



CITY OF DORAL

DORAL CENTRAL PARK

AMPHITHEATER MANAGEMENT SERVICES

03.14.24

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RFP No. 2024-03



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LETTER OF TRANSMITTAL

LETTER OF TRANSMITTAL

Loud And Live, Inc. is honored to submit this statement of interest to the City of Doral for the operation, booking and management of the Doral Central Park Amphitheater.

Loud And Live, the largest entertainment company in South Florida, was established in 2017 and is headquartered in the City of Doral. A globally recognized entertainment company with a reputation for delivering exceptional live experiences, we possess strong experience in event management, production and outdoor venue events. We have successfully executed small, medium and large-scale events, including music festivals, concerts, theater, sports, lifestyle and community events. Loud And Live boasts a diverse portfolio of successful projects spanning the entertainment spectrum, including partnerships with governmental and public agencies. While we operate on a worldwide basis, the South Florida market is our home, and the local community is our family. Our Doral roots provide us with a deep understanding of the local community and its preferences, allowing us to bring our global experience tailored to suit unique cultural nuances of Doral residents.

Our team, led by Nelson Albareda and Tony Albelo, comprises industry veterans with decades of combined experience in venue operations, event management, marketing, sponsorships, finance, and logistics. Each member of our leadership team has a proven track record of success, ensuring that we have the expertise necessary to oversee every aspect of the Amphitheater's management and operation.

Doral is one of the fastest growing and most diverse communities in South Florida. The Amphitheater and its programming will reflect this rich diversity through a balance of smaller community events, signature series and marquee events. This, combined with larger, culture-driven, and economically viable events will make the Amphitheater the perfect backdrop for a variety of concerts, festivals, and cultural programming. Loud And Live welcomes the opportunity to employ its vast resources in partnership with the City of Doral to maximize the types of content and programming by the partnership while being cognizant of the unique cultural nuances that exist within this community.

Our operational plan encompasses all aspects of venue management, including event programming, marketing, promotion, sponsorship, ticketing, operations, staffing, risk management, and community engagement. Given our resources, relationships, creativity and core knowledge of the local market, Loud And Live is uniquely suited to bring varied and perennial events to the City of Doral. We will seek to present world-class cultural events; all of which will position the Doral Central Park Amphitheater as a premier venue, cementing its standing within the fabric of South Florida.

We are committed to working closely with city officials and stakeholders to ensure that the Amphitheater becomes a hub of entertainment and culture for the Doral community.

Respectfully Submitted



Nelson Albareda
CEO – Loud And Live



QUALIFICATION STATEMENT

About Loud And Live

Project Lead

Organizational Chart Of Key Personnel

Key Personnel Bios

ABOUT LOUD AND LIVE

THE LARGEST ENTERTAINMENT & MARKETING COMPANY IN SOUTH FLORIDA

Loud And Live is an entertainment, sports, marketing and content development company based in South Florida, with a global reach and focus. Performing at the intersection of music, live events, marketing, sports, talent representation, and management, Loud And Live offers a synergistic and highly complementary business model. Currently in a fast-paced growth stage, Loud And Live has positioned itself as a leader across multiple verticals.

Loud And Live employs approximately 150 full-time employees who are dedicated to super-serving our partners, artists, fans, corporate sponsors and the communities in which we operate. Our company is made up of a team with decades of combined experience in promoting and producing live events, ticketing operations, sales and marketing, and venue management.

A HOME-GROWN LOCAL PARTNER

At Loud And Live, we take pride in being based in Doral and view it as a significant advantage in understanding and serving the local consumer market. Being rooted in Doral gives us a first-hand understanding of the community's needs, preferences, and cultural nuances. As an organization woven within the fabric of the community, we are uniquely positioned to tailor our offerings to meet the diverse tastes and interests of our neighbors.

Furthermore, our offices, production facilities and warehouses are located in Doral and within close proximity to the venue and can serve as valuable resources to enhance the operations of the Doral Amphitheater. These facilities provide us with the infrastructure and capabilities to support event production, logistics, and storage needs efficiently and effectively.

By harnessing our deep connection to Doral and our local resources, we are confident in our ability to create unforgettable experiences at Doral Central Park while impacting the economic development and contributing to the vibrancy and success of the city.

Lastly, Loud And Live proudly stands as a minority-owned company, enriching the entertainment landscape with diverse perspectives and voices. Our commitment to inclusivity and representation fuels our mission to create unforgettable experiences for all audiences.

*See Certified MBE within appendix



ABOUT LOUD AND LIVE

CONTINUED

ENTERTAINMENT POWERHOUSE

Loud And Live, founded in 2017, has risen to become a dominant force in concert promotion across the Americas. From our modest beginnings, navigating through the challenges of the pandemic, to our current standing in 2024, Loud And Live has consistently delivered record-breaking years and ticket sales. In the 2022-2023 period alone, we proudly produced and promoted over 400 shows, selling nearly 1.5 million tickets for a diverse array of leading global artists across the United States, Canada, Puerto Rico, and Latin America. Our dedication to excellence has been recognized, with Billboard Magazine ranking us as the 14th Global Promoter and Pollstar ranking us as the 11th Global Promoter.

We have worked with renowned artists such as Alejandro Sanz, Becky G, Boza, Calvin Harris, Camilo, Carlos Rivera, Carlos Vives, Chainsmokers, Christian Alicea, Diego El Cigala, Farruko, Fonseca, Gilberto Santa Rosa, Greeicy, Grupo Firme, Jay Wheeler, Juan Luis Guerra, Kany Garcia, Lainey Wilson, Laura Pausini, Lenny Kravitz, Melendi, Pandora y Flans, Pitbull, Piso 21, Prince Royce, Ricardo Arjona, Ricardo Montaner, Sam Hunt, Silvestre Dangond, Steve Aoki, Thomas Rhett, Yaritza y Su Esencia., and many more.



ABOUT LOUD AND LIVE
CONTINUED

OUTDOOR VENUE EVENTS

In addition to being a leading global live events company, Loud And Live takes pride in our outdoor venue cultural events at premier South Florida venues and landmarks. These signature events include Wodapalooza, Coconut Grove Arts Festival, Christmas Wonderland, House of Horror Haunted Carnival, SoFlo Boat Show, Bayfront New Years Eve, and Country Bay Music Festival. Collectively, our South Florida events see 1 million people annually. These events serve as platforms for fostering community engagement, celebrating diverse cultures, and showcasing top-tier entertainment.



ABOUT LOUD AND LIVE

CONTINUED

LEADING EXPERIENCE BASED LIVE EVENTS

Furthermore, Loud And Live has extensive experience in creating events for leading franchises and brands worldwide. We have successfully partnered with Major League Baseball, the Latin Recording Academy (Latin GRAMMY's), the World Baseball Classic, The Beautiful Game, as well as esteemed brands like Amazon, Prime Video, Royal Caribbean Cruise Lines, InterMiami CF, Hot Wheels, McDonald's, Walmart, and Sony Music, among others. Our track record of delivering exceptional experiences for both fans and brands underscores our commitment to innovation, creativity, and excellence in event production and promotion.



LOCALLY GROWN GLOBALLY RECOGNIZED

billboard

LOUD AND LIVE

TOP 14

**CONCERT PROMOTER
IN THE WORLD**

BILLBOARD 2022 EOY YEAR
REPORT



POLLSTAR

LOUD AND LIVE

TOP 11

**CONCERT PROMOTER
IN THE WORLD**

POLLSTAR 2022 MID YEAR
REPORT



DIVERSE COMMUNITIES. DIVERSE EXPERIENCES.

Leveraging South Florida's vibrant **cultural pillars**, we develop, manage, and operate unmatched event programming that authentically reach audiences and create lasting memories.

MUSIC



FITNESS



ART



FAMILY



LIFESTYLE



FASHION



WE OPERATE SOUTH FLORIDA'S LARGEST EVENTS



LARGE SCALE OUTDOOR VENUE EVENTS, SHOWS, AND CONCERTS



BAYFRONT PARK & AMPHITHEATER



TYR Wodapalooza

TYR Wodapalooza is the world’s largest and premier functional fitness festival & competition. In its 11th consecutive year, this one-of-a-kind event takes place in January and attracts over 40,000 spectators and fans across the 4-day period as well as over 4 million viewers across its live broadcast.



BAYFRONT PARK & AMPHITHEATER

- Loud And Live owned event
- Full Production, management, concessions, marketing, sponsorship, ticketing, box office, staffing, life safety, security, volunteer management, live global broadcast
- 40,000 attendees
- Operated since 2018



BAYFRONT PARK & AMPHITHEATER



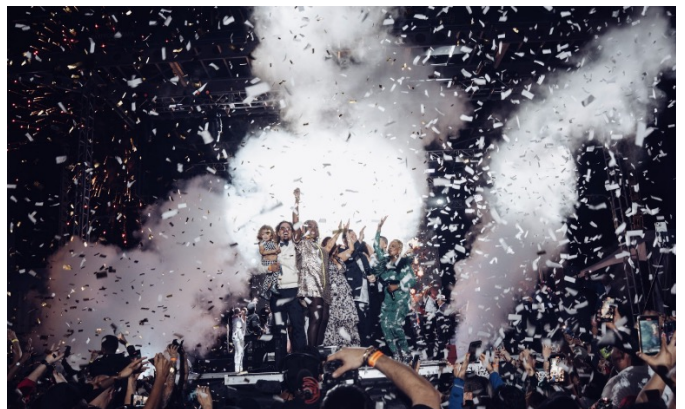
Bayfront New Year's Eve

The great farewell party of the year takes place at Bayfront Park, The most relevant entertainment celebration, The Bayfront New Year Eve party is the largest in the United States after the Times Square event in New York, featuring renowned local and international artists.



BAYFRONT PARK & AMPHITHEATER

- Managed and operated on behalf of the City of Miami/Bayfront Park Management Trust
- Full Production, pyrotechnics (fireworks show), management, concessions, marketing, sponsorship, ticketing, box office, staffing, life safety, security, live television broadcast
- 150,000 attendees
- Operated since 2017



MIAMI INTERNATIONAL MALL - DORAL



House of Horror Haunted Carnival

House of Horror Haunted Carnival is one of the top-rated haunt experiences in the country. A 20+ year legacy event complete with a full carnival midway, carnival rides, games, and 4-haunt experiences. This Doral landmark event runs September through November each year.



MIAMI INTERNATIONAL MALL - DORAL

- Loud And Live owned event
- Full Production, management, concessions, marketing, sponsorship, ticketing, box office, staffing, life safety, security
- 140,000 attendees
- Operated since 2002



TROPICAL PARK



Christmas Wonderland

Christmas Wonderland brings to life the magic of Christmas for adults and children alike. Miami's newest winter park features stunning lights, live performances, tasty fare, unlimited carnival rides and games along with exciting opportunities to meet Santa.



TROPICAL PARK

- Loud And Live owned event
- Full production, management, concessions, marketing, sponsorship, ticketing, box office, staffing, life safety, security, drone show, traffic and parking management
- 280,000 attendees
- Operated since 2023



TROPICAL PARK



Hometown Heroes Parade & Festival

Hometown Heroes celebrates and honors our day-to-day heroes, first responders and healthcare workers with a full day of family-friendly celebrations, entertainment and games — punctuated by the HomeTown Heroes Parade. Event goers are invited to explore five hero lands, where children can discover the vital duties of first responders through engaging, hands-on activities.



TROPICAL PARK

- Managed and operated on behalf of Miami-Dade County
- Full production, management, concessions, marketing, sponsorship, staffing, life safety, security, traffic and parking management
- 10,000 attendees.
- Operated since 2023



TROPICAL PARK



Miami-Dade Country Fest

The Miami-Dade CountryFest is a free annual community festival offering a weekend of entertainment for all ages and attracting cattle enthusiasts from around the globe. The event comes to life in two days of non-stop fun inclusive of a professional rodeo, cattle show, interactive agricultural displays, live music, food trucks, kid zones, and other enjoyable activities.



TROPICAL PARK

- Managed and operated on behalf of Miami-Dade County
- Full production, rodeo management, concessions, marketing, sponsorship, staffing, life safety, security, traffic and parking management
- 40,000 attendees
- Operated since 2023



MIAMI MARINE STADIUM



Country Bay Music Festival

As Miami's first country music festival, Country Bay Music Festival brings together thousands of country music fans for an unforgettable weekend of live entertainment, country music, festive activities and more.

Located in Miami Marine Stadium this 2-day music festival features some of the biggest names in country music, including Thomas Rhett, Sam Hunt, Lainey Wilson, Lee Brice, Chris Lane and LoCash, amongst others.



MIAMI MARINE STADIUM

- Loud And Live owned event
- Full production, management, concessions, marketing, sponsorship, ticketing, box office, staffing, life safety, security, traffic and parking management
- 20,000 attendees
- Operated since 2023



MIAMI MARINE STADIUM



SoFlo Boat Show

The SoFlo Boat Show is a lifestyle event catering to boating enthusiasts, fishing aficionados, and island living fans. Featuring an impressive array of boats in air-conditioned exhibition space as well as on our Sea Trial Docks.

MIAMI MARINE STADIUM

- Loud And Live owned event
- Full Production, management, concessions, marketing, sponsorship, ticketing, box office, staffing, life safety, security, parking and traffic management
- 15,000 attendees
- Operated since 2023



PEACOCK PARK . MEYERS PARK . REGATTA PARK

COCONUT GROVE ARTS FESTIVAL



Coconut Grove Arts Festival

Coconut Grove Arts Festival is one of the largest and longest standing festivals in the nation commemorating the arts while highlighting over 360 internationally-recognized artists to a neighborhood long considered as Miami’s original art district. This unique event attracts attendees of different backgrounds, making it one of South Florida’s most historic and staple events.

