multiple seasons.



A HOLIDAY BEACH BALL

#tistheSeaSun

In the North Pole, Santa throws a Snow-Ball, but in Florida he throws a Beach-Ball. Tis' the SeaSun this year, where families and friends join Santa's friends and enjoy this unique holiday celebration. These instagrammable photo opportunities will provide the perfect backdrop for your SeaSunal Holiday Greeting Cards. Join us for this holiday beach-ball because Santa and his Sandmen left the holiday chills at home!

#TistheSeaSun



Location 1: Las Olas Beach



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Location 2: The Oceanside Park

The following are presented as multiple options to the City



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A HOLIDAY BEACH BALL

An Ornamental Beach Ball



A HOLIDAY BEACH BALL

The SeaStar



A HOLIDAY BEACH BALL

A Tunnel of FantaSea



A HOLIDAY BEACH BALL

A Pearl Present



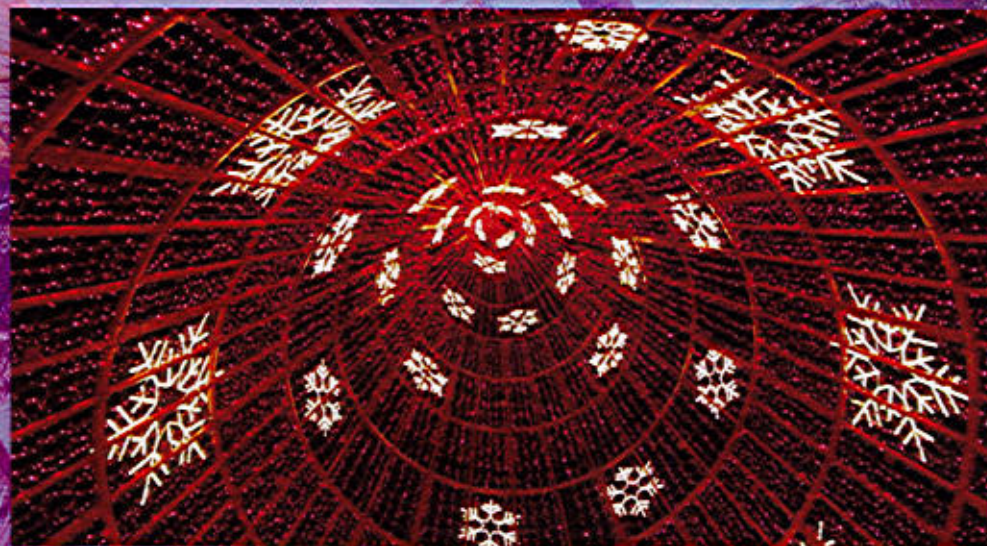
A HOLIDAY BEACH BALL

FantaSea Creatures



A HOLIDAY BEACH BALL

Starfish Tunnel Tree



Scope of Work



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SCOPE OF WORK OVERVIEW

Production and Technical Management: RWS will provide a highly qualified production, technical and operational team. This team will work hand-in-hand with the creative team to provide seamless execution of the production. Services provided by this team, include the following:

- ✦ Technical Drawings
- ✦ Engineered Drawings
- ✦ Operational Production Logs
- ✦ Technical and Temporary Electrical Integration with City
- ✦ Installation Traffic Control
- ✦ Budget Management
- ✦ Onsite Technical Project Management
- ✦ Permitting
- ✦ Shipping, handling logistics
- ✦ Certifications to include: IVES Lift Certification, OSHA 10/30 Certification, Crosby/Rigging Certification

SCOPE OF WORK OVERVIEW

Creative Design and Development: RWS will provide a Creative Producer and Director to oversee the overall direction of the experience. The Creative Director will work hand in hand with a team of designers. This service includes the following: Artistic Renderings, of all product; Onsite Artistic Direction; Ground Plans; Logo Development.

Installation and Strike Technicians: RWS will provide a team of skilled holiday installation and strike technicians to ensure the successful installation of the light show program.

Maintenance: RWS will provide an on - call maintenance team to support the successful operations of the event. Maintenance will be provided, via an on call service. RWS requests a list of maintenance items at the closing of the event for the next day. Based on the needs, RWS will bill back at \$30 / hour / person, with a 2 hour minimum. Any additional equipment rentals and supplies will be billed back to the client at cost.

Storage and Refurbishment: RWS will provide storage for all decor items. During the off season, RWS' technical team will test all product and provide a list of replacement items for the following years.

