




RIVIERA BEACH COMMUNITY REDEVELOPMENT AGENCY

2001 BROADWAY, SUITE 300
RIVIERA BEACH, FL 33404
PHONE: 561-844-3408
FAX: 561-881-8043
Website: www.rbcra.com

MEMORANDUM

TO: Honorable Chair and Members, CRA Board of Commissioners
City of Riviera Beach, Florida

FROM:  Tony T. Brown, Executive Director, Riviera Beach CRA

DATE: June 8, 2016

SUBJECT: Agenda Item: A Resolution approving a contract with AEG Live SE LLC, for public programming and event production.

REQUEST FOR BOARD ACTION:

The Agency is requesting the Board of Commissioners to approve a Resolution authorizing a contract and scope of services between AEG Live and the Riviera Beach CRA for public programming and event production at the Marina Village for a 15-month period with an option for two one year renewals. The proposed contract and scope of services, "Festival Waterfront Park Program", will provide four events funded in the CRA Fiscal Year 2015/2016 for a cost not to exceed \$239,309.07 and eleven (11) events in Fiscal Year 2016/2017 for a cost not to exceed \$374,391.76.

SUMMARY:

The Riviera Beach Community Redevelopment Agency ("CRA") is at a critical crossroad in advancing its economic objectives. The Marina Project phase one construction is almost complete and re-establishing the site for regular visitors is important to advancing the project towards the next phases of development which will include future waterfront restaurants, a public market, parking garage, and future hotel and residential development. The impetus to present cultural programming resulted from a study commissioned by the CRA in 2013 by Lord Cultural Resources. The study recommends that for a successful arts and cultural program the marina will need a separate entity, tasked with programming the marina, including private events and rentals. The programming and events should promote culture, tourism and community participation; as well as raising funds to implement cultural programs. AEG will begin implementing these events, and in accordance with the Lord recommendations, the Board can consider creating a 501c3 organization that would be community focused and guide the overall framework of the future events, festivals, and programming.



The AEG contract and scope of services is an important first step in mobilizing the CRA and City team within an organizational structure focused on creating an appealing marina, festival park, entertainment, dining guest, experience and sense of place. By holding a variety of regular monthly events, the entertainment and programming can be focused to provide a wide range of musical acts and ensure that both the Riviera Beach residents and regional visitors will visit our new Marina Village.



The attached scope of services has been structured to translate the initial year program into separate event strategies and budgets. This approach and the detail budget categories outline the projected costs and fees for each event. This structure enables the CRA to:

- Manage to outcomes
- Evaluate performance after each event and plan the next accordingly
- Make mid-course corrections within budget limits to achieve overall goals
- Ensure a mix of programming to reach diverse audiences

The AEG Live proposal and recommended contract outlines a sound course of action in which to launch a public programming strategy at the Marina Village within the approved budget. The scope, budget and execution plan is organized around the strategic priorities outlined below.

Strategic Priorities

1. Launch; Start with a community-oriented event that complements the newly opened Event Center; and is staged in coordination with other booked events.
2. Ramp-Up; Execute an inaugural concert that will occur each year and create a new Riviera Beach event tradition on a specific date.
3. Roll Out; In the first year, concentrate efforts on a Food Truck strategy for each event that complements the seasonal and per event program selection; and sets the stage for future restaurants. Expand on the food truck strategy to bring a variety of food choices to the waterfront in advance of the waterfront restaurants opening, and utilize the developed food truck program to hold some smaller weekly and biweekly events based on the food truck component.
4. Local Appeal; Concentrate efforts on working with the marina businesses and community to achieve local authenticity and regional appeal.
5. Sense of Place; Concentrate efforts on creating a festival park atmosphere that includes a short-

term festive waterfront dining and entertainment experiences.

5. Business Development; Execute events – and leverage the food truck strategy - to set the stage for attracting potential restaurants as well as funding sponsors.