PEACOCK PARK, MYERS PARK, REGATTA PARK

- Managed and operated on behalf of the Coconut Grove Arts and Historical Association
- Full Production, management, concessions, marketing, sponsorship, ticketing, box office, staffing, life safety, security, street closures
- 60,000 attendees
- Operated since 2021



JAMES L. KNIGHT CENTER



Loud And Live has extensive experience producing shows at the iconic James L. Knight Center owned by the City of Miami. With a track record of successful events spanning various genres and audiences, our team has demonstrated unparalleled expertise in leveraging the venue's unique features to create unforgettable experiences. From intimate concerts to large-scale productions, we pride ourselves on delivering top-notch entertainment while maximizing the venue's potential as a premier destination in the heart of Miami.

BY THE NUMBERS

CAPACITY

4,646

NUMBER OF SHOWS

47

TOTAL ATTENDANCE

131,158



LETTER OF RECOMMENDATION

March 7, 2024

City of Doral
Procurement Division
8401 NW 53rd Terrace
Doral, Florida 33166

Ref. Doral Central Park Amphitheater RFP

I am writing on behalf of Loud And Live, Inc. and their efforts to manage and operate the Doral Central Park Amphitheater.

Having recently retired as General Manager of the James L. Knight Center (“JLKC”) from March of 2001 until May of 2007 and from October of 2012 until September of 2023, I had the distinct pleasure of hosting hundreds of concerts and events with Loud And Live at JLKC under the leadership of Nelson Albareda and his team. The JLKC regularly hosts world class artists and was recently ranked 37th worldwide in Pollstar’s theaters under 10,000 seat capacity.

Loud And Live consistently delivers unparalleled operational expertise, above and beyond that of which is expected of any event operator. Their integrity, honesty and professionalism are unmatched and are well-known facts throughout the venue management industry.

Loud And Live has successfully operated concerts and events in nearly every major arena, theater and amphitheater in the country. To that end, they have a full and complete understanding of the operation and management of all venue and event types. In addition to their robust experience, they also have the resources, marketing expertise, and skilled staff members at every level to successfully manage and operate any venue, anywhere, anytime.

Respectfully Yours,



Bob Murray
Gen. Mgr. James L. Knight Center (Ret.)
rmurrsr@gmail.com
786.374.7777



AMERANT BANK ARENA



Loud And Live has a rich history of producing shows at the AMERANT Bank Arena in Sunrise, FL, where we've played a pivotal role in elevating the venue's profile as a premier entertainment destination. As one of the first live event companies to introduce Latin shows to the arena, we've consistently pushed boundaries and set new standards for excellence. In 2023, our production featuring Juan Luis Guerra made history as the highest-grossing Latin show in the venue's history, underscoring our ability to deliver unparalleled experiences for both artists and audiences. Additionally, we've produced and promoted two Uforia Amor a La Música concerts for Univision, further solidifying our reputation as leaders in the Latin music industry.

BY THE NUMBERS

CAPACITY

11,984

NUMBER OF SHOWS

3

TOTAL ATTENDANCE

24,450



ADRIENNE ARSHT CENTER

Adrienne Arsht Center FOR THE PERFORMING ARTS OF MIAMI-DADE COUNTY

Loud And Live has a diverse history of producing shows at the prestigious Adrienne Arsht Center in Miami, FL, spanning both the Ziff Opera House and the Knight Concert Hall. We have curated an impressive portfolio of productions at these renowned venues. From iconic cultural theatrical productions like "Qué Pasa U.S.A Today" and "Celia Vive" to the electrifying Cuba Beat Series, we've consistently brought the vibrancy and diversity of Latin music and culture to the forefront of the Arsht Center's programming. Additionally, we've had the privilege of hosting unforgettable events such as the Latin GRAMMY's Acoustic Session featuring Rosalia and Juanes, as well as performances by esteemed artists like Willy y Lisette, La India, and Diego el Cigala to name a few.

BY THE NUMBERS

CAPACITY

1,915

NUMBER OF SHOWS

16

TOTAL ATTENDANCE

25,452



SEMINOLE HARD ROCK HOTEL AND CASINO



Loud And Live has a vast experience producing shows at the Seminole Hard Rock Hotel and Casino’s renowned venue, Hard Rock Live. From performances by the Gipsy Kings and Willy Chirino to Ricardo Montaner, Gilberto Santa Rosa and Ruben Blades, we’ve consistently brought top-tier talent to the stage, captivating audiences and creating memorable experiences. Our strong relationships with the hotel and casino marketing team, as well as our close collaboration with the venue booking team, ensure seamless coordination and promotion of each event, further enhancing the overall guest experience and solidifying Hard Rock Live’s reputation as a premier entertainment destination.

BY THE NUMBERS

CAPACITY

6,478

NUMBER OF SHOWS

6

TOTAL ATTENDANCE

31,759



KASEYA CENTER



Loud And Live has a track record of delivering sensational performances at the Kaseya Center in Downtown Miami, setting the stage for unforgettable experiences with an impressive lineup of artists. From the infectious energy of Camilo and El Alfa to the chart-topping hits of Farruko and Fonseca, as well as the timeless melodies of Juan Luis Guerra, Melendi, Prince Royce, Ricardo Arjona, Ricardo Montaner, Silvestre Dangond, Alejandro Sanz, and Carlos Vives, we've consistently brought the best in Latin music to Miami's vibrant cultural scene. Our strategic efforts have resulted in the vast majority of these shows being sold out, reflecting the work of the Loud And Live marketing team and our capability to effectively promote shows and live events in South Florida.

BY THE NUMBERS

CAPACITY

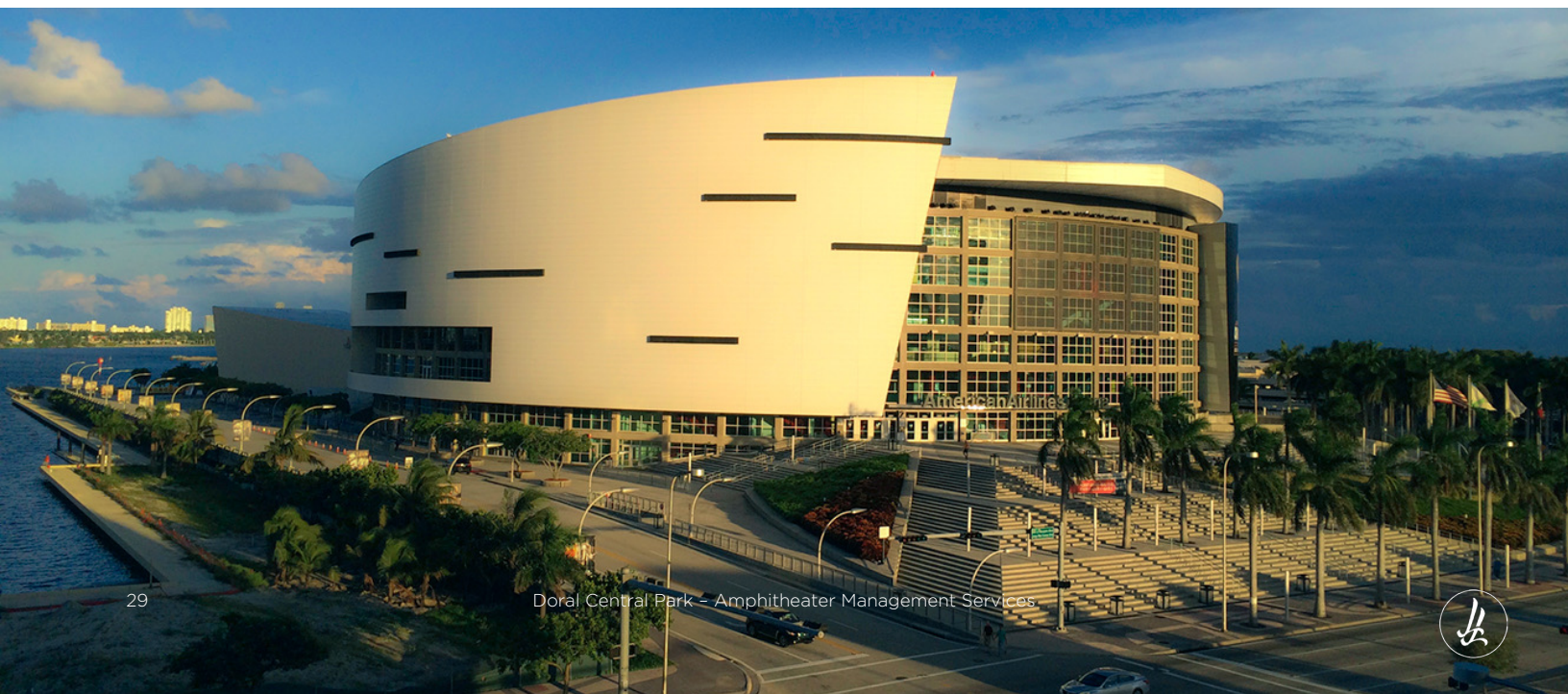
12,532

NUMBER OF SHOWS

25

TOTAL ATTENDANCE

222,880



FILLMORE MIAMI BEACH



Loud And Live has unparalleled expertise producing shows at The Fillmore, Miami Beach. From unforgettable Latin GRAMMY Acoustic Sessions to sensational performances by renowned artists like Silvestre Dangond, Willy Chirino, Diego El Cigala, Vincente Garcia, Gilberto Sanat Rose, and Camilo, our shows continuously deliver superb talent and captivated audiences, crafting unforgettable experiences. Through strategic collaboration with the venue, each show is flawlessly coordinated and promoted, enhancing the guest experience to new heights and solidifying an unbreakable partnership between Loud And Live and The Fillmore.

BY THE NUMBERS

CAPACITY

2,418

NUMBER OF SHOWS

18

TOTAL ATTENDANCE

16,646



FROM AMPHITHEATERS TO ARENAS.

Loud And Live has experience managing and producing events in different formats in small, medium, and large venues around the country.

FLORIDA

FT. LAUDERDALE, FL.
Seminole Hard Rock Casino
BB&T Center

FT. MYERS, FL.
Hertz Arena

MIAMI, FL.
Adrienne Arsht Center - Ziff Ballet Opera House
The Fillmore Miami Beach Kaseya Center
James L. Knight Center
Marine Stadium
Bay Front Park
Watsco Center

ORLANDO, FL.
Amway Center
Hard Rock Live
House of Blues
Bob Carr Theater
Dr. Phillips Center for the Performing Arts

TAMPA, FL.
Seminole Hard Rock Tampa Event Center
Yuengling Center
Amalie Arena

JACKSONVILLE, FL. GEORGIA

ATLANTA, GA.
Infinite Energy Center
Coca Cola Roxy Theater
Fox Theater
Cobb Energy Performing Arts Centre

NORTH CAROLINA

GREENSBORO, NC.
Greensboro Coliseum Arena

RALEIGH, NC.
Duke Energy Center for the Performing Arts
PNC Arena

CHARLOTTE, NC.
Ovens Auditorium
Bojangles Coliseum

VIRGINIA

FAIRFAX, VA.
Eagle Bank Arena

WASHINGTON, D.C.

Eagle Bank Arena
DAR Constitutional Hall
Warner Theater
Fillmore
The Theater at MGM National Harbor
Lincoln Theatre
The Anthem
Capital One Arena

NEW JERSEY

NEWARK, NJ
Prudential Center

ATLANTIC CITY, NJ
Borgata
Ocean Casino
Hard Rock

NEW YORK

NEW YORK, NY.
Madison Square Garden
Radio City Music Hall
Hulu Theater
United Palace
Prudential Center
Colden Auditorium
Music Hall of Williamsburg
Terminal 5
Bteacon Theater
Irving Plaza
Stage 48
Town Hall
United Palace
Hammerstein Ballroom

BROOKLYN, NY.
Barclays Center

MASSACHUSETTS

BOSTON, MA.
Paradise Rock Club
Boch Center Wang Theatre
Lynn Auditorium
Berklee Auditorium
Agganis Arena
Ocean Side Events Center
Roadrunner

PENNSYLVANIA

ALLENTOWN, PA.
Wind Creek Event Center

READING, PA.
Santander Arena
Santander Performing Arts Center

ARKANSAS

ROGERS, AR.
The Walmart AMP

ARIZONA

PHOENIX, AZ.
Celebrity Theater
Talking Stick Resort Arena
Orpheum Theater

TUCSON, AZ.
Anselmo Valencia Tori Amphitheatre
Centennial Hall

TENNESSEE

NASHVILLE, TN.
Bridgestone Arena
Ryman Auditorium

TEXAS

DALLAS, TX.
Majestic Theater
House of Blues
AT&T Performing Arts Center
Texas Trust CU Theatre at Grand Prairie
The Pavilion at Toyota Music Factory
American Airline Center

HOUSTON, TX.
Smart Financial Center
Bayou Music Center
Toyota Center
Arena Theater
Cullen Performance Hall

EL PASO, TX.
Abraham Chavez Theatre
The Plaza Theatre
Coliseo
UTEP Center

MCALLEN, TX.
McAllen Performing Arts Center
State Farm Arena
Payne Arena

SAN ANTONIO, TX.
Freeman Coliseum
AT&T Center
The Majestic Theater

LUBBOCK, TX.
The Buddy Holly Hall of Performing Arts and Sciences

MIDLAND, TX.
Wagner Noel Performing Arts Center
La Hacienda

AUSTIN, TX.
Moody Center
ACL Live

NEW MEXICO

ALBUQUERQUE, NM.
Kiva Auditorium

ILLINOIS

CHICAGO, IL.
Rosemont Theatre
Copernicus Theater
Arie Crown Theater
All-State Arena

COLORADO

DENVER, CO.
Ellie Caulkins Opera House
Fillmore
Pepsi Center
Paramount Theatre
Temple Hoyne Buell Theatre

WASHINGTON

SEATTLE, WA.
WaMu Theater
Moore Theatre

OREGON

PORTLAND, OR
Veterans Memorial Coliseum

CALIFORNIA

OAKLAND, CA.
Paramount Theatre

SACRAMENTO, CA.
SAFE Credit Union
Performing Arts Center
Golden 1 Center

SAN JOSE, CA.
San Jose Civic
SAP Center
San Jose Center for the Performing Arts
Paramount Theatre

FRESNO, CA.
Saroyan Theatre

BAKERSFIELD, CA.
Mechanics Bank Arena, Theater and Convention Center

LOS ANGELES, CA.
Greek Theater
Crypto.com Arena
Peacock Theater
The Novo
Belasco Theater
Dolby Theater
Troubadour
The Theatre at Ace Hotel
Conga Room
The Forum
Orpheum Theater
El Rey
Toyota Arena

ANAHEIM, CA.
Honda Center

SAN DIEGO, CA.
Balboa Theater
The Magnolia
Humphreys Concerts by The Bay
San Diego Civic Theater
Pechanga Arena

COACHELLA, CA.
Spotlight 29 Casino

NEVADA

SALT LAKE CITY, NV.
Maverik Center
Capitol Theatre
The Complex

LAS VEGAS, NV.
The Joint
House of Blues
The Axis
Pearl Theater
Michelob Ultra Arena
The Theater at the Virgin Hotel

CANADA

TORONTO, ONTARIO, CA.
Coca-Cola Coliseum

MONTREAL, QUEBEC, CA.
L'Olympia
Centre Bell

PUERTO RICO

SAN JUAN, PUERTO RICO
Coca-Cola Music Hall
Coliseo de Puerto Rico



BRINGING OUTDOOR VENUES TO LIFE



Loud And Live excels in implementing operational strategies that result in successful outdoor venue events. In addition to a full 360-degree suite of services, we have over 25 years of experience in working hand-in-hand with municipalities and agencies.