Additional Labor: RWS's premium, non - union labor rates range from \$450 - \$600 / 10 hour day. These rates are premium and based on a 24 hour notice. Scheduling of additional labor crews in advance may result in a reduction of prices. Additional labor may require additional travel costs, billed back at cost.

Cost Breakdown



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COST BREAKDOWN

YEAR 1

TOTAL: \$456,000

*Product is based on availability at time of order.

*Some custom product, may require a 50% down payment to begin fabrication.

*All product is priced with static lighting. Pixel and light show experiences available, as well as app based controlled lighting and interactive lighting elements.

YEAR 2 AND 3

TOTAL: \$277,000 / year

The current costs, include a new Snowman Scene each year. Provided a new Snowman Scene is not required, the price would be \$150,000 for Year 2 and Year 3.

COST INCLUSIONS

*THE COST INCLUDES THE FOLLOWING:

- ◆ Creative Direction
 - ◆ Graphic Design
 - ◆ Production and Technical Management
 - ◆ Installation and Strike
 - ◆ Equipment Rentals
 - ◆ Shipping
 - ◆ Storage and Transfer to and from onsite location
 - ◆ Refurbishment Labor
 - ◆ Site Visits
 - ◆ Production Meetings
 - ◆ Progress Reports
 - ◆ Production Manual
 - ◆ Operational Hand - Off
 - ◆ Technical Supplies
 - ◆ Daily Inspections, not to exceed 46 days
 - ◆ Daily Inspection Reports
- ◆ (1) Snowman Scene, to include the following:
 - ◆ (2) 15' Snowmen
 - ◆ Volleyball Net and Ball
 - ◆ Signage, to include a "Stay Off" sign
 - ◆ Uplight
 - ◆ (6) Trees, wrapped with mini lights
 - ◆ LED Sculpture Pieces, to include the following
 - ◆ (2) Sculpture pieces as presented. The price presented is priced at the high end, based on final decision prices may reduce.
 - ◆ (1) 16' Walk Thru Ornament
 - ◆ (1) Star Arch, designed based on final location
 - ◆ (1) Light Tunnel, designed in 6' sections
 - ◆ (1) 16' Walk Thru Present
 - ◆ (1) 12' Octopus
 - ◆ (1) 40' Walk Thru Tree, with starfish

Cost Contingencies



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COST CONTINGENCIES

*IN GENERAL, THE PRICING ATTACHED DOES NOT INCLUDE THE FOLLOWING:

- ◆ Power infrastructure
- ◆ Additional renderings and technical drawings, billed at cost, as requested
- ◆ Costs of product samples, as requested
- ◆ Landscaping support
- ◆ Pixel lighting and show control and programming
- ◆ Garbage Disposal
- ◆ Additional design, programming, installation, management, product, etc. for new creative enhancements
- ◆ Maintenance plan, billed as needed
- ◆ Product Replacement from refurbishment and defective product outside of manufacturing warranty

Production Timeline



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PRODUCTION TIMELINE

*THE PRODUCTION TIMELINE IS SUBJECT TO CHANGE

August 30, 2019: Holiday Bid Awarded

September 2, 2019: Holiday Sculptures decided

September 2, 2019: Final Creative

September 9 - November 13, 2019: Fabrication and Shipping

November 13, 2019 - November 21, 2019: Installation

November 21, 2019 - January 5, 2020: Daily Inspections

January 6, 2020 - January 10, 2020: Strike

References



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RWS REFERENCES

Shelly Ezanno

Superintendent of Special Events and Promotions at City of Newport News

757.926.1400

sezanno@nnva.gov

Brent Barr

Vice President of Entertainment at Cedar Fair Entertainment Company

816.303.5015

brent.barr@worldsoffun.com

Bill Prince

Vice President of Entertainment at Holland America Line

206.281.3535

BPrince@HollandAmerica.com

Why RWS



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RAISE YOUR EXPERIENCE

The only TURN-KEY solution

Design with ROI & ROE opportunities

A GLOBAL company with broad reach

International database of top-level TALENT

Award-winning company committed to RAISE YOUR EXPERIENCE

Impact



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IN 2018 ALONE, **OVER 250 MILLION PEOPLE**
HAD SEEN AN RWS EXPERIENCE

83 million paid
Media Impressions

856 million earned
Media Impressions

250 million



Let Us Entertain Your Every Holiday

Thank You

Kevin Kreczko

Senior Director of Business Development,
Events & Attractions

212.391.1795

kevin@rwsnyc.com

Offices in Miami Beach, Florida



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RAISE YOUR *Cheer*



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