

# Frankel:

## scope of work

**Client:** Alachua County | Mark Sexton; msexton@alachuacounty.us

**Date:** Nov. 6, 2024

**Contact:** Accounting Office | [accounting@frankeagency.com](mailto:accounting@frankeagency.com)

**Project:** Event Management and Production

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### Scope of Work

This Statement of Work (this “SOW”) dated as of November 12, 2024 is entered into by and between Frankel Media Group, LLC, DBA: Frankel, (“Agency”) and Alachua County (“Client”). Agency and Client shall be referred to individually as a “Party” and collectively as the “Parties.”

### Overview

To produce and execute the Alachua County 200th Event on January 11, 2025.

#### A. Event Planning, Oversight and Management

This scope of work includes execution of the kickoff event for the Alachua County's 200th Anniversary, January 11, 2025 at Depot Park. Frankel will work with the Client and Keith Watson Events to develop the Bicentennial event at Depot Park, with Keith Watson Events providing the following event planning, oversight and management function and team:

- Strategic Planning and Consulting Time
- Client Meetings
- Dedicated Keith Watson Events Team
- Keith Watson Events Team - Event Management on Jan. 11, 2025

#### B. Event Production

A final list of production / run of show will be determined in collaboration with the Client, but the costs in this scope of work have been estimated based on the following components of event production:

- 2 headlining bands
- 6-8 local bands
- 2 stage rentals: Depot Park & Heartwood SoundStage
- Children’s entertainment
- Food Truck coordination
- Signage & Wayfinding production
- Music, Light & Sound production
- Emcees & DJ rental
- Permitting & Planning Costs
- Setup & Cleanup fees or rentals
- Staff & Entertainment needs such as restrooms and transportation

Once the list of production / run of show has been determined, a final quote will be supplied to the Client. Should any outcomes of the plan result in a cost higher than what is proposed in this scope of work, an amendment will be provided for Client Approval or components of the production / run of show will be modified to remain within the budget proposed herein.

#### C. Band & Entertainment Contracting

All national and local bands will be contracted by Keith Watson Events and paid through this scope of work, which includes contracting, riders and additional fees:

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- 8-12 bands, including national acts
- Band riders and/or travel

### Term

The term of this SOW (the “SOW Term”) shall be the period from November 12, 2024 through January 11, 2025. This SOW may be terminated by either party on not less than ninety (90) days’ prior written notice to the other party. If SOW is canceled at any time, the client forfeits any previous payments.

### Timeline

The standard turnaround times for the deliverables outlined in this scope of work are listed below. Upon kickoff, Frankel will provide a detailed timeline for the completion of each deliverable with key milestones outlined.

Task	Duration
Event Production & Management	8-12 weeks
Account Oversight and Project Management	Ongoing

*\*All timings are approximate and are dependent on client signoff and approval at key stages.  
The client will make payments as required for event expenses.*

### Fees and Costs

All costs listed below are based on the project scope and assumptions included in this Scope of Work.

Scope of Work	Budget
Event Planning, Oversight and Management (Keith Watson Events Management Fees)	\$35,000
Event Production Costs	\$135,000
Band Contracts	\$80,000
<b>TOTAL SCOPE</b>	<b>\$250,000 Not to exceed</b>

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