AGENCY EXPERIENCE

- Police
- Fire
- Parks Departments
- Public Works (Street Closures)
- Transit
- DERM
- Building Departments
- Off-Street Parking
- Army Corp of Engineers
- USCG
- FWC

LOCAL MUNICIPALITIES

- Cross-Municipality Coordination
- City of Doral
- City of Miami
- City of Miami Beach
- City of Hialeah
- City of Homestead
- City of Fort Lauderdale
- Miami-Dade County
- Village of Key Biscayne



OUR TEAM



PROJECT LEAD: Tony Albelo



Tony Albelo - President, Loud And Live

Tony Albelo demonstrates an incredible level of creativity and cutting-edge thinking, often outpacing trends. With an incredible background and strength in technology – it is easy to see why multiple successful ventures all merge the creative side of the business with technological aspects so important today. Since 2002, he has managed and operated venues and large-scale events in South Florida.

In 2013, Albelo expanded his company’s presence into the then-unfamiliar territory of Wynwood, planting a flag in what would become a hub for Miami’s vibrant events scene. With him at the helm, the company quickly diversified its offerings, adding events in art and music to its rapidly growing portfolio attracting heavyweight corporate clients such as the NFL for Super Bowl and F1, alongside top-tier artist events such as Kanye West.

During his time in Wynwood, he and his company, along with the Mana Group, developed and managed several live entertainment venues including the R.C. Cola and the Mana Black Room. In parallel, they transformed the Wynwood Marketplace from an empty lot to a mix-use, outdoor live music and entertainment complex which started out as a vacant lot and is now one of the area’s premier outdoor venues.

Under his guidance, Loud And Live has continued its growth in South Florida, establishing new events such as Country Bay Music Festival and existing events such as House of Horror and the Coconut Grove Arts Festival.

Relevant Highlights/Experience

- Loud And Live (2021 – Present)
- 20 years of experience in the large-scale outdoor event and festival industry.
- From 2013 – 2020, developed and managed live entertainment venues in South Florida including the R.C. Cola Factory, Mana Wynwood, and the Wynwood Marketplace
- Developed and managed Wynwood Marketplace, an outdoor 365-day live entertainment venue.
- Has been an integral part of Loud And Live for 4 years, where he leads some of the largest and longest-running events in South Florida including the Coconut Grove Arts Festival (2021-Present), Miami’s New Year’s Eve (2017 – Present), Country Bay Music Festival (2023-Present), House of Horror (2022-Present), and Christmas Wonderland (2023-Present) among others.



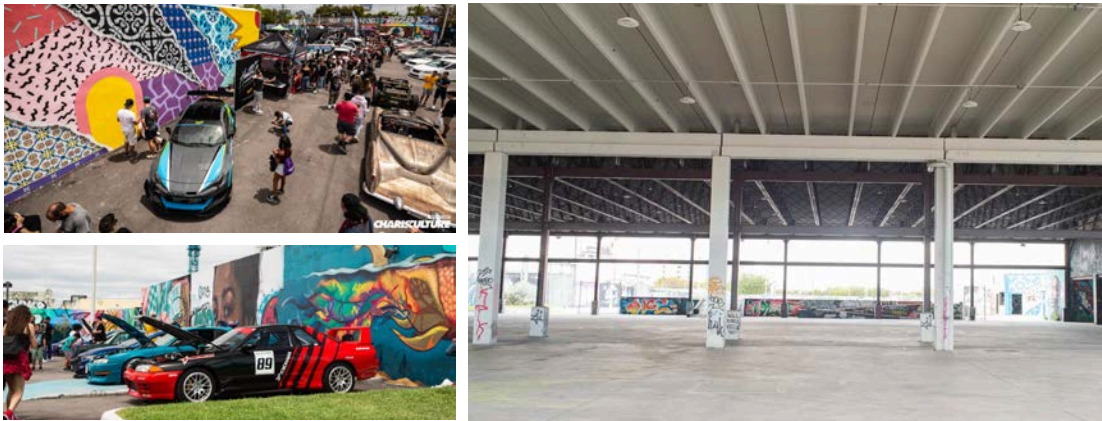
PROJECT LEAD: Tony Albelo

RELEVANT VENUE EXPERIENCE

WYNWOOD MARKETPLACE



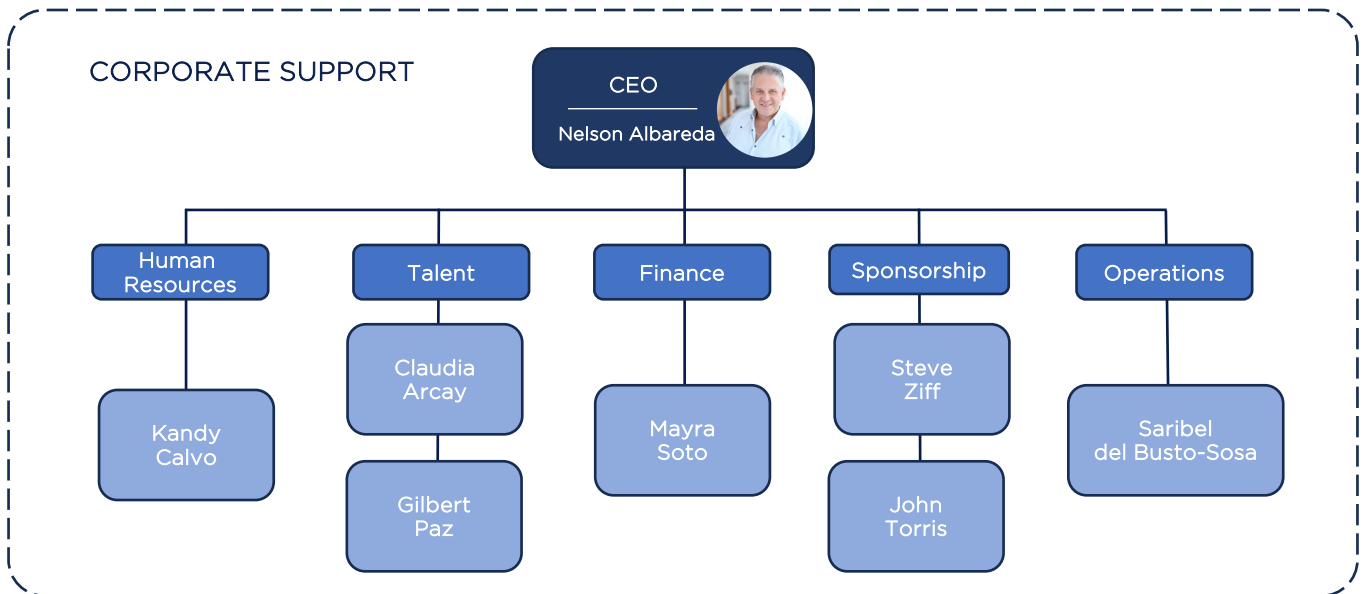
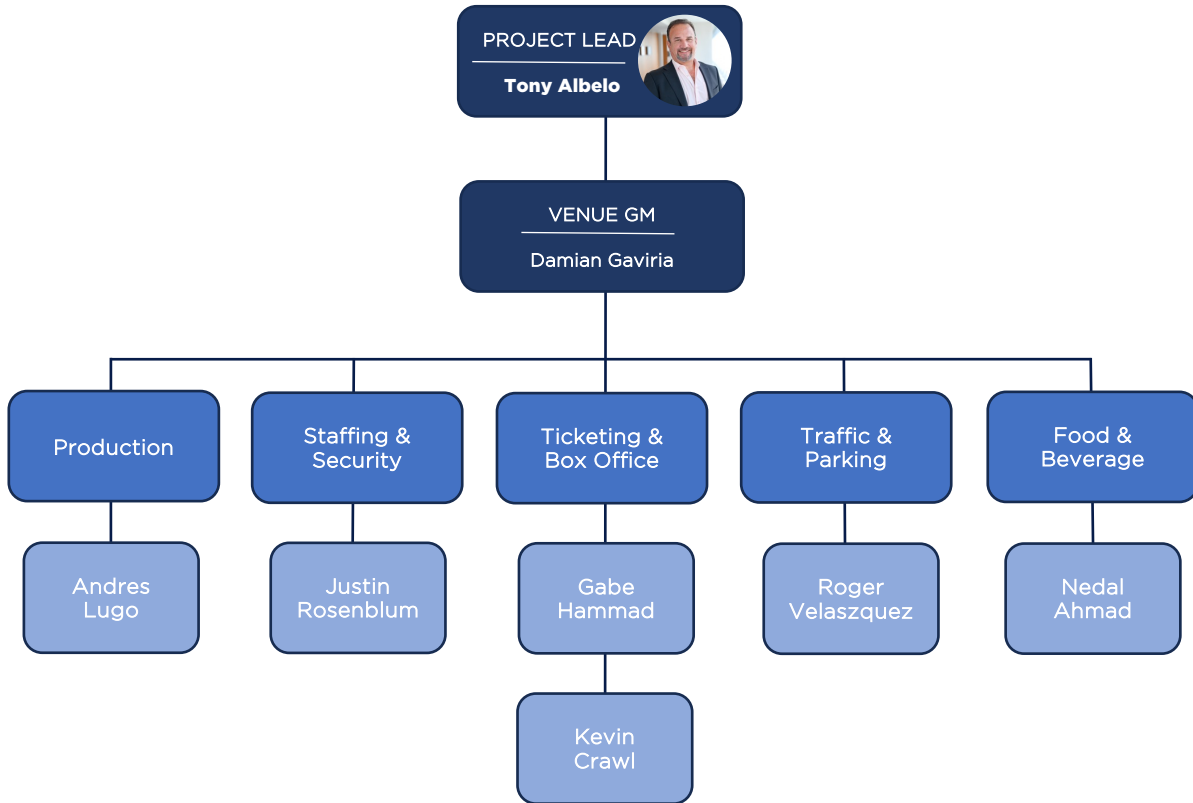
RC COLA FACTORY



MANA WYNWOOD



VENUE ORGANIZATIONAL CHART



OUR TEAM



Nelson Albareda - CEO

Nelson Albareda, a Cuban-American business executive and GRAMMY® & Latin GRAMMY® Award winning producer, has over 25 years of diverse experience across media, live entertainment, marketing, content, sports and real estate.

In 2002, driven by his passion for music and Latin culture, Albareda saw an opportunity in the events, entertainment and marketing space, which is where he had early success as an entrepreneur. Most notably in 2008, Albareda established Eventus Marketing. The company grew to serve and partner with a wide range of marquee clients such as Sony Music, Univision Communications, New York Yankees, Kimberly-Clark, Walmart, McDonald's, Keurig Dr Pepper, HBO, Walt Disney Entertainment, Sirius XM and Latin GRAMMY's among many others. In just 10 years, Eventus became the largest multicultural marketing company in the US. In 2013, as part of a roll-up strategy led by the private equity group Apax Partners, Albareda sold the company to Advantage Solutions.

In 2017, Albareda established Loud And Live, where he currently serves as CEO. The company has quickly grown to be a dominant player across its areas of focus, including music, entertainment, sports, content development and marketing.

With its rapid growth, Loud And Live has quickly become a power-house in the entertainment and content space. Producing and promoting US and international tours, while expanding its content development division with the launch of Loud And Live Studios.

Albareda also has a long history of serving his community. In 2010, he was appointed by the US Congress to serve as a Commissioner on the Federal Commission to provide a report to President Obama on the creation of the National Museum of the American Latino in Washington DC. Currently, Albareda serves as a Director on the US Cuba Democracy PAC, a Cuban American group that advocates democracy in Cuba.