INVITATION FOR BID PROCESS:

The City of Riviera Beach Purchasing Department conducted the selection process in accordance with the City and CRA Procurement Policies. A Request for Qualifications was advertised April 26, 2015 in the “Legal Notices” section of the Palm Beach Post to solicit qualified proposers to provide Public Programming and Event Production. The notice was also posted on the City of Riviera Beach website. The selection process included evaluation of the 5 written submittals followed by oral interviews. The detailed award recommendation completed by the Purchasing Department is attached. The evaluation criteria included the following categories:

• Leadership Experience	• Firm Experience
• Team Approach	• Measureable Success
• SBE / WMBE Ownership	• Communication Skills
• Project Understanding	• Responses to Questions

The six member evaluation committee consisting of the Assistant to the City Manager, CRA Planning and Development Director, CRA Director of Neighborhood Services, President of the O'Donnell Agency, Assistant Director of Parks & Recreation, Interim Purchasing Manager/Buyer convened to review, discuss, and evaluate the submittals.

AEG Live was the highest ranked firm following the evaluation process. The rankings of the four firms who completed the full evaluation process were as follows:

#1	AEG Live	172.9
#2	Atlantic Studios	162.5
#3	Public Works Inc.	153.3
#4	Paradise Entertainment	136.9

The AEG references provided excellent evaluations of the firms' performance to the Purchasing Department.

AEG LIVE COMPANY INFO:

“AEG Live Events is one of the premier producers of live events and managing custom-designed events for corporate and agency clients nationwide. Whether a touring program, multiple-location or one-off event, AEG Live Events offers decades of unmatched experience in the complexities and details of producing special events, working with national entertainment, and providing quality production services. AEG is dedicated to all aspects of live contemporary music performance: touring, one-offs, broadcasts, sponsorship, festivals, special events with seventeen regional offices and thirty-seven state-of-the-art venues.” They have a local office located in West Palm Beach Florida, and are responsible for the entertainment production at SunFest.

BUDGET:

The proposed contract will utilize budgeted CRA & Marina Village funding for Marketing and Special Events in the amount of \$139,309.07 and \$100,000 provided in the Interlocal Program funding agreement for a FY 2015/2016 total of \$239,309.07. The Agency will be required to provide program funding from the CRA & Marina Village of \$274,391.76 in the Fiscal Year 2016/2017 Budget. The \$100,000 in funding through the Interlocal Program funding agreement will provide the total cost not to exceed \$374,391.76

Fiscal Year 2015/2016 (July-Sept)

Fiscal Year 2016/2017

Marina Village Operations	\$70,000	Marina Village Operations	\$100,000
CRA Marketing & Special Events	\$70,000	CRA Marketing & Special Events	\$175,000
Interlocal Program Sponsorships	\$100,000	Interlocal Program Sponsorships	\$100,000
TOTAL: \$240,000		TOTAL: \$375,000	

RECOMMENDATION:

The Agency recommends approval of the proposed contract and scope of services with AEG Live SE LLC., to provide public programming and event production at the Marina Village for a 15-month period with an option for two one year renewals. The proposed contract and scope of services, "Festival Waterfront Park Program", will provide up to four events funded in the CRA Fiscal Year 2015/2016 for a cost not to exceed \$239,309.07 and eleven (11) events in Fiscal Year 2016/2017 for a cost not to exceed \$374,391.76.

RECEIVED

APR 11 2016

RIVIERA BEACH COMMUNITY
REDEVELOPMENT AGENCY

To: SCOTT EVANS, CRA PLANNING DIRECTOR

Through: DEAN MEALY, PURCHASING MANAGER 

From: REBECCA REED, BUYER

Date: APRIL 7, 2016

Subject: AWARD RECOMMENDATION: RFQ 510-15 PUBLIC PROGRAMMER & EVENT PRODUCER

Consistent with the City of Riviera Beach **Code of Ordinance (MUNICODE Section 16.5)**, a Request for Qualifications (RFP) was advertised in the "**Legal Notices**" section of the Palm Beach Post on **April 26, 2015**, to solicit qualified proposers to provide Public Programmer & Event Producer for the City of Riviera Beach Community Redevelopment Agency (CRA).

