



PSQ Productions Professional Services Agreement

February 20, 2024

Statement of Issue

PSQ Productions will manage and produce the 2024, 2025, 2026, 2027, and 2028 Independence Day Celebration events, which include the annual Surf City 5K Run, 4th of July Parade, and Fireworks over the Ocean.



History

- The previous contract expired on September 30, 2023
- A Request for Proposals (RFP) was released on September 7, 2023
- Three (3) firms responded to the RFP by the closing process on Friday, October 20, 2023, after extending original deadline of Friday, September 29, 2023, to allow for additional submissions.



Contractor

- PSQ Productions was selected and will manage and produce the 2024, 2025, 2026, 2027 and 2028 Independence Day Celebration events, which include the annual Surf City 5K Run, 4th of July Parade, and Fireworks over the Ocean.
- The Contract will have a five-year term and will automatically terminate five (5) years after commencement on September 1, 2028, or may be extended up to five (5) one-year terms upon mutual consent of the parties.



Responsibilities

A summary of PSQ Productions responsibilities for the Independence Day celebration:

- planning and execution of the 4th of July Parade, Run, and Fireworks Show
- sponsorship procurement and sponsor recognition
- merchandise, overall event logistics
- VIPs, entertainment and public relations; music and entertainment procurement if applicable
- sub-contractor agreements, management and payment
- volunteer development
- public / media relations



Responsibilities

- implement all logistical plans
- provide general event production and management
- provide research and planning
- marketing services
- budget development, management, reconciliation, and regular reporting to the City
- collaborate with the Independence Day Board for community sponsorships and development of the Event theme, logo, and selection of parade participants and grand marshals



Responsibilities

City responsibilities:

- Assign a staff coordinator to work directly with Contractor.
- Provide a contingency allowance of no more than \$10,000 to cover variations that may occur in the expected values of elements of cost or schedule.
- Assist with promotion and marketing of the event.



Agreement Term

Compensation through the five-year life of the contract is set at the following:

- One Hundred Fifty Thousand Dollars (\$150,000) in 2024;
- One Hundred Sixty Thousand, Five Hundred Dollars (\$160,500) in 2025;
- One Hundred Seventy-One Thousand, Seven Hundred Thirty-Five Dollars (\$171,735) in 2026;
- One Hundred Eighty-Three Thousand, Seven Hundred Fifty-Six Dollars (\$183,756) in 2027;
- One Hundred Ninety-Six Thousand, Six Hundred Nineteen Dollars (\$196,619) in 2028.