Relevant Highlights/Experience

- CEO and Founder of Loud And Live (2017 - Present)
- Over 25 years in the music, live events, entertainment, large-scale outdoor event and marketing industry
- GRAMMY® & Latin GRAMMY® Award winning producer
- Honored in 2023 as Billboard Latin Power Player - Executive of the Year
- Honored in 2024 in the Billboard Power 100 List
- President of The Loud And Live Foundation
- Advisory Counsel for the Latin GRAMMY® Cultural Foundation
- Commissioner on the Federal Commission - National Museum of the American Latino
- Board Member & Chairman Elect - F.A.C.E. (Facts About Cuban Exiles)





Damian Gaviria - VP, Production

With a distinguished career spanning 3 decades, Damian Gaviria has established himself as a highly skilled production manager adept at orchestrating successful events with precision and finesse. His background in live production and broadcast management encompasses a wide spectrum, from prestigious NBA finals and grand-scale concerts with venues such as the Kaseya Center to the intimate settings of the smallest black box theaters. Committed to the arts and driven by a passion for delivering unparalleled experiences, Gaviria is enthusiastic about the opportunity to leverage his diverse skill set and contribute to your dynamic team.

In his previous roles, Gaviria has demonstrated exceptional leadership capabilities, effectively managing teams of technicians and overseeing seamless installations from inception to fruition. His unwavering commitment to excellence in live production is evident in his ability to troubleshoot adeptly in fast-paced environments, ensuring that every event unfolds flawlessly. Gaviria's proficiency in multitasking and problem-solving under pressure, coupled with his comprehensive knowledge of equipment and logistics, has been honed through years of hands-on experience in the entertainment industry. His keen adaptability to evolving situations and unwavering dedication to delivering exceptional results make him a valuable asset in navigating the intricate complexities of live events, from meticulous installations to the comprehensive oversight of the entire production process.

Relevant Highlights/Experience

- Over 30 years of venue management, event management and production experience across broadcast and events in large venues
 - VP, Production - Loud And Live (2020 - Present)
 - Broadcast Service Coordinator - Kaseya center Broadcast service Coordinator (2002- 2020)
 - Tour manager and production manager - Bacilos (2016 - 2019)
 - Production Manager - Edgewater production (2015 - 2019)
 - Production Manager - Emporio group Booking (2015 - 2019)
 - Production Manager - Bimusic Booking (2014 - 2014)
 - Tour Manager and Production Manager - Jorge Villamizar (2011 - 2016)
 - Tour Manager and Production Manager - Alex Ubago (2010- 2013)
 - Tour Manager and Production Manager - Alex Ubago, Jorge Villamizar y Lena Burke (2008 - 2010)
 - Production Manager - Beto Cuevas (2007 - 2007)
 - Production Manager - Fanny Lu (2004 - 2006)
 - Production Manager for tour Pasos de Gigante - Bacilos (2003 - 2005)
 - Production - Latin Grammy (2003 - 2004)
 - Stage Tech - Luis Enrique (2001 - 2003)
 - Audio Tech - Paradise sound (1999 - 2003)





Steve Ziff – Chief Business Officer

Steve Ziff is a highly accomplished C-suite executive renowned for driving growth and success in the sports, entertainment, and media sectors. He is a data-driven leader with expertise in sales and marketing, prioritizing customer-centric approaches while fostering team development and collaboration. Ziff's unique blend of strategic marketing and business intelligence has consistently propelled commercial development across various industries.

Joining Loud And Live as Chief Business Officer in February 2023, Ziff oversees the enterprise's commercial operations and leads its marketing agency. Prior to this role, he held several C-level positions with global touring, sports, and entertainment organizations.

Ziff served as Chief Marketing and Communications Officer at Thrill One Sports and Entertainment, where he managed diverse areas including global touring, venue delivery, hospitality, marketing, digital media, and business intelligence. Previously, he held the position of Chief Marketing Officer at the Los Angeles Chargers, overseeing marketing, ticketing, business intelligence, content production, fan experience, broadcasting, and merchandising.

Before his tenure in the NFL, Ziff held executive roles with the Washington Redskins and the Jacksonville Jaguars, contributing significantly to their marketing and digital media strategies. Additionally, he has extensive experience in the MLB, having served as Senior Vice President of Sales & Service for the San Diego Padres and Senior Vice President of Marketing & Brand Strategy for the Florida Panthers and Amerant Bank Arena.

Relevant Highlights/Experience

- Over 25 years of experience in strategic marketing, sponsorship sales, and digital media
 - Chief Business Officer of Loud And Live (2023 – Present)
- Assisted in marketing and creative strategies surrounding the development of Daily's Place, the 6,000-seat capacity amphitheater of the Jacksonville Jaguars
- Extensive expertise in calendar programming, sales strategy, and commercial optimization of businesses
- Essential member of the collaborative team responsible for the successful launch of SoFi Stadium.





Saribel del Busto-Sosa – Chief of Staff

With a rich background encompassing over 15 years of experience in the marketing, live events, and entertainment industry, Saribel has consistently held pivotal roles in leadership and executive support, significantly contributing to Eventus' success and eventual acquisition by Advantage.

Saribel has over a decade of experience in post-production within the entertainment industry. As Executive Account Director at BVI Communications, she spearheaded post-production services and broadcasting negotiations with prominent national and international networks such as HBO, STARZ Encore, Showtime, MTV, VH1, Discovery Channel, and Disney, amongst others.

Since its founding in 2017, Saribel has been a key contributor to the growth and success of Loud And Live. As the Chief of Staff, she is motivated by a profound commitment to excellence and a strong desire for instigating positive change. In her role, she plays a vital part in empowering and aligning cross-functional teams, driving them towards the achievement of key business objectives.

Beyond her professional endeavors, Saribel also dedicates her time and expertise as a board member of the Loud And Live Foundation, actively contributing to philanthropic efforts, and organizations as well as an engaged member of Women In Music, advocating for gender diversity and empowerment within the industry.

Relevant Highlights/Experience

- Over 15 years of experience in the marketing, live events and entertainment industry
 - Chief of Staff – Loud And Live (2017 – Present)
- Expertise in event management, logistics and operations, community engagement, communications and marketing
- Board member of the Loud And Live Foundation





John Torris – SVP, Strategic Development

John Torris is a seasoned sales and marketing executive with over 15 years of experience in driving revenue growth across sports, entertainment, and emerging technology sectors. Joining Loud And Live as Senior Vice President of Strategic Development in April 2023, John leads business development efforts spanning marketing agency services, entertainment partnerships, and sponsorship sales within the company's cultural events portfolio.

Before joining Loud And Live, John held leadership roles in various sports leagues, including the NFL, NBA, MLB, and NHL, focusing on business development during transformative venue renovations or new venue openings. He also served in executive positions at two high-growth SaaS companies in fintech and ecommerce.

At Bold Commerce, John served as Head of Sales & Partnerships, driving global business development and partnership marketing strategy. He also worked at Fast AF as Global Head of Sports Partnerships, negotiating technology partnerships with global sports properties to accelerate the company's growth.

Prior to his roles in the tech industry, John held positions with sports organizations such as the Los Angeles Chargers, where he led commercial operations during the team's transition to SoFi Stadium. He also worked at the Fiesta Bowl, managing corporate partnerships and venue relationships with major stadiums.

John's previous experience includes serving as Senior Director of Business Development for the Phoenix Suns, where he led ticketing and premium seating sales during the renovation of Footprint Center. He also contributed to the renovation of Target Center while working for the Minnesota Timberwolves.

John brings a wealth of experience in sales, partnerships, and venue management to his role at Loud And Live, driving strategic growth initiatives across various sectors.

Relevant Highlights/Experience

- Over 15 years of experience in revenue optimization, sponsorships, and entertainment partnerships
 - SVP, Strategic Development- Loud And Live (2023 - Present)
- Essential member of the collaborative team responsible for the successful launch of SoFi Stadium.
- Managed venue relations with major stadiums and oversaw the commercial transition of an NFL team during its transition to 70,000-seat capacity venue in Los Angeles.





Claudia Arcay – SVP, Entertainment

With nearly two decades of experience spanning artist management, booking, touring, and marketing, Claudia Arcay emerges as shining light in the entertainment realm. Her illustrious career includes guiding the path of esteemed Latin artists such as Carlos Vives. Her adept leadership in developing and executing touring and marketing strategies across the U.S., Europe, and Latin America has propelled record sales and sold-out tours.

Prior to her pivotal role with Vives, Claudia served as the director of marketing for nine impactful years at NYK Productions, a company owned by prominent South Florida promoter, Arie Kaduri. There, she navigated the marketing endeavors of a long list of iconic acts, including Maná, Alejandro Sanz, Juanes, and Luis Miguel, to name a few, cementing her reputation as a seasoned industry expert.

In 2021, Claudia joined Loud And Live as Senior Vice President of Entertainment, igniting a new chapter in her storied career spearheading the live concert tour team, who has produced and operated nearly 700 shows across the U.S., Latin America, and Spain by December 2023. The diverse Loud And Live lineup reflects her keen eye for talent, encompassing tours and concerts for luminaries such as Becky G, Farruko, Camilo, Ricardo Montaner, Roberto Carlos, Soda Stereo, Gilberto Santa Rosa, Daniel Habif, Ruben Blades, Diego El Cigala, and Ricardo Arjona, among others.

Beyond her professional endeavors, Claudia remains deeply engaged in championing worthy causes within the industry. She actively supports Women in Music, an organization dedicated to fostering equity in the music industry and serves as an advisor to the Latin GRAMMY® Cultural Foundation, advancing international appreciation for the profound contributions of Latin music and its creators to global culture.

Relevant Highlights/Experience

- 20 years of experience in artist management, booking, touring and marketing.
 - SVP, Entertainment – Loud And Live (2021 – Present)
 - Business & Tour Manager – WK Entertainment (2013 – 2021)
 - Artist Manager – NYK Productions (2003 – 2013)
- Recognized as Billboard’s Latin Power Players in 2023 as well as one of Billboard’s Women In Music Top Executives in 2024.





Kandy Calvo – VP, Human Resources

Bringing forth more than 15 years of exemplary HR leadership, Kandy shines as a beacon of expertise, renowned for her formidable business acumen and unwavering dedication to results. Her forte lies in fostering robust relationships that furnish businesses with a competitive advantage, leveraging the acquisition, growth, and retention of top-tier talent.

Since her arrival at Loud And Live in 2021, assuming the role of Vice President of Human Resources, Kandy has been instrumental in providing executive-level guidance and leadership across the organization's HR landscape. Serving as a strategic advisor to the Executive Leadership team, she places paramount emphasis on talent management, development, employee benefits, and adherence to employment laws. With a steadfast commitment to excellence, Kandy spearheads the HR team, meticulously orchestrating talent acquisition and retention efforts, thus ensuring the seamless alignment of human resource strategies with the company's overarching objectives.

Relevant Highlights/Experience

- Over 15 years of HR leadership operational experience
 - VP, Human Resources – Loud And Live (2021 – Present)
- Expertise in talent acquisitions, management, talent retention, compliance, risk management and labor relations.
- Vast experience working specifically with temporary, seasonal and event staffing





Gilbert Paz – VP, Entertainment Business Operations

Paz, joining Loud And Live in 2019 as Vice President of Entertainment Business Operations, oversees the artist booking, routing and ticketing division for US, Latin America and Europe. He is responsible for developing tour offer proformas, negotiating venue deals and ensuring profitability shows.

Previously, he served as the Assistant General Manager at the James L. Knight Center where he led the effort in bringing the venue to being one of the top 100 theaters in the world, hosting a record-breaking number of events. At the historic 4,600-seat theater in the heart of Miami, Gilbert was responsible for booking, contracting and managing all event days. He was also responsible for managing venue staff and event staff including Police, Fire, EMT, ushers, security, box office and ticket takers. In addition, he created event pro-formas and estimates for clients, ensured profitability, negotiated with vendors and worked closely with stagehand labor.

Prior to his role at the James L. Knight Center, Gilbert was an assistant agent at William Morris Agency. While at WME he was an integral part of the Latin division, negotiating with talent buyers, maintaining CRM, tracking and updating 1000s of offers in addition to developing client tour routings within the United States and Latin America.

Relevant Highlights/Experience

- Over 10 years of experience in music, venue management, box office, ticketing and business operations within US, Latin America and Europe
 - VP of Entertainment Business Operations – Loud And Live (March 2019 – Present)
 - Assistant General Manager – James L. Knight Center (Feb 2016 – Mar 2019)
 - Talent Buying, Tour Routing, Negotiations – William Morris Endeavor (Aug 2014 – Feb 2016)
- Recognized by IQ Magazine as 1 of 20 music industries finest executives - The New Bosses 2023 list highlights
- Honored as Billboard's 40 under 40 Top Young Executives in 2023





Mayra Soto - VP of Treasury

Mayra is a distinguished leader with over 35 years of diverse experience spanning financial management, business leadership, and corporate strategy. Joining Loud And Live in 2017, as Vice President of Treasury, providing invaluable strategic direction for the company's business and financial operations, overseeing the management of its financial and capital resources with precision.

With a commendable 15-year tenure at Homestead Miami Speedway, Mayra has cultivated an extensive background in property management, box office management and operations, honing her expertise in financial management within the live events industry. Currently, she assumes responsibility for overseeing Finance, Accounting, and Box Office Management at Loud And Live's large-scale events, live events and tours, as well as offering executive leadership advice on all financial facets of the business.

Additionally, Mayra proudly serves as a board member of the Loud And Live Foundation, further demonstrating her commitment to philanthropy and community engagement.

Relevant Highlights/Experience

- Over 35 years of diverse experience in venue management and live events financial management, business leadership and corporate strategy.
 - VP of Treasury - Loud And Live (2017 - Present)
- Expertise in property management, box office operations and management, capital resources.
- Board member of the Loud And Live Foundation.





Roger Velazquez – Director, Revenue Operations

As an accomplished venue manager, Roger possess a proven track record in crafting comprehensive operational strategies tailored to both traditional and unconventional entertainment venues.

As Director of Operations at Complete Ticketing Solutions, Roger managed box office operations, event parking, and event coordination in collaboration with various departments to ensure high-quality revenue operations, cost management, and the achievement of profitability goals across all event revenue sources.