To provide additional exposure and to ensure maximum competition for the project, it was also advertised on the City's internet web-page on **April 28, 2015**. Five (5) proposals were received.

On **July 21, 2015**, an evaluation committee consisting of the Assistant to the City Manager, CRA Planning Director, CRA Director of Neighborhood Services, President of the O'Donnell Agency, Assistant Director of Parks & Recreation, Interim Purchasing Manager and Buyer, convened to review and discuss the responses to the RFQ for Public Programmer & Event Producer.

Firms were evaluated in two (2) separate phases and ranked based on the criteria established in the City's RFQ which included the following:

Evaluation Criteria – Phase I	Possible Points
Leadership Experience:	40 points
Firm Experience:	35 points
Team & Approach:	25 points
Measurable Success:	20 points
Principal Office Location And Local Participation:	15 points
SBE or M/WBE Owned :	15 points
TOTAL POSSIBLE SCORE	150 POINTS

EVALUATION COMMITTEE RECOMMENDATION: RFQ 510-15

Committee members shared their observations, and evaluated and scored the responses in accordance with their understanding of the written criteria established in the public solicitation.

Scores for the written proposal (**Phase I**) were tallied, and based upon a measure of average score, the firms ranked as follows:

FIRM	RANKING	AVERAGE SCORE
AEG Live, Southeast LLC	1	121.4
Atlantic Studios, Inc.	2	109
Public Works, Inc.	3	108.8
Paradise Entertainment	4	84.6

In accordance with the RFP's evaluation process, the four (4) top ranked firms were "Shortlisted" and invited for oral presentations. On **August 10, 2015**, the four responsive firms were invited to give oral presentations before the committee to discuss their approach and ability to meet or exceed the service requirements of the City, their business operation, their fees and qualifications of those persons that will be assigned to work with or Consult with the City on this project as listed below:

Evaluation Criteria – Phase II	Possible Points
Communications Skills	20 points
Understanding of the Project	20 points
Responses to Questions	20 points
TOTAL POSSIBLE SCORE	60 POINTS

Committee members shared their observations, and evaluated and scored the responses in accordance with their understanding of the oral presentation criteria established in the public solicitation.

Scores for the oral presentation (**Phase II**) were tallied, and based upon a measure of average score, the firms ranked as follows:

FIRM	RANKING	AVERAGE SCORE
Atlantic Studios, Inc.	1	53.5
AEG Live, Southeast LLC	2	51.5
Public Works, Inc.	3	44.5

EVALUATION COMMITTEE RECOMMENDATION: RFQ 510-15

As a result of Phase I and Phase II evaluations, an **overall score** was calculated based on the sum of the evaluation. The results are:

FIRM	PHASE I SCORE	PHASE II SCORE	OVERALL SCORE	RANK
AEG Live, Southeast LLC	121.4	51.5	172.9	1
Atlantic Studios, Inc.	109.0	53.5	162.5	2
Public Works, Inc.	108.8	44.5	153.3	3

The evaluation process has validated that the proposal submitted by AEG Live, Southeast LLC satisfies the requirements established in the RFQ and that the company is qualified to be awarded the contract for the services identified in RFQ #510-15.

The company has substantial experience in providing the types of services required by the City and CRA, AEG Live, Southeast LLC is a national firm with a local office in West Palm Beach, Florida, that provides Public Programmer & Event Producer.

**Additionally, the Purchasing Department has verified the following references:
(Please see attachments)**

FIRM	NATURE OF PROJECT	RATING
Brighthouse Communications, Inc. 3767 All American Blvd. Orlando, FL 32810	Numerous events from fuel AV, special effects to name talent booking.	Excellent
City of Ocala 828 NE 8 th Avenue Ocala, FL 34470	National Concert Series	Excellent
Miami Heat 601 Biscayne Boulevard Miami, FL 33132	Concert performances	Excellent
Sunfest of Palm Beach County, Inc. 525 Clematis Street West Palm Beach, FL 33401	Booking talent & stage production	Excellent

For your records, we are enclosing copies of all confirmed references as well as all other documents used to determine the submitter's responsibility.

