

REGULAR AGENDA

ITEM #3

1ST ANNUAL BEACH SCENE MUSIC FESTIVAL

Endless Summer Productions

131 Clearwater Way Rancho Mirage, CA 92270 (760)328-3430

Background on Organizers

I wanted to give you some quick background information on myself so that you know what kind of experience we bring to this event. I have been in the entertainment business for the past 15 years producing major events such as The Grammy Awards, The MTV Movie and Video Music Awards, BET Awards, CMT Awards as well as an annual music festival in Tobago among many other productions. I bring personnel that are well trained in their fields and know how to get the job done correctly.

We plan on incorporating local city entities such as the police department, Department of Transportation, etc, to ensure that we all are on the same page with the plan and that the safety of all attendees is the main focus as well as the smooth operation of a very successful event.

Event Description

Endless Summer Productions is looking to bring the 1st Annual Beach Scene Music Festival, a large, festival style event to the wonderful city of Panama Beach, Florida on Saturday, March 20th, 2010 and Saturday, March 27th, 2010. This day of music and fun will consist of 3 stages, vendor booths, sponsor booths, VIP lounges, etc. This event will feature 6-7 A list performers on the main stage per day. The second stage, the rock/alternative stage, will consist of approx. 12 performers per day and the third stage, the dance stage, will consist of approx. 8-10 performers per day.

We are anticipating a huge turnout for this event and are looking to draw in as many as 40,000 – 50,000 attendees for each of the festival dates. With YouTube as a leading sponsor, we are looking to broadcast this event live on their social network, which will not only draw attention to the event but will shed a positive light on the city of Panama Beach.

Target Audience

With our line-up, we are looking to give the college students that are already visiting your city a place to go and have a safe and fun time, but also draw in those that may have never been to Panama City Beach. With the diverse lineup that we are looking to book, we feel that we will also attract families and those in the age range of 25-45 who will want to come and rent a hotel, stay for the weekend and have a great time. In addition, we are hoping to partner up with Student City, an organization that builds trips for college students and attract other students to this area who again, may have never been here in the past.

Anticipated # in Attendance

As stated earlier, we feel that with the kind of media program we are looking to put together, radio, television commercials, print, billboards, magazine ads, etc., we could generate a huge interest in this event, and for the city of Panama Beach and draw in anywhere from 40,000-50,000 people per day.

Estimated Ticket Prices

General Admission Tickets – these tickets would be sold at the amount of \$99.00 which would allow access to the site and vendor booths and all 3 stages and the general alcohol garden.

VIP Tickets – these tickets would be sold at the amount of \$159.00 and would allow those tickets holders to a special VIP entrance for faster admission. They would also be allowed access to the VIP Alcohol Gardens where they would be allowed to purchase premium alcohol, have access to select vendors, shorter lines, as well as a relaxation lounge that will consist of couches, chairs, etc. They will also be given access to nicer trailer bathrooms that will be air conditioned and of course have access to all 3 stages and the remaining vending booths the same as a general admission ticket holder.

Potential Entertainment LineUp

Main Stage - (Approximately 6-7 artist per day)

No Doubt	Black Eyed Peas
Green Day	Rihanna
Doughtry	Pussy Cat Dolls
My Chemical Romance	Pink
AFI	Kelly Clarkson
Def Leppard	Kings of Leon
Linkin Park	Blink 182
New Kids on the Block	Lady Gaga
Beyonce	Paul McCartney

First Side Stage - Rock/Alternative (Approximately 12 per day)

We The Kings	Forever The Sickest Kids
Cobra Starship	The Faint
Boys Like Girls	From First To Last
The Academy Is...	MXPX
A Skylit Drive	All Time Low
Hey Monday	The Veronicas
Katie Perry	Bloc Party

Second Side Stage – Dance/Electronic (Approximately 9 per day)

Crystal Castle	Chromeo	Bass Hunter
Justice	Cascada	
The Presets	Benny Benassi	
Deadmau5	The Chemical Brothers	

***Please note that this is just an example of some of the bands that we are currently looking to book and should be used as just an example.**

Parking/Shuttle Service

We are looking to park most of our festival goer's vehicles across the street from Frank Brown Park, adjacent to Pier Park, in the amphitheater festival parking area. In addition to this, we were shown the lot dedicated to the new shopping center, Pier Point West, that we would like to use for parking as well, once the lot has been graded. We met with Pier Park management David Lee and Felicia Cook who showed us these lots and also provided us with this information and we are working with Simon to accomplish these goals.