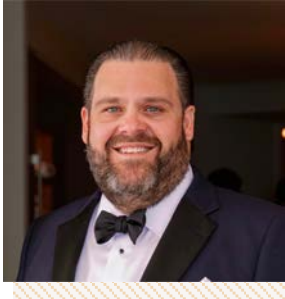
Roger’s success lies in cultivating robust partnerships with vendors, security firms, parking services, and staffing agencies, driving organizational triumphs through collaborative efforts. Through the implementation of in-house training initiatives and diligent oversight of operational workflows, he has optimized processes, elevated team productivity, and consistently delivered exceptional customer service.

Roger’s strategic acumen extends to effective upselling tactics and precise cost estimations, resulting in sustained revenue growth through the cultivation of lucrative client relationships. Continual refinement of policies, procedures, and company-wide protocols has enabled has proven to uphold operational excellence and regulatory compliance for Roger. His extensive venue management experience extends to oversee all operational facets, includes parking, traffic control, customer service, client relations, and personnel management.

Relevant Highlights/Experience

- Over 20 years of experience in location and event revenue operations.
 - Director Revenue Operations – Loud And Live (2023 – Present)
 - Director of Operations – Complete Ticket Solutions (Jun 2000 – Nov 2022)
- Oversaw ticketing and box office operations at the following venues and locations: Marlins Park, Miami International Boat Show, Miami International Film Festival, Lockhart Stadium, Homestead Speedway, SunFest West Palm, Fort Lauderdale and the International Boat Show.
- Beyond revenue operations, he has extensive venue management experience extends to oversee all operational facets, includes parking, traffic control, customer service, client relations, and personnel management.





Justin Rosenblum – Director, Event Safety & Security

Justin, joined Loud And Live in 2023 as Director, Event Safety & Security, managing and executing event safety plans and logistics specialized in large-scale events.

With a wealth of over 20 years of experience in event safety and security, Justin embarked on his journey in the security domain while employed by one of the nation's foremost event security providers. There, he honed his craft in safeguarding professional sports events, concerts, and special gatherings, accumulating invaluable expertise along the way.

Driven by a strong commitment to ensuring event safety, he founded Elevated Event Services, grounded in the principle of meticulous planning and hands-on execution. Under his leadership, the company emerged as a trusted guardian of safety, proficiently managing safety operations for a diverse array of events nationwide. From stadiums to arenas, amphitheaters to festivals, his team's dedication ensures seamless security across various venues.

Relevant Highlights/Experience

- Over 20 years of extensive experience in event security and safety which included management of event safety and venue operations for the Miami HEAT.
 - Director, Event Safety & Security – Loud And Live (2023 – Present)
- More than 15 years of experience developing and managing Emergency Crisis Plans for large-scale events and major festivals such as Ultra Music Festival.
- Over 10 years of experience in event management, parking operations and logistics.





Nedal Ahmad – Director, Food & Beverage

Nedal Ahmad is a dynamic and results-oriented food industry executive with extensive experience in event concessions, venue management, and arena operations. Currently holding the position of Food & Beverage Director at Loud And Live, Ahmad oversees the food and beverage operations for a variety of large-scale events and festivals held throughout the year. Renowned for his innovative approach, he continuously refines bar menus to align with evolving demographics and carefully selects food vendors to complement the branding and themes of each festival. Ahmad's collaborative approach with festival management ensures customized food vendor offerings, elevated VIP menus, and optimized inventory management systems, all of which play a pivotal role in enhancing the success of every event.

In his previous role as the Founder and CEO of Pincho Factory, Ahmad drove the company's growth from its inception to becoming a multi-million-dollar enterprise. Overseeing operations across 14 locations, he achieved remarkable milestones, including boosting sales amidst the pandemic, securing strategic distribution partnerships, and implementing innovative operational strategies that significantly improved efficiency. With a proven track record in concessions at prestigious venues such as Kaseya Center, Loan Depot Park, and Hard Rock Stadium, Ahmad brings a wealth of experience and strategic foresight to the dynamic realm of event concessions and venue operations.

Relevant Highlights/Experience

- Over 15 years of food and beverage operational experience
 - Director of Food & Beverage – Loud And Live (2024 - Present)
 - Operations and Logistics Manager – Diced Foods (2023 - 2024)
 - Founder, Director – GetReal Meal (2020 - 2021)
 - Founder, CEO – Pincho Factory (2010 - 2018)
- Expertise in concession optimization, menu curation, and gastronomic experience





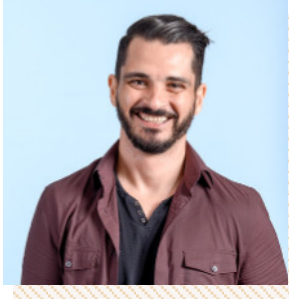
Andres Lugo – Production Manager, Field & Production

With over a decade entrenched in the live events industry, Andres Lugo has solidified his position as a seasoned production manager and sound engineering virtuoso. Across his impactful 6-year tenure at the Kaseya Center, he became an indispensable figure in the broadcast department, meticulously overseeing the upkeep and operation of the venue's AV equipment and installations. Beyond his technical acumen, Lugo played a pivotal role in the day-to-day orchestration of venue operations, ensuring flawless event execution. Lugo's extensive expertise spans concert and show production, sound engineering, technical implementation, and venue management, earning him acclaim for consistently delivering exceptional events and unparalleled customer service. Andres Lugo remains steadfast in his dedication to pushing the boundaries of live events, committed to crafting unforgettable experiences for both audiences and clients.

Relevant Highlights/Experience

- Over 10 years of experience in event production and sound engineering.
 - Field & Production Manager – Loud And Live (2021 – Present)
 - Sound Engineer / Broadcast Service – Kaseya Center (2015 – 2021)
 - Production Manager – Independent (2016 – 2021)
- Expertise in concert and show production, venue management, and technical implementation.





Gabe Hammad – Inventory & Revenue Optimization Manager

Hammad stands as a seasoned professional in the realm of ticketing and venue management, boasting over two decades of extensive experience within the industry. With a comprehensive background covering every facet of live events, encompassing backstage operations, front-of-house management, artistic endeavors, and administrative duties, Hammad has honed his expertise through diverse roles and varied responsibilities. Hammad commenced his professional tenure by spearheading backstage operations and overseeing box office functions for the esteemed New Vista Theatre Company in Boca Raton, FL.

After transitioning to Los Angeles to begin a production company, Hammad returned to Florida in 2014, assuming the role of box office manager at the historic Palm Beaches Theater, overseeing all ticketing and house management affairs. His trajectory then led him to the position of Box Office Director at the Coral Springs Center for the Arts in 2015. Over the years, Hammad's responsibilities expanded to include venue management facets such as staff oversight, security protocol development, show settlements, and collaboration with local authorities for city-sponsored events. Furthermore, he garnered multiple certifications in Performing Arts Venue Security, including Mass Casualty Prevention and Response, underscoring his commitment to ensuring safety and security within the entertainment landscape.

In 2022, Hammad transitioned to Loud And Live as a ticketing manager, overseeing operations for various tours and subsequently assumed additional responsibilities in pricing and revenue optimization strategies. Alongside Loud And Live's tours, Gabe has also spearheaded ticketing operations for an array of prominent large-scale events, including the Country Bay Music Festival, The Frida Kahlo Immersive Experience, and Wodapalooza 2024 at Bayfront Park.

Relevant Highlights/Experience

- Over 20 years of box office and venue operations.
 - Inventory & Revenue Optimization Manager – Loud And Live (2022 – Present)
 - Box Office Director – Coral Springs Center For The Arts (2015 – 2022)
 - Box Office Manager – Palm Beaches Theatre (2014 – 2015)
- Expertise in revenue optimization, ticketing and venue management.





Garrett Washington - Event Manager

Garrett began his career in marketing, ticketing, and venue operations 6 years ago. In 2018, Garrett worked as the director of ticketing operations, a role in which he spearheaded comprehensive revenue reporting and management for events, handled billing, troubleshooting, and introduced innovative process improvements while overseeing all aspects of box office operations, staff management, and collaboration with internal teams.

Transitioning to the management of the Watsco Center at the University of Miami, operated by OVG Facilities, Garrett assumed responsibility for seamlessly executing event operations, including parking logistics, security measures, ticketing processes, and production requirements for the multifaceted facility accommodating up to 7,000 attendees. Overseeing approximately 60-70 events annually, Garrett managed prestigious functions such as Telemundo productions, Disney on Ice spectacles, and high-profile artist concerts, meticulously planning seating arrangements and implementing parking solutions for optimal attendee experience.

Relevant Highlights/Experience

- Over 6 years of experience in ticketing services, venue management and large-scale event operations inclusive of parking logistics, and seating logistics.
 - Event Manager - Loud And Live (2022 - Present)
 - Director Of Ticket Operations - Florida Fire Frogs (Jan 2018 - Jul 2019)
 - Box Office Assistant - Orlando Magic NBA Team (Oct 2018 - Jul 2019)
 - Box Office Attendant - Dr. Phillips Center for the Performing Arts (Dec 2018 - Jul 2019)
 - Box Office Agent - Orlando City SC (Mar 2019 - Jul 2019)
 - Senior Event Manager - Oak View Group (Jun 2021 - Jul 2022)
- Developed venue layout designs for optimized utilization of space and resources at the Watsco Center.





Kevin Crawl – Manager, Ticketing

Kevin Crawl's experience in venue operations commenced during his college years at the Stephen C. O'Connell Center, now known as Exactech Arena. As a Workforce Supervisor and Building Coordinator, he developed strong leadership, communication, and organizational skills by showcasing his ability to efficiently manage large teams towards common objectives. Additionally, his role as a Facility Management Intern equipped him with hands-on experience in sports camp coordination, event management software, and administrative support tasks, underscoring his adaptability and eagerness to learn.

Post-college, he embarked on an internship with the Orange Bowl Committee, where he served as a Game Operations & Events Intern. Contributing to major college sports events of large-scale production, he coordinated captivating show performances at Hard Rock Stadium, attended by over 65,000 patrons. Subsequently, Crawl's tenure as the Ticket Operations Assistant Manager at Amerant Bank Arena (formerly BB&T Center) saw him spearheading strategic ticketing management, financial oversight, leadership development, analytical reporting, and customer service initiatives.

Crawl's role as the Senior Ticketing Manager at Loud And Live further underscores his commitment to excellence, where he oversees event programming, inventory management, and reporting, contributing to the company's remarkable global ranking in ticket sales. On event nights, he adeptly resolves ticketing issues across multiple shows, ensuring seamless operations and unparalleled customer satisfaction.

Relevant Highlights/Experience

- Over 10 years of experience in event operations and ticketing.
 - Ticketing Manager – Loud And Live (2022 – Present)
 - Ticket Operations Assistant Manager – Amerant Bank Arena(2016 – 2020)
- Expertise in strategic venue ticketing management, analytical reporting, and customer service initiatives.





PROPOSED FINANCIALS & COMPENSATION PLAN

PROPOSED COMPENSATION PLAN

PROPOSED COMPENSATION PLAN

Fixed Management Fee: In consideration for the provision of Amphitheater Management Services for the Doral Central Park Amphitheater, Loud And Live proposes that it receive a Fixed Management Fee in the amount of 100% of all net operating revenue generated in connection with the Amphitheater.

City of Doral Distribution: Loud And Live shall distribute to the City of Doral an annual amount of \$60,000.00. The City of Doral Distribution amount shall be adjusted on the first day of each fiscal year, starting with the fiscal year beginning January 1st of the third full year, during the term hereof by the percentage change in the Consumer Price Index.

Ticket Surcharge Incentive: In addition to the City of Doral Distribution, the City of Doral shall receive an additional disbursement of \$2.00 per ticket after the sale of 25,000 per calendar year.

Loud And Live will assume the operational risk of managing the Doral Amphitheater on behalf of the City and bear all operating costs.

Loud And Live proposes deferring the yearly distribution to the City until the Doral Central Park is fully operational. Additionally, Loud And Live proposes six months of distribution abatement once the Doral Center Park is fully operational to allow time to build momentum for the venue to begin booking events effectively.

ADDITIONAL TERMS

CAPITAL IMPROVEMENTS

As a demonstration of our commitment to the city and the success of the Doral Amphitheater, Loud And Live is prepared to make substantial investments in key infrastructure enhancements. These investments include (do we put a dollar value here):

- Full furnishing and installation of A/C units in the dressing rooms/storage areas to ensure optimal comfort for clients and artists.
- Installation of a curtain system on the back of the stage as required by many national and international touring artists.
- Implementation of a curtain system around the canopy to create an intimate setup for smaller events, thereby maximizing venue utilization.
- Purchase of 800 portable seats to accommodate varying audience sizes and configurations.
- Construction of two portable box offices for ticketing operations and enhance guest experience.



PROPOSED COMPENSATION PLAN

TERM

Loud And Live is willing to accept the proposed Term of five (5) years with two (2) options to renew for two (2) years each for a total term not to exceed nine (9) years.

In addition, based on our industry knowledge and experience, our commitment to enhancing the Doral Amphitheater through capital improvements, and long-term strategic planning, Loud And Live proposes for the City's consideration an alternative term of seven years (7) with two (2) options to renew for two (2) years each. This optional, extended timeframe would allow us to further implement necessary enhancements, establish long-term partnerships, and ensure sustained growth and success for the venue.

SPONSORSHIP

With the exception of naming sponsorship rights, Loud And Live shall be entitled to all signage related to the Amphitheater and the events that take place therein (and all proceeds derived therefrom shall be operating revenues); provided, however, that the sponsorship names thereon are subject to the City's approval which shall not unreasonably be withheld, conditioned or delayed. Additionally, Loud And Live will retain rights to all food and beverage sponsorships, ensuring compatibility with Amphitheater's potential naming sponsor.