Accordingly, and consistent with the provisions of the solicitation, it is the consensus of the evaluation committee that the number one (1) ranked firm, AEG Live, Southeast LLC be recommended to provide Public Programmer & Event Producer for The City of Riviera Beach Community Redevelopment Agency.

Attachments

FLORIDA DEPARTMENT OF STATE
DIVISION OF CORPORATIONS**Detail by FEI/EIN Number****Foreign Limited Liability Company**

AEG LIVE SE, LLC

Filing Information

Document Number	M08000004729
FEI/EIN Number	26-2265542
Date Filed	10/24/2008
State	DE
Status	ACTIVE

Principal Address

5750 WILSHIRE BLVD
STE 510
LOS ANGELES, CA 90036

Changed: 01/08/2015

Mailing Address

800 W. OLYMPIC BLVD
STE 305
LOS ANGELES, CA 90015

Changed: 01/08/2015

Registered Agent Name & Address

CT CORPORATION SYSTEM
1200 SOUTH PINE ISLAND ROAD
PLANTATION, FL 33324

Authorized Person(s) Detail**Name & Address**

Title MGRM

AEG LIVE LLC
5750 WILSHIRE BLVD STE 510
LOS ANGELES, CA 90036

Title S

TRELL, SHAWN
5750 WILSHIRE BLVD STE 510
LOS ANGELES, CA 90036

Annual Reports

Report Year	Filed Date
2013	02/05/2013
2014	01/09/2014



ANNE M. GANNON
 CONSTITUTIONAL TAX COLLECTOR
 Serving Palm Beach County

P.O. Box 3353, West Palm Beach, FL 33402-3353
 www.pbctax.com Tel: (561) 355-2264

Serving you.

****LOCATED AT****

1800 S AUSTRALIAN AVE STE 201
 WEST PALM BEACH, FL 33409-6450

TYPE OF BUSINESS	OWNER	CERTIFICATION #	RECEIPT #/DATE PAID	AMT PAID	BILL #
81-0120 PROMOTION SERVICES & SHOWS	AEG LIVE SE LLC		U15.637529 - 07/22/15	\$68.00	B40150808

This document is valid only when receipted by the Tax Collector's Office.

AEG LIVE SE LLC
 AEG LIVE SE LLC
 1800 S AUSTRALIAN AVE STE 201
 WEST PALM BEACH, FL 33409-6450



B2 - 32

STATE OF FLORIDA
 PALM BEACH COUNTY
 2015/2016 LOCAL BUSINESS TAX RECEIPT

LBTR Number: 201013366
EXPIRES: SEPTEMBER 30, 2016

This receipt grants the privilege of engaging in or managing any business profession or occupation within its jurisdiction and **MUST** be conspicuously displayed at the place of business and in such a manner as to be open to the view of the public.



CITY OF WEST PALM BEACH 2014 to 2015 BUSINESS RECEIPT

NOT TRANSFERABLE

CITY OF WEST PALM BEACH
 P.O. BOX 3147, WEST PALM BEACH, FL. 33402

0000024724
 AEG LIVE SE LLC
 1800 S AUSTRALIAN AVE # 201

CONCERT PROMOTER


BUS. TAX ID.	CATEGORY	DESCRIPTION	FEE
51721	711320	PROMOTERS OF EVENTS W/O FACILITIES	231.53
TOTAL			231.53
** PAID			231.53
			** BAL ** 0.00

EXPIRES
SEPTEMBER 30,
2015

THIS DOCUMENT NOT VALID
UNTIL FUNDS ARE COLLECTED

Reed, Rebecca

From: Reed, Rebecca
Sent: Thursday, September 10, 2015 10:08 AM
To: Reed, Rebecca
Subject: Sent from Snipping Tool



BBB
Start With Trust®

Southeast Florida & the Caribbean

☒ Name ☐ Category

AEG Live SE, LLC

Filter: Businesses ▼ Source: Site ▼ Dis

GET TO KNOW US • GET INVOLVED • GET CONSUMER HELP • PROGRAM

No results found. Ask BBB to develop a report on this business by clicking here.