Based upon our estimates both of these areas are capable of parking between 30,000-40,000 vehicles. They also informed us that they are willing to accommodate us with extra parking in the Pier Park parking lot for VIP guest, staff trucks etc. Additional lighting would be set up for security in the wooded parking lots. Shuttle service will also be offered for those who would like to take advantage between these parking lots and the venue. Adequate staffing will be provided to make sure the parking area runs smoothly and efficiently. We will also be working hand in hand with the local Police department and the Department of Transportation to set up a traffic flow pattern and to insure the safety of everyone crossing Back Beach Blvd from the parking areas into Frank Brown Park. These discussions will happen as we get closer to the event.

In reference to the college students who are staying in the hotels/condos, we are considering setting up a free shuttle service which will be picking up from designated locations around the town bringing them to the event and also returning them afterwards. The shuttle system would run all day if implemented.

Security

Our head of security, Anthony Davis, has over 14 years of experience working major festivals such as Warped Tour and Bamboozle as well as overseeing the security plan for the MTV Video Music Awards and MTV Movie Awards. He is also personal security to Steven Tyler, lead singer of Aerosmith and Ozzy Osbourne, so, as you can see he has much experience overseeing this type of event. He plans on working with the local Police Department to address security needs for both events in advance and have a well rounded security plan in effect.

Here is an example of how security works at our events.

Entrance: Concert goers are greeted at the entrance of event by security. They are searched and patted down, bags checked for any illegal contraband as well as items not allowed in the venue. As they are cleared, they will move forward, produce their tickets and will be allowed to enter the venue.

Perimeter: Security will also be set up around the perimeter, outside of the fence, to make sure no one sneaks in.

Stages: Security will be positioned at each stage to secure the safety of concert goers. They will also be positioned on each stage, to secure the safety of the talent as well as be positioned backstage to alleviate any concerns or issues.

Interior Of Event: Security will also be walking the inside perimeter of the venue and will have a presence to make sure concert goers are acting appropriately and be able to address any issues or concerns as they arise.

End of Night: As the concert comes to an end, security will begin sweeping the venue to ensure a smooth and safe exit of all attendees as well as secure the site event for the night.

Days Up To Event: Once the construction of the stages begins, we will have 24 hour security to insure the safety of the site.

Staging and Power

The current plan is to bring on a company known as All Access Entertainment to take care of all the staging needs for the event. Robert Achlimbari will head up this responsibility and will oversee all aspects of staging, power, video screens, lighting, etc.

He will work closely with the appropriate personnel at Frank Brown Park to utilize the entire infrastructure that is in place and will order additional equipment as necessary to ensure adequate needs.

A more formalized plan will be submitted later.

Sanitation

Trashcans will be provided throughout the site for concert goers. In the dining area we will have adequate disposal sites for the concert goers to dispose of their food. Throughout the venue we will also have several recycle bins. We are also going to introduce a proactive way of getting the concert goers to recycle and be more earth friendly. We have tried this at other events and it entails the concert goer collecting disposed plastic water bottles and turning them in to be recycled and for their efforts, they receive a free bottle of water.

Vendors will also be responsible for and expected to clean up after themselves during and at the end of the day. We will offer dumpsters for the vendors and as part of our agreement; they are responsible for disposing of their grease and any large items outside of the park by taking those items with them. A cleaning crew will constantly be walking throughout the park ensuring the park is clean at all times. Once the event is over we will bring in a full crew to sweep through the park and clean as well we will have appropriate trash collectors come and empty out all trash bins and dumpsters. This will also include appropriate equipment that will clean up all cigarette butts, etc.

We look to work hand and hand with the city to build a strong relationship as we move forward in the planning stages of this event and welcome any and all questions and concerns.

Endless Summer Productions Biography

Endless Summer Productions was started as a way of bringing together experts within the production field to produce major music festivals and events in the music industry. Those that will be working with us have proven themselves over and over again as being the best in their particular fields and able to deliver on tight timelines and streamlined budgets. They have done every major televised award show or special the past 20+ years as well as worked on major music festivals from Warped Tour, Bamboozle, Lollapalooza, Oz Fest, Monsters of Rock, etc. They are the best at what they do and bring that to Endless Summer Productions.