For clarity, Loud And Live acknowledges that the naming sponsorship rights are not included in this proposal. Notwithstanding, Loud And Live wishes to assist the City in identifying and potential naming sponsors and enter into negotiations with the City to do so.

FREE CHARITABLE USE

We acknowledge the importance of supporting charitable initiatives and community events at the Doral Amphitheater. As such, we propose a program wherein the city may issue up to five (5) rental waivers per calendar year for qualified charitable use. These waivers will cover rental fees for up to one (1) day per week. While the city shall not owe a fee or rent for the charitable use, Loud And Live will be promptly reimbursed for all actual costs incurred to facilitate such events, including but not limited to janitorial, cleanup, crowd control, setup, teardown expenses, fees and charges directly associated by the occurrence of any charitable use.

RENTAL RATES

Below are the rental rates we are proposing for the use of the Doral Amphitheater:

- For all events under the canopy, the minimum rental rate will be \$2,500.
- For all events that use the canopy, the minimum rental rate will be \$5,000.

Please note that these rates are subject to change after year 1. It's important to note that the rental rates do not include additional charges for event expenses such as police, fire, security, supervisors, runners, production, ushers, stagehands, ticket takers, cleaning staff, box office staff and parking operations.



PROFORMA

| PROFORMA | | | | | |
|---|---------------|---------------|---------------|---------------|---------------|
| | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
| Estimated Yearly Number of Events | 24 | 34 | 42 | 49 | 52 |
| Total Estimated Annual Attendees | 21,020 | 36,400 | 46,680 | 50,960 | 53,960 |
| City of Doral Distribution | \$ 30,000 | \$ 60,000 | \$ 60,000 | \$ 61,800 | \$ 63,654 |
| Ticket Surcharge Incentive to City (\$2 Per Ticket Sold in excess of 25,000 tickets per year) | \$ - | \$ 22,800 | \$ 43,360 | \$ 51,920 | \$ 57,920 |
| Total Estimated Amount Due To City | \$ 30,000 | \$ 82,800 | \$ 103,360 | \$ 113,720 | \$ 121,574 |

General Assumptions:

1. Projections provided are based on similar facilities that share comparable characteristics in terms of size coupled with the insights and expertise of Loud And Live pertaining to the local marketplace.
2. Year 1 to year 5 of this Proforma are based on a full 12-month operating period.
3. The City of Doral Distribution amount shall be adjusted on the first day of each fiscal year, starting with the fiscal year beginning January 1st of the third full year, during the term hereof by the percentage change in the Consumer Price Index



OPERATIONAL PLAN

MANAGEMENT PLAN

Events & proper programming are the cornerstone of any venue, shaping its identity in the eyes of the public, clients and the local community. Successful events create a lasting impact on the consumer enhancing their experience. While event booking marks the start of this journey, factors like advertising, ticketing, parking, staffing, and food and beverage sales collectively determine the success of an event and the likelihood of customer satisfaction and repeat business.

OUR APPROACH TO BOOKING

At Loud And Live, our overall philosophy revolves around curating unforgettable experiences that resonate with diverse audiences while ensuring sustainable business growth.

Our approach to evaluating and recommending events is guided by three core principles:

- 1. Audience Engagement and Diversity:** We believe in creating events that appeal to a wide range of demographics, fostering inclusivity, and celebrating diversity. Our team conducts thorough market research to understand the preferences and interests of the local community. We prioritize events that not only entertain but also educate, inspire, and connect people, fostering a sense of community and belonging.
- 2. Artistic Excellence and Innovation:** We are committed to presenting high-quality performances and innovative programming that push boundaries and set new standards in the entertainment industry. Our team collaborates with renowned artists, producers, and creatives to curate a dynamic lineup of concerts, festivals, cultural events, and theatrical productions. We believe in showcasing both established talent and emerging artists, providing a platform for artistic expression and experimentation.
- 3. Financial Viability and Sustainability:** While we are passionate about the arts and culture, we also recognize the importance of sound business practices and financial sustainability. Our experienced team of professionals meticulously evaluates the financial feasibility of each event, considering factors such as ticket sales, sponsorships, and concessions. We develop tailored business models and operational plans that optimize revenue generation while minimizing expenses, ensuring the long-term success and viability of the facility.



MANAGEMENT PLAN

CONTINUED

BOOKING TEAM: LOCAL & NATIONAL FOCUS

Our booking team is in constant communication with agents, managers and national touring promoters to share information on upcoming tours and events, exchange booking leads and deals, compare event experiences and best practices. These calls often include guests such as agents and regional promoters who introduce new and upcoming touring and entertainment projects.

NATIONAL PROMOTER RELATIONSHIPS

Due to our unparalleled expertise and extensive live event and entertainment portfolio, Loud And Live maintains robust connections with a diverse range of product and content providers. Our ability to procure and unique and diverse live music and entertainment events, facilitated by our collaborative resources and partnerships, stands as a pivotal factor for the Doral Amphitheater's success.

"OPEN VENUE"

As an "Open Venue" operator, Loud And Live recognizes the value of collaboration and partnership in maximizing the potential of the venue and enhancing the overall guest experience. Unlike traditional venue operators that may exclusively produce or promote events, our "Open Venue" model embraces a collaborative approach, working closely with a diverse range of promoters, event producers, and stakeholders for the mutual benefit of the venue and the community. In sum, the Doral Amphitheater will be a venue open for business for all event producers.

Key differentiators include:

- 1. Collaboration and Diversity of Programming:** By working collaboratively with multiple promoters and event producers, we can offer a more diverse and dynamic range of programming at Doral Central Park. This collaborative approach allows us to leverage the expertise and resources of various partners, resulting in a more robust calendar of events that appeals to a broader audience.
- 2. Flexibility and Adaptability:** The "Open Venue" model provides greater flexibility and adaptability in responding to market trends, audience preferences, and emerging opportunities. Rather than being limited to a single promoter's programming agenda, we can quickly adapt to changing circumstances and curate a dynamic lineup of events that reflect the evolving needs and interests of the community.
- 3. Maximizing Utilization:** By welcoming multiple promoters and event producers, we can maximize utilization of the venue by optimizing its availability and capacity. Rather than relying solely on in-house productions or exclusive partnerships, the "Open Venue" model enables us to leverage the venue's assets and infrastructure more efficiently, generating programming from a diverse range of events and activities. This approach benefits both the venue and its partners, creating a win-win scenario that fosters long-term sustainability and growth.



MANAGEMENT PLAN

CONTINUED

DEVELOPING A MODULAR ENTERTAINMENT AND EVENT FACILITY

We recognize the importance of flexibility and adaptability in meeting the diverse needs and preferences of our guests and event partners. To achieve this, we propose the implementation of a state-of-the-art curtain system that will allow us to partition the venue into multiple configurable spaces, creating a more intimate and versatile environment for a variety of events and activities.

Key features and benefits of our modular approach include:

- 1. Flexible Configuration:** The curtain system will enable us to partition the venue into distinct zones, including the main/covered portion of the venue and the lawn area. This flexibility allows us to accommodate events of different sizes and formats, from large-scale concerts and festivals to intimate gatherings and private functions such as local school and community events. By adjusting the layout and configuration of the space, we can create customized atmospheres and experiences tailored to the specific needs and preferences of our guests and event partners.
- 2. Enhanced Guest Experience:** By creating a more intimate and immersive environment, the modular facility will enhance the overall guest experience, fostering a sense of intimacy, connection, and engagement. Guests will have the opportunity to enjoy a variety of entertainment offerings, including live music, theater, dance, film screenings, and cultural performances, in a comfortable and inviting setting that promotes interaction and enjoyment.
- 3. Increased Utilization:** The modular facility opens up new opportunities for the venue, allowing us to host a wider range of events and attract a broader audience. In addition to ticketed events, we can offer non-profit community activations as well as rental opportunities for private functions, corporate events, and other special occasions such as local school gatherings. The versatility of the space also enables us to explore partnerships with local businesses, sponsors, and event organizers.
- 4. Operational Efficiency:** The curtain system is designed for ease of installation, operation, and maintenance, allowing us to quickly reconfigure the space between events and minimize downtime. Our experienced team of professionals will oversee all aspects of venue management, including logistics, technical production, guest services, and safety and security, ensuring seamless execution and exceptional quality of service.

Loud And Live is committed to transforming the Doral Amphitheater into a modular entertainment and event facility that offers unparalleled flexibility, versatility, and innovation. We believe that our innovative approach will not only enhance the guest experience but also position the venue as a premier destination for arts, culture, and entertainment in the Doral community and beyond.





SERVING THE COMMUNITY

In 2023, Loud And Live launched the Loud And Live Foundation. Our mission is to make a positive impact and leave a lasting legacy. We are passionate about leveraging our resources, influence, and capabilities to support and foster meaningful and sustainable change across the communities we serve and beyond. Through strategic partnerships, contributions, and impactful initiatives, we aim to inspire, empower, and enrich lives, making a meaningful and lasting difference to those most in need.

Our commitment to helping others has been at the core of our organizations long before the inception of the foundation; it is inspired by the community around us and fueled by our partnerships with impactful organizations such as Latin GRAMMY Foundation, Miami Dade College, Casita Maria Center For Arts and Education, Fundación Juan Luis Guerra, Blue Missions Group, Ronald McDonald House Charities, St. Jude Children's Research Hospital, FACE, Feeding America, Action Against Hunger, United In Movement, Tras La Perla, CrossFit Foundation, American Red Cross and Glass Wing

As part of our commitment to serving the South Florida community, the integration of the Loud And Live Foundation will be a key driver of positive change.

Examples of community drive initiatives include:

- 1. The S3: Sensory Support Space:** The S3: Sensory Support Space is a fully equipped and self-contained mobile station designed to provide sensory support for individuals with special needs at events. Whether it's outdoor concerts, festivals, sporting events, or indoor gatherings like exhibitions and conferences, the S3 ensures that everyone can fully immerse themselves in the event experience. By offering a safe and inclusive environment, we aim to enhance accessibility and promote equal participation for all members of the Doral community.
- 2. Internship Program(s):** An internship program geared toward students interested in exploring careers in the live entertainment, event production, or venue management space. Through hands-on training, mentorship, and real-world experience, interns will have the opportunity to gain valuable skills and insights while contributing to the success of Doral Central Park. We are particularly interested in partnering with organizations such as the Latin Recording Academy, whose headquarters are located in City of Doral, to provide internship opportunities that align with their mission and goals.



APPROACH TO PROGRAMMING

BRINGING DORAL TO LIFE: A DYNAMIC APPROACH TO COMMUNITY ENGAGEMENT

Our programmatic approach for the Doral Amphitheater focuses on creating an 'always-on' atmosphere in the heart of the city that resonates with the surrounding vibrant community and young families in Doral and beyond. We seek to offer a diverse mix of programming across the pillars of lifestyle, entertainment & arts, local partnerships, and community & family centered experiences ensuring dynamic engagements for all visitors. Our programming schedule includes series of on-going event, allowing for flexibility and adaptability, as well as larger signature events that the community will look forward to on an annual basis.

Programming Strategy

| Type | Category | Example |
|---|--|---|
| On-going Standardized events with prescribed event type, location or crowd | Lifestyle | Paint & Sip, Jazz & Picnic on The Lawn, Pickleball Tournament, Educational Speakers/ Seminars, Fashion Showcases, The District – Music & Murals |
| | Local Partnerships & Collaborations | Artist Exhibitions/ Museum Collaborations, MDC Film Festival, Local Run Clubs, Taste of Doral/ Doral Restaurant Weekend, Food Truck Weekends, University of Miami/ FIU Sports & Arts Showcase, Miami Fashion Week Summit, LAFS, Miami Fashion Institute, Young Arts Foundation Pre-Gala Experience |
| | Family & Community | Monthly Farmers Market, Doral Car Show, Children's Matinee Summer Play Series, Young Entertainers Summer Camp (2 Weeks), Community Holiday Toy Drive, Thanksgiving Donation Drive & Fall Festival, Doggy Yappy Hour & Market |
| Signature Events Tapping into one-off or special events that have big or overly attractive crowds | Music, Arts & Entertainment | Artist Residency, Loud And Live Venue Management Internship Program (Loud And Live Foundation x Latin Recording Academy), Soccer/ Football Watch Party & Fan Fest Experience, Laser Light Show & Concert Experiences, Latin Summer Music Series, Comedy Nights/ Open Mics (Spanish/ English), Doral Car Show, Youth School of Rock Series (A Back-to-School Experience) |
| | Cultural Moments | Immersive Brand Exhibitions (i.e Malibu Barbie Café/ Stranger Things Exhibit), Art Basel Exhibitions, SOBEWFF Afterparty Experience, Doral Life Street Festival, Easter Egg Hunt, Valentines Day Concert Under the Stars, Grammy's/ Oscars Watch Party, Cinco de Mayo Block Party, Halloween Spooktacular, Holiday Laser Light Show & Caroling |
| | Health & Wellness | Sunrise Yoga, Family Fit Festival, Charity Spin Event, Bootcamp Experience |



TICKETING & BOX OFFICE OPERATIONS

Loud And Live has extensive experience in the operation of multiple ticketing service platforms such as Ticketmaster, AXS, TIXR, Eventbrite, Tessitura, Etix, Universe, Frontgate and SeatGeek among others.

Our approach to the development and management of the box office includes the following key components:

- 1. Portable Box Offices:** To accommodate events of up to 4,000 people, we are investing in portable box office structures strategically placed to facilitate easy access and efficient ticket sales. These dedicated structures will not only streamline the ticketing process but also enhance guest satisfaction by minimizing wait times and providing a centralized point of service. With Loud And Live's investment in portable box office solutions, event-goers can expect a hassle-free ticketing experience, allowing them to focus on enjoying the excitement of live entertainment.
- 2. State-of-the-Art Ticketing System:** We will implement a robust and user-friendly ticketing system that offers online, mobile, and in-person ticketing options for guests. Our ticketing platform will feature advanced functionality such as reserved seating, dynamic pricing, promotional discounts, and secure payment processing. This system will enable guests to easily purchase tickets from any device and access real-time information about event availability, seating options, and pricing tiers.
- 3. Dedicated Box Office Staff:** We will assign a team of dedicated box office staff to manage ticket sales, customer inquiries, and on-site ticketing operations. Our knowledgeable and customer-focused staff will provide personalized assistance to guests, helping them navigate the ticketing process, select seating preferences, and address any questions or concerns they may have. Our box office staff will also be trained to handle day-of-event logistics, including ticket scanning, will-call pickup, and guest check-in procedures.