BBB Search Tips

Use BBB's search to check out businesses and charities from our comprehensive database of BBB Reviews. Enter any of the following into the search box:

- Business or Charity Name
- Website URL
- Phone Number
- Email Address

Or, select from the categories in the drop-list to search by Type of Business or Type of Charity.

Need more info? Try the search FAQs.

RFP #51015 WRITTEN AND ORAL EVALUATION TABULATION SHEET

AEG Live, Southwest LLC																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
-------------------------	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Atlantic Studios, Inc.		Atlantic Studios, Inc.										Written Average	Atlantic Studios, Inc.					Overall Average	Overall Average
Member	1	2	3	4	5	1	2	3	4	5	Member	1	2	3	4	5	Overall Average	Overall Average	
Leadership Experience	30	28	29	27	32						Communication Skills	18	20	16	0	18			
Firm Experience	26	28	28	25	28						Understanding of the Project	16	19	16	0	20			
Team & Approach	24	24	22	21	24						Responses to Questions	16	19	16	0	20			
Measurable Success	20	20	19	20	20														
Principal Office Location & Local Participation	5	5	5	5	5														
SBE OR W/MBE Owned	5	5	5	5	5														
TOTAL	110	110	108	103	114	109	TOTAL	50	58	48	0	58	53.5	162.5					

RFP #51015 WRITTEN AND ORAL EVALUATION TABULATION SHEET

Paradise Entertainment										Written Average	Paradise Entertainment							Oral Average	Overall Average
Member	1	2	3	4	5						Member	1	2	3	4	5			
Leadership Experience	32	28	32	28	25						Communication Skills	20	18	20	0	16			
Firm Experience	21	18	21	18	18						Understanding of the Project	18	19	20	0	10			
Team & Approach	10	10	10	13	8						Responses to Questions	18	20	18	0	12			
Measurable Success	11	12	12	11	10														
Principal Office Location & Local Participation	10	10	10	10	10														
SBE OR W/MBE Owned	5	5	5	5	5														
TOTAL	89	83	90	85	76					84.6	TOTAL	56	57	58	0	38		52.25	136.85
Public Works, Inc.										Written Average	Public Works, Inc.							Oral Average	Overall Average
Member	1	2	3	4	5						Member	1	2	3	4	5			
Leadership Experience	40	37	35	40	39						Communication Skills	18	13	18	0	12			
Firm Experience	33	30	33	35	34						Understanding of the Project	14	16	20	0	8			
Team & Approach	20	16	19	20	20						Responses to Questions	14	11	18	0	16			
Measurable Success	12	11	12	12	11														
Principal Office Location & Local Participation	2	2	2	2	2														
SBE OR W/MBE Owned	5	5	5	5	5														
TOTAL	112	101	106	114	111					108.8	TOTAL	46	40	56	0	36		44.5	153.3

Riviera Beach Purchasing Department Contractor Public Programmer & Event Producer

Company Seeking Pre-Qualification: AEG Live, Southeast LLC

Reference Company: Brighthouse Communications, Inc.

Reference Name and Title: Heather Whipple, Marketing & Special Events Manager

EXCELLENT GOOD SATISFACTORY UNSATISFACTORY

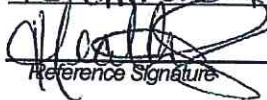
1. Quality workmanship	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Cooperation/Responsiveness	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Communication	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Adherence to schedule	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Sponsorship revenues	N/A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Success developing & executing events	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Technical knowledge of staff	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Management of project	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Local & regional community participation	N/A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Visitor experience and satisfaction	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Event vendor participation	N/A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Success of annual events	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. Working within available funding	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. Overall satisfaction	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What was the size and type of the job it did for you? Numerous events - from full AV, special effects to name-talent booking

What year was the project: I have worked with Scott Gartner since 2002.