Ted Absher – Owner/Executive Producer

Since starting in the entertainment industry in 1994, Ted has been a transportation manager, audience coordinator, travel manager, talent logistics manager, associate producer as well as production manager for major award shows, televised specials and several music festivals.

He has helped put together the annual Tobago Jazz Festival in Tobago the past 4 years, with such talents as Rod Stewart, Elton John, Shakira, Whitney Houston, Diana Ross, Sting, just to name a few. He has also assisted with the coordination of The Annual Coachella Festival in Indio, California, one of the largest music festivals in the world.

Ted brings years of production experience and coordination from many fields to Endless Summer Productions with a vast resource of clients and connections from MTV to CAA, William Morris to The Annual Grammy Awards. He has booked talent to appear at festivals and on televised events for the past several years and has the passion to get the job done right.

Hector Barrio – Co-Owner/Co-Executive Producer

Relatively new to the field of producing entertainment events, Hector brings years of management experience with him to Endless Summer Productions. His vast knowledge of music and the relatively untapped marked of new and alternative talent makes him invaluable to the company.

He has managed several large companies and since changing fields and coming to the entertainment business, he has been a talent coordinator for many large productions to include the Annual Grammy Awards, MTV Video Music Awards, BET Music Awards as well as the annual Biggest Loser Finale.

His fresh approach to this industry allows him to see things in a whole different light and his passion for music is nothing short of an asset to the company.

Hyunjoo “Kimmie” Kim – Line Producer

Hyunjoo “Kimmie” Kim has been line producing major events since 2001. Since starting as a production manager with MTV in 2000 and producing their internal events, she has since gone freelance and handles other productions as well, to include shows for VH1, CBS, ABC and NBC.

She brings a wealth of experience to Endless Summer Productions that can not be touched. She knows how to keep budgets in line and knows the ins and outs of major production. She brings a strong line of connections and contacts with her from all major talent agencies as well as strong line of staff to pull from on each of our events.

Ethrina Reyes – Production Accountant

Ethrina also comes from the world of MTV and brings many years of production accounting background with her to Endless Summer Productions. She has overseen budgets for many large productions, including the Tobago Jazz Festival and knows how to keep us out of the red. She has been working as a production accountant since 2003 and has a strong knowledge of all federal and state laws as the pertain to staffing and production expenses.

Gary Lanvy – Staging Supervisor

One of the best in the business today, Gary has been supervising the MTV Video Music Awards since 1992 as well as a ton of other shows, specials and events. He brings years of experience to Endless Summer Productions in building stages, sets, sound and lighting and bringing the right team to get the job done.

He is known by almost every manager from every major group, and his experience makes them feel comfortable and at ease to allow their technical riders to be executed the way they should be and he ensures that we deliver only the highest quality sound and appearance for our events.

Julie Walther – Talent Booker

Besides having a direct line to Rob Light, CAA, Julie has been booking talent for the past 15 years on many events. She is the main talent booker for Andre Agassi and his Grand Slam For Children, taking place annually in Las Vegas. She has also booked major talent for the Tobago Jazz Festival, festivals in Puerto Rico and other industry events around the nation.

She has the contacts and the expertise to deliver top named acts for our events. Some of the many talent that she has booked in the past include, Barbara Streisand, Elton John, Sting, Rod Stewart, Katy Perry, Daughtry, Bon Jovi, Tim McGraw, Jerry Seinfeld, Ellen Degeneres, Santana, Rob Thomas and the list just goes on and on. She is a top of the line booker and will bring a wealth of contacts and support to Endless Summer Productions.

Anthony "AD" Davis – Head of Security

AD, as he is known in the business, has been heading security for major tours and festivals for over 20 years. He is the head of security for Steven Tyler from Aerosmith, Ozzy Osborne and the Osborne family and has headed up security for MTV on all of their major award shows and specials for the past 5 years.

AD has also been head of security for Lollapalooza, Warped Tour, Oz Fest, Bamboozle, Monsters of Rock and so many other festivals as well as over seeing tour security for Aerosmith, Ozzy, Michael Jackson, Metallica, etc. He brings all of this experience with him to Endless Summer Productions to ensure a safe and well executed event.