MARKETING & PROMOTION

MARKETING TECHNIQUES

The marketing game plan for events changes dramatically per event. Various aspects are considered prior to advertising to determine the outcome of the overall campaign. These aspects are then correlated to an extensive list of advertiser profiles to conclude where budgets will be deployed and why. Loud And Live's seasoned local and national teams excel in marketing a diverse list of events, ensuring successful events from headliner tours to cultural showcases. With a strong focus on selecting optimal advertising channels and budget allocation, we prioritize reaching consumers effectively.

Marketing strategies for the Doral Amphitheater will be clearly delineated between B2B efforts and consumer-focused strategies and support.

B2B STRATEGY:

How do we attract reputable promoters and shows that will align with the venue and audience.

- Ease of producing events at the amphitheater
- Capacity/revenue opportunities
- Built-in assets: stage, power, house system
- Low-cost house-rentable assets
- Location
 - Growth of Doral and west of the Palmetto
 - Proximity of parking
 - Surrounding supporting businesses
 - Centralized venue - Palmetto, Turnpike, and I-75 access
- Consumer-focused marketing support on behalf of the amphitheater

CONSUMER-FACING STRATEGY:

How do we bring consumers to the venue while amplifying the promoter strategy and messaging.

- Build familiarity with the venue and make it top-of-mind with consumers
- Emphasize the ease of going to events at the amphitheater
 - Low-cost parking options
 - Variety of parking options
 - Highway proximity
- Neighboring restaurants and bars ("Make a night of it")
- High-level of shows and talent, including community and culture driven events
- Make it "The Place to Be" with business partnerships across Doral

GRASS ROOTS MARKETING TACTICS

In addition to employing industry standard advertising methods, putting effort into local grass roots tactics will help build the credibility and reputation of the venue.

- Create partnerships and co-promotional opportunities with local restaurant (and business)
 - Bundled packages
 - Post and pre-event parties
- Engage local employees with ticket programs. The venue can have hundreds of micro-influencers in the neighborhood promoting the shows and events.
- Mandate promoters (as well as the venue) push Doral maps and information about the area via their communication with their attendees. This can be done via each event's website, social platforms, even old-fashioned distribution of Doral maps to patrons as they walk in.



PARKING

As a valued partner and a proud Doral-operated business, Loud And Live is committed to addressing the parking limitations within the city to ensure a seamless experience for all guests and event attendees.

To alleviate parking concerns, we are pleased to offer the following solutions:

- 1. Loud And Live Warehousing Facility:** Our spacious warehousing facility will be made available for parking production trucks and related vehicles associated with any event production. This ensures efficient logistics and minimizes congestion around Doral Central Park.
- 2. Loud And Live Headquarters:** With up to 350 parking spots, our headquarters will serve as a convenient parking location for employees and staff. Additionally, we will operate a shuttle system to facilitate smooth transportation for all employees and event staff, further easing parking demands.
- 3. Potential Offsite Parking Options:** Recognizing the potential parking challenges for large events, we will collaborate with surrounding establishments to arrange and negotiate offsite parking options for guests. This proactive approach ensures ample parking availability and enhances the overall guest experience.



Loud And Live Headquarters:
0.2 Miles
2 Minutes



Loud And Live Warehouse:
0.2 Miles
2 Minutes



STAFFING PLAN

Our goal for every guest that visits the Doral Amphitheater is for them to leave feeling as if they were put first and had memorable experiences. Therefore, it is vital to ensure all staff are of the utmost quality and possess the desire to deliver services of the highest standard. This service-oriented mentality must be coupled with individuals who place safety as a focal point. We feel as though this is the recipe for success and how we will approach the staffing plan for the Doral Amphitheater. Below highlights our methods and approaches for each area of the staffing plan.

SELECTION

- Job Fairs and Job Postings will be used to advertise available positions.
- Staff will be vetted via interviews, reference checks and background checks.
- Positions will have standard guidelines and minimum requirements that must be met by each candidate.
- Upper-level Supervisor and Management positions will be hired by committee and will undergo multiple rounds of interviews.

TRAINING

- General Venue Orientation
 - Location of all areas and features of the venue.
 - Ways to Navigate in and around the venue.
 - History of the Venue and the surrounding area.
- Guest Services Orientation
- IAVM Trained Crowd Manager or Equivalent NFPA Approved Training
- General Safety and Security Session to include Active Shooter, Basic Incident Command Structure and General Evacuation Procedures.

SUPERVISION

- Supervisors will undergo additional training on specific techniques in effective personnel management.
- Staff to supervisor ratios for most departments will maintain a maximum 1:10 ratio to allow for effective oversight and management.
- Supervisors assigned to specific areas of operation and not spread to far geographically across the venue.



STAFFING PLAN

CONTINUED

CUSTOMER COMPLAINTS

- Establish a Guest Services Department to be both at events and work during office hours.
 - At events complaints can be directly relayed from Guests to the Guest Service representatives and where possible addressed and handled immediately.
 - In cases that require further assistance or follow up, the office team will be responsible for said follow up.
- System will be setup up for online submission of complaints and grievance and follow up.
- Guest Service team will also be looped in with Social Media and Marketing Departments should complaints be relayed via these platforms.
- System implemented for logging, tracking, and storing all complaints to have one place for all personnel in the department to be able to find everything and for reference back after a complaint is closed out.

EMPLOYEE IDENTIFICATION, APPEARANCE AND JOB DUTIES

- All personnel will be issued a photo ID badge to be always worn when on site at the venue.
 - These badges will determine access levels in and around the venue.
 - They will be changed on an annual or seasonal basis.
- Employee handbook as well as onboarding orientation will address and set forth polices regarding the standards for appearance to include uniform standards as well as personnel grooming.
 - It will be the responsibility of Supervisors, Managers as well as Quality Assurance Personnel to ensure staff are maintaining the appearance standard.
 - Failure to maintain the standard will be considered a violation of company policy and will be subject to disciplinary action and could lead to eventual dismissal.
- All Job Duties and Responsibilities will be set forth for each position during employee onboarding and orientation.
 - In addition, employees will receive a post order sheet which will explain the specific duties and responsibilities required for a given post they are assigned to work.
- All Employees will be held accountable for understanding the job duties and responsibilities for the position they were hired and failure to perform at an acceptable level will lead to disciplinary action and could lead to eventual dismissal.
 - Personnel will also undergo extensive training prior to being placed into a job to ensure they have a full understating of the duties and responsibilities of the role.



FOOD & BEVERAGE / CONCESSIONS

Loud And Live has extensive expertise in food and beverage concessions management, ensuring that guests enjoy a seamless and satisfying culinary experience at our events. Our seasoned team of professionals oversees all aspects of concessions operations, from menu planning and vendor selection to logistics, staffing, and customer service. We prioritize quality, efficiency, and guest satisfaction, leveraging our experience and industry relationships to deliver exceptional experiences that complement and enhance the overall event atmosphere.

Our approach to food & beverage and concessions includes the following key components:

- Vendor Selection and Management
- Utilize a comprehensive vendor selection process to choose diverse and high-quality food vendors.
- Consider vendors with expertise in different cuisines to cater to various event themes.
- Evaluate vendors based on their experience in large-scale events, reliability, and customer satisfaction.
- Develop clear and detailed contracts outlining expectations, menu offerings, and financial arrangements.
- Ensure vendors comply with health and safety regulations and have necessary permits.
- Utilize our extensive vendor network to customize food offerings based on the theme and demographics of each event.
- Infrastructure and Logistics (Power and Space Infrastructure)
- Ensure we have all Power and Space needs per food vendor to ensure proper on-site execution
- Plan and allocate designated spaces for each vendor, considering their equipment and operational needs. (Setup and Breakdown Coordination)
- Establish a management team to coordinate with food vendors for efficient setup and breakdown.
- Develop a detailed timeline to streamline the logistics of vendor arrival, setup, and departure.
- Sponsor Integration
 - Work closely with sponsors to create exclusive food items or packages tied to their brand.
 - Ensure seamless integration of sponsor-related elements within the overall food experience.
 - Assign a dedicated team to address sponsor needs during events, including ice replenishment and any other specific requirements.
 - Collaborate with sponsors for co-branded promotions or interactive experiences.
- Bar Operations Plan
- Experienced bartenders trained in the FL I.D. process are employed for all events in which alcohol is served.
 - Dependent to the size of the event, staff will be trained to either I.D. upon purchase or leverage wrist bands. For larger events, additional I.D./ wristbanding stations are to be implemented.



SAFETY RECORD

SAFETY

The safety and security of the Doral Amphitheater as well as its and staff are of the upmost priority and as such a robust and compressive approach will be taken when it comes to the implementation of all matters related to safety and security. A few ways we will accomplish this will be with regular monthly safety meetings held for all security personnel to review department related items and procedures. Furthermore, quarterly meetings will be conducted for management level personnel from the venue to review safety and security to review the program. All equipment will be maintained and inspected as per manufacturers guidelines and will be included on the daily checklist for venue security to check and monitor for proper functionality. Highlighted below are the key points for how we plan accomplish our goal of providing for a safe and secure venue.

SAFETY PRACTICE

- Staff will be vetted via interviews, reference checks and background checks.
- Venue will be monitored with 24/7 security personnel
 - Roving patrols to be included.
 - Check lists for monitoring venue systems such as fire suppression, HVAC and other vital life safety systems for regular maintenance and functionality.
- Employee ID Badge System for all personnel working at the venue including full time and part time staff.
- Visitor Badge and Log System for all persons coming to the venue during both event and non-event hours.
- Security search procedures will be in place for during both event and non-event hours.
- Unified Command Post operations for event days will be implemented.
 - Personnel from all relevant entitles will be present to allow for quick and efficient communication.
- Red Team inspections will be utilized to test and evaluate the effectiveness of safety and security policies and venue personnel.
 - Inspections will be done at random, and their presence will be kept on a strict need-to-know basis to maintain effectiveness.
- All required event production staff will receive appropriate safety training by Loud And Live as defined in OSHA standards.

TRAINING

- University of Southern Mississippi National Center for Spectator Sports Safety and Security Training Programs.
 - All Personnel will undergo the Venue Staff Training Course
 - All Supervisors and Management Personnel will undergo the Senior Leader Course: Sports & Entertainment Security
- Security Specific Training
 - State of Florida Class D License training either prior to employment or within the first 3 months of hire.
 - FEMA National Incident Management System Training Program
 - IS-700, ICS-100 and ICS-200



SAFETY *CONTINUED*

RECORDS

- Data management system for logging all incidents for both event and non-event days.
 - Will be used to account for daily checklists and monitored systems.
 - Will be used as the Incident management system for logging and dispatching event day calls.
 - Will have the capability to carry over work orders, calls, or incidents from events to be followed up by appropriate department after the event.
- Paper log backups will be created for all major incidents to cover for any data breach or failure of the data management system.
- Data management system will also have a secondary digital back up for preservation of data should there be a breach or corruption of primary system.
- **LOUD AND LIVE SAFETY PROGRAM:** Every event is unique and requires distinctive safety considerations and protocols. As such, Loud And Live develops individual safety programs for each event.



REQUIRED SUBMISSION DOCUMENTS

Required Submission Forms

SOLICITATION RESPONSE FORM

**City of Doral RFP No. 2024-03
Doral Central Park Amphitheater Management Services**

| | |
|--|--|
| Date Submitted | 03/14/2024 |
| Company Name* | Loud And Live, Inc. |
| Date of Entity Formation | 02/02/2017 |
| Entity Type (select one) | Corporation |
| Corporate Address | 2301 NW 87 Avenue, STE 600, Doral, FL 33172 |
| Office Location | 2301 NW 87 Avenue, STE 600, Doral, FL 33172 |
| Taxpayer Identification No. | 81-5348919 |
| Authorized Representative (Name and Title) | Nelson Albareda - CEO |

- The undersigned Bidder/Proposer agrees, if this Proposal is accepted by the City, to enter into an agreement with the City of Doral to perform and furnish all goods and/or services as specified or indicated in the Contract for the Price and within the timeframe indicated in this proposal and in accordance with the terms and conditions of the Contract.
- Bidder/Proposer accepts all the terms and conditions of the Solicitation, including without limitation those dealing with the disposition of Proposal Security. This Proposal will remain subject to acceptance for 180 days after the day of the Proposal opening. Bidder/Proposer agrees to sign and submit the Contract with any applicable documents required by this RFP within ten days after the date of City's Notice of Award (If applicable).
- By responding to this sealed Solicitation, the Bidder/Proposer makes all representations required by the Solicitation and further warrants and represents that Bidder/Proposer acknowledges that it has received and examined copies of the entire Solicitation documents including all of the following addenda:
 Addendum No.: 1 Dated: 02/12/2024 Addendum No.: 3 Dated: 03/6/2024
 Addendum No.: 2 Dated: 02/28/2024 Addendum No.: _____ Dated: _____
 Check here If no Addenda were issued.
- Bidder/Proposer further warrants and represents that it has familiarized themselves with the nature and extent of the Contract, required goods and/or services, site, locality, and all local conditions and applicable laws and regulations that in any manner may affect cost, progress, performance, or furnishing of the Work.
- Bidder/Proposer further warrants and represents that it has studied carefully all reports and drawings of subsurface conditions and drawings of physical conditions to the extent applicable to the Work, and has obtained and carefully studied (or assumes responsibility for obtaining and carefully studying) all information that pertains to the subsurface or physical conditions at the site or otherwise may affect the cost, progress, performance, or furnishing of the Work, and no additional examinations, investigations, explorations, tests, reports or similar information or data are or will be required by Bidder/Proposer for such purposes.