Would you hire the contractor I have worked with this Production Company almost exclusively for 13 years.

Comments, complaints, ideas, suggestions: Having been an Event Producer for Walt Disney, Gaylord Entertainment, Town of Celebration and now Bright House, I have worked with numerous AV companies through other clients. I personally count on Scott Gartner w/AEG Live and team for all of my events. I recommend them without reservation for any event of any scope.


Reference Signature

8/31/15
Date Completed

Reed, Rebecca

From: Whipple, Heather J. <Heather.Whipple@mybrighthouse.com>
Sent: Monday, August 31, 2015 12:11 PM
To: Reed, Rebecca
Subject: RE: AEG Live, Southeast LLC Reference Request
Attachments: AEG Live Reference.pdf

Rebecca,

Hello! Please find my reference for AEG Live attached. I have utilized AEG Live for many events throughout the years and know that I can count on them to make me look good. When it comes to full service production, I believe AEG Live sets the bar in the industry. Their technical acumen, professionalism, state of the art equipment and attention to detail is first-rate.

Please don't hesitate to contact me with any questions or for further information.

Thanks!

Heather Whipple
Marketing Manager, Events & Sponsorships

BRIGHT HOUSE NETWORKS
business solutions 

t: 727-329-2688 | c: 727-219-6312 | f: 727-329-2009 | 700 Carillon Parkway | St. Petersburg, FL 33716
Heather.Whipple@mybrighthouse.com | business.brighthouse.com

From: Reed, Rebecca [mailto:rreed@Rivierabch.com]
Sent: Thursday, August 27, 2015 1:48 PM
To: Whipple, Heather J.
Subject: AEG Live, Southeast LLC Reference Request

Ms. Whipple,

See the attached reference memo and evaluation form for AEG Live, Southeast LLC.

Please return the reference sheet to our office no later than September 1, 2015.

Thank you,

Rebecca Reed
Buyer
City of Riviera Beach
Phone: (561) 882-1809
Fax: (561) 842-5105
rreed@rivierabch.com

"This message may contain confidential and/or proprietary information, and is intended for the person/entity to which it was originally addressed. Any use by others is strictly prohibited."

CONFIDENTIALITY NOTICE: This e-mail may contain information that is privileged, confidential or otherwise protected from disclosure. **If you are not the intended recipient of this e-mail, please notify the sender immediately by return e-mail, purge it and do not disseminate or copy it.

**Riviera Beach Purchasing Department Contractor
Public Programmer & Event Producer**

Company Seeking Pre-Qualification: AEG Live, Southeast LLC

Reference Company: City of Ocala

Reference Name and Title: Janie Pope, Special Events Manager

	<u>EXCELLENT</u>	<u>GOOD</u>	<u>SATISFACTORY</u>	<u>UNSATISFACTORY</u>
1. Quality workmanship	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Cooperation/Responsiveness	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Communication	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Adherence to schedule	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Sponsorship revenues N/A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Success developing & executing events	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Technical knowledge of staff	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Management of project	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Local & regional community participation	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Visitor experience and satisfaction	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Event vendor participation N/A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Success of annual events	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. Working within available funding	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. Overall satisfaction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What was the size and type of the job it did for you? National Concert Series

What year was the project: 2013-Present

Would you hire the contractor YES

Comments, complaints, ideas, suggestions: Some of the above do not apply to the nature of the relationship between City of Ocala and AEG Live. They are not responsible for helping us obtain sponsorships. Overall, I am thoroughly pleased with the services provided and trust them completely with the management of my concert events.

Reference Signature

Date Completed

8/27/15

**Riviera Beach Purchasing Department Contractor
Public Programmer & Event Producer**

Company Seeking Pre-Qualification: AEG Live, Southeast LLC

Reference Company: Miami Heat

Reference Name and Title: Steve Stowe, Director of Marketing & Special Events

	<u>EXCELLENT</u>	<u>GOOD</u>	<u>SATISFACTORY</u>	<u>UNSATISFACTORY</u>
1. Quality workmanship	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Cooperation/Responsiveness	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Communication	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Adherence to schedule	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Sponsorship revenues	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Success developing & executing events	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Technical knowledge of staff	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Management of project	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Local & regional community participation	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Visitor experience and satisfaction	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Event vendor participation	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Success of annual events	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. Working within available funding	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. Overall satisfaction	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What was the size and type of the job it did for you? CONCERT PERFORMANCES

What year was the project: SINCE 2006 - PRESENT (ANNUALLY)

Would you hire the contractor YES

Comments, complaints, ideas, suggestions:

SCOTT GARTNER MAKES WORKING WITH AEG
AN ABSOLUTE PLEASURE AND IS A GEN IN
THE INDUSTRY.

Reference Signature



Date Completed

8/27/15

Reed, Rebecca

From: Steve Stowe <SStowe@heat.com>
Sent: Thursday, August 27, 2015 2:13 PM
To: Reed, Rebecca
Subject: RE: AEG Live, Southeast LLC Reference Request
Attachments: aegref.pdf

Hi Rebecca, please see the attached. AEG has been producing our team / player events since 2006.

I would never use anyone else except AEG and Scott Gartner. There isn't a close 2nd to them!

Hope this helps.

Steve

Steve Stowe
Executive Director, Miami HEAT Charitable Fund
Miami HEAT Basketball Operations

SStowe@heat.com
www.HEAT.com
www.aagarena.com
T: (786) 777-4141
F: (786) 777-4084



The HEAT Group
American Airlines Arena
601 Biscayne Blvd.
Miami, FL 33132

This message contains confidential information and is intended only for the individual named. If you are not the named addressee you should not disseminate, distribute or copy this e-mail. Please notify the sender immediately by e-mail if you have received this e-mail by mistake and delete this e-mail from your system. E-mail transmission cannot be guaranteed to be secure or error-free as information could be intercepted, corrupted, lost, destroyed, arrive late or incomplete, or contain viruses. The sender therefore does not accept liability for any errors or omissions in the contents of this message, which arise as a result of e-mail transmission. If verification is required please request a hard-copy version!

From: Reed, Rebecca [mailto:rreed@Rivierabch.com]
Sent: Thursday, August 27, 2015 1:58 PM
To: Steve Stowe
Subject: AEG Live, Southeast LLC Reference Request

Mr. Stowe,

See the attached reference memo and evaluation form for AEG Live, Southeast LLC.

Please return the reference sheet to our office no later than September 1, 2015.

Thank you,

Rebecca Reed

Buyer

City of Riviera Beach

Phone: (561) 882-1809

Fax: (561) 842-5105

rreed@rivierabch.com

"This message may contain confidential and/or proprietary information, and is intended for the person/entity to which it was originally addressed. Any use by others is strictly prohibited."

**Riviera Beach Purchasing Department Contractor
Public Programmer & Event Producer**

Company Seeking Pre-Qualification: AEG Live, Southeast LLC

Reference Company: Sunfest of Palm Beach County, Inc.

Reference Name and Title: Dan Goode, Operations-Manager *Event Director*

	<u>EXCELLENT</u>	<u>GOOD</u>	<u>SATISFACTORY</u>	<u>UNSATISFACTORY</u>
1. Quality workmanship	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Cooperation/Responsiveness	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Communication	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Adherence to schedule	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Sponsorship revenues	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Success developing & executing events	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Technical knowledge of staff	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Management of project	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Local & regional community participation	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Visitor experience and satisfaction	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Event vendor participation	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Success of annual events	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. Working within available funding	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. Overall satisfaction	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What was the size and type of the job it did for you? Booking Talent & Stage Production

What year was the project: 1998- Present

Would you hire the contractor Yes

Comments, complaints, ideas, suggestions: Great organization, have worked with them for years. I can not say enough positive things in respect to company

Dan M. Goode
Reference Signature

9/3/2015
Date Completed