RFP No. 2024-03



Required Submission Forms

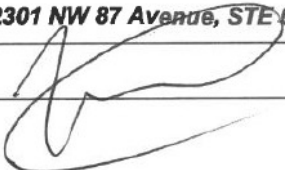
- 6. Bidder/Proposer further warrants and represents that it has given the City written notice of all errors or discrepancies it has discovered in the Contract and the resolution thereof by the City is acceptable to Bidder/Proposer. Any exceptions taken by Proposer have been listed in the Proposal with reference to the disputed section. Bidder/Proposer acknowledges that the City reserves the right, but is not required, to deem a Proposer non-responsive if exceptions are taken.
- 7. Bidder/Proposer further warrants and represents that this Bid/Proposal is genuine and not made in the interest of or on behalf of any other undisclosed person, firm or corporation; Bidder/Proposer has not directly or indirectly induced or solicited any other Bidder/Proposer to submit a false or sham Proposal; Bidder/Proposer has not solicited or induced any person, firm or corporation to refrain from submitting; and Bidder/Proposer has not sought by collusion to obtain for itself any advantage over any other Bidder/Proposer or over the City.\
- 8. Communications concerning this Proposal shall be addressed to:

| | |
|------------------|---------------------------|
| Bidder/Proposer: | Loud And Live, Inc. |
| Telephone: | (305)456-5444 |
| Email Address: | jgarciatunon@loudlive.com |
| Attention: | Jose Garcia-Tunon |
- 9. The terms used in this response which are defined in the above-referenced Solicitation shall have the meanings assigned to them in such Solicitation.

STATEMENT

I understand that a "person" as defined in 287.133(1)(e), Florida Statutes, means any natural person or entity organized under the laws of any state or of the United States with the legal power to enter into a binding Contract and which Bids or applies to Bid on Contracts for the provision of goods or services let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term "persons" includes officers, directors, executives, partners, shareholders, employees, members, and agents active in management of the entity.

SUBMITTED THIS 14th DAY OF March, 2024.

| | |
|--------------------------------------|---|
| Company Name: | Loud And Live, Inc. |
| Company Address: | 2301 NW 87 Avenue, STE 600, Doral, FL 33172 |
| Authorized Representative Signature: |  |



Required Submission Forms

CONFLICT OF INTEREST DISCLOSURE

Business Name: Loud And Live, Inc.

D.B.A.: _____ **Federal I.D. No.:** 81-5348919

Business Address: 2301 NW 87 Avenue, STE 600

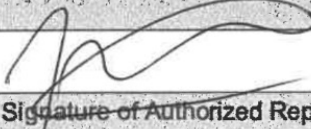
City: Doral **State:** FL **Zip:** 33172

Please note that all business entities interested in or conducting business with the City are subject to comply with the City of Doral’s conflict of interest policies as stated within the certification section below. If a Proposer has a relationship with a City of Doral official or employee, an immediate family member of a City of Doral official or employee, the Proposer shall disclose the information required below.

1. No City official or employee or City employee’s immediate family member has an ownership interest in Proposer’s company or is deriving personal financial gain from this contract.
2. No retired or separated City official or employee who has been retired or separated from the City for less than one (1) year has an ownership interest in Proposer’s Company.
3. No City employee is contemporaneously employed or prospectively to be employed with the Proposer.
4. Proposer hereby declares it has not and will not provide gifts or hospitality of any dollar value or any other gratuities to any City employee or elected official to obtain or maintain a contract.

| Conflict of Interest Disclosure* | |
|---|---|
| Name of City of Doral employees, elected officials, or immediate family members with whom there may be a potential conflict of interest: _____ _____ _____ | <input type="checkbox"/> Relationship to employee |
| | <input type="checkbox"/> Interest in Proposer’s company |
| | <input type="checkbox"/> Other (please describe below) _____ |
| | <input checked="" type="checkbox"/> No Conflict of Interest |

**Disclosing a potential conflict of interest does not automatically disqualify Proposers. In the event Proposers do not disclose potential conflicts of interest and they are detected by the City, Proposer will be exempt from doing business with the City.*

| | | |
|--|----------------|----------------------------|
| I certify that this Conflict-of-Interest Disclosure has been examined by me and that its contents are true and correct to my knowledge and belief and I have the authority to so certify on behalf of the Proposer by my signature below: | | |
|  | <u>3/14/24</u> | <u>Nelson Albareda</u> |
| Signature of Authorized Representative | Date | Printed Name of Authorized |



Required Submission Forms

BIDDER/PROPOSER AFFIDAVITS

Business Name: Loud And Live, Inc.

D.B.A.: _____ **Federal I.D. No.:** 81-5348919

Business Address: 2301 NW 87 Avenue, STE 600

City: Doral **State:** FL **Zip:** 33172

I, the undersigned affiant do swear and affirm that I am an authorized agent of the above-named business ("Bidder") and authorized to make the following statements and certifications on Bidder's behalf:

1. Ownership Disclosure

Pursuant to City Code Section 2-384, the above-named Bidder hereby discloses the following principals, individuals, or companies with five percent (5%) or greater ownership interest in Bidder (supplement as needed):

| Name | Address | % Ownership |
|-----------------|---|-------------|
| Nelson Albareda | 2301 NW 87th Avenue, 6th Floor Miami FL 33172 | 85 % |
| Marco Sagraera | 2301 NW 87th Avenue, 6th Floor Miami FL 33172 | 15% |
| | | |
| | | |

The above-named Bidder hereby discloses the following subcontractors (supplement as needed):

| Name | Address | % Ownership |
|------|---------|-------------|
| | | |
| | | |
| | | |
| | | |

Bidder hereby recognizes and certifies that no elected official, board member, or employee of the City of Doral ("City") shall have a financial interest in any transactions or any compensation to be paid under or through any transactions between Bidder and City, and further, that no City employee, nor any elected or appointed officer (including City board members) of the City, nor any spouse, parent or child of such employee or elected or appointed officer of the City, may be a partner, officer, director or proprietor of Bidder, and further, that no such City employee or elected or appointed officer, or the spouse, parent or child of any of them, alone or in combination, may have a material interest in the Bidder. Material interest means direct or indirect ownership of more than 5% of the total assets or capital stock of the Bidder.

Any exception to these above-described restrictions must be expressly provided by applicable law or ordinance and be confirmed in writing by City. Further, Bidder recognizes that with respect to any transactions between Bidder and City, if any Bidder violates or is a party to a violation of the ethics ordinances or rules of the City, the provisions of Miami-Dade County Code Section 2-11.1, as applicable to City, or the provisions of Chapter 112, part III, Fla. Stat., the Code of Ethics for Public Officers and Employees, such Bidder may be disqualified from furnishing the goods or services for which the bid or proposal is submitted and may be further disqualified from submitting any future bids or proposals for goods or services to City. The term "Bidder," as used herein, include any person or entity making a proposal herein to City or providing goods or services to City.

RFP No. 2024-03



Required Submission Forms

2. Public Entity Crimes

- a. Bidder is familiar with and understands the provisions of Section 287.133, Florida Statutes
- b. Bidder further understands that a person or affiliate who has been placed on the convicted Bidder list following a conviction for a public entity crime may not submit a bid, proposal, or reply on a contract to provide any goods or services to a public entity; may not submit a bid, proposal, or reply on a contract with a public entity for the construction or repair of a public building or public work; may not submit bids, proposals, or replies on leases of real property to a public entity; may not be awarded or perform work as a contractor, supplier, subcontractor, or consultant under a contract with any public entity; and may not transact business with any public entity in excess of the threshold amount provided in s. 287.017 for CATEGORY TWO for a period of 36 months following the date of being placed on the convicted Bidder list.
- c. Based on information and belief, the statement which I have marked below is true in relation to the entity submitting this sworn statement. (**INDICATE WHICH STATEMENT APPLIES.**)
 - o Neither the entity submitting this sworn statement, nor any of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, nor any affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.
 - o The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.
 - o The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989. However, there has been a subsequent proceeding before a Hearing Officer of the State of Florida, Division of Administrative Hearings and the Final Order entered by the Hearing Officer of the State of Florida, Division of Administrative Hearings and the Final Order entered by the Hearing Officer determined that it was not in the public interest to place the entity submitting this sworn statement on the convicted Bidder list. (Attach a copy of the final order.)

3. Compliance With Foreign Entity Laws

Applicant certifies as follows:

- a. Bidder is not owned by the government of a foreign country of concern, as defined in Section 287.138, Florida Statutes.
- b. The government of a foreign country of concern does not have a controlling interest in Bidder, as defined in Section 287.138, Florida Statutes.
- c. Bidder is not organized under the laws of a foreign country of concern, as defined in Section 287.138, Florida Statutes.
- d. Bidder does not have a principal place of business in a foreign country of concern, as defined in Section 287.138, Florida Statutes.
- e. Bidder is not on the Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in Iran Terrorism Sectors List, created pursuant to s. 215.473.
- f. Bidder is not engaged in business operations in Cuba or Syria.
- g. Bidder is not participating in a boycott of Israel, and is not on the Scrutinized Companies that Boycott Israel list in accordance with the requirements of Sections 287.135 and F.S. 215.473, Florida Statutes



Required Submission Forms

4. Disability, Nondiscrimination, and Equal Employment Opportunity

Applicant certifies that Bidder is in compliance with and agrees to continue to comply with, and ensure that any subcontractor, or third party contractor under any and all contracts with the City of Doral complies with all applicable requirements of the laws listed below including, but not limited to, those provisions pertaining to employment, provision of programs and services, transportation, communications, access to facilities, renovations, and new construction.

- o The American with Disabilities Act of 1990 (ADA), Pub. L. 101-336, 104 Stat 327, 42 USC 1210112213 and 47 USC Sections 225 and 661 including Title I, Employment; Title II, Public Services; Title III, Public Accommodations and Services Operated by Private entities; Title IV, Telecommunications; and Title V, Miscellaneous Provisions.
- o The Florida Americans with Disabilities Accessibility Implementation Act of 1993, Section 553.501 553.513, Florida Statutes.
- o The Rehabilitation Act of 1973, 229 USC Section 794.
- o The Federal Transit Act, as amended 49 USC Section 1612.
- o The Fair Housing Act as amended 42 USC Section 3601-3631

5. Conformance with OSHA Standards

Applicant certifies and agrees that Applicant has the sole responsibility for compliance with all the requirements of the Federal Occupational Safety and Health Act of 1970, and all State and local safety and health regulations, and in the event the City engages Bidder, Bidder agrees to indemnify and hold harmless the City of Doral, against any and all liability, claims, damages losses and expenses the City may incur due to the failure of itself or any of its subcontractors to comply with such act or regulation in the performance of the contract.

6. E-Verify Program Affidavit

Affiant certifies the following:

- a. Affiant is familiar with and understands the provisions of Section 448.095, Florida Statutes and 48 CFR 52.222-54 and has sufficient knowledge of the personnel practices of the Bidder to execute this Declaration on behalf of the Bidder.
- b. Bidder has registered with and utilizes the federal work authorization program commonly known as E-Verify or any subsequent replacement program, in accordance with the applicable provisions and deadlines established in F.S. 448.095, which prohibits the employment, contracting or sub-contracting with an unauthorized alien.
- c. Bidder does not knowingly employ Affiants or retain in its employ a person whose immigration status makes them ineligible to work for the Bidder.
- d. Bidder has verified that any subcontractors utilized to deliver goods or services to the City through the Contractor's contract with the City use the E-Verify system and do not knowingly employ persons whose immigration status makes them ineligible to work for the subcontractor. The undersigned further confirms that it has obtained all necessary affidavits from its subcontractors, if applicable, in compliance with F.S. 448.095, and that such affidavits shall be provided to the City upon request.
- e. Failure to comply with the requirements of F.S. 448.095 may result in termination of the Bidder's contract(s) with the City of Doral.

7. No Contingency Affidavit

Affiant certifies the following:

- a. Neither Bidder nor any principal, employee, agent, representative or family member has promised to pay, and Bidder has not and will not pay, a fee the amount of which is contingent upon the City of Doral awarding a contract.

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Required Submission Forms

- b. Bidder warrants that neither it, nor any principal, employee, agent, or representative has procured, or attempted to procure, a contract with the City of Doral in violation of any of the provisions of the Miami- Dade County conflict of interest and code of ethics ordinances.
- c. Bidder acknowledges that a violation of this warranty may result in the termination of any contracts and forfeiture of funds paid, or to be paid, to the Bidder if awarded a contract.

8. Copeland Anti-Kickback Affidavit

Affiant certifies that no portion of any sums will be paid to any employees of the City of Doral, its elected officials, or its consultants, as a commission, kickback, reward or gift, directly or indirectly by Bidder or any member of Bidder's firm or by any officer of the corporation in exchange for business with the City of Doral.

9. Non-Collusion Affidavit

I, the undersigned affiant, swear or affirm that:

- a. Affiant is fully informed respecting the preparation and contents of the attached Bid/Proposal by Contractor and of all pertinent circumstances respecting such Bid/Proposal.
- b. Such Bid/Proposal is genuine and is not a collusive or sham Bid/Proposal.
- c. Neither the said Contractor nor any of its officers, partners, owners, agents, representatives, employees or parties in interest, including Affiant, have in any way colluded, conspired, connived or agreed, directly or indirectly, with any other firm or person to submit a collusive or sham Bid/Proposal in connection with the Work for which the attached Bid/Proposal has been submitted; or to refrain from bidding in connection with such Work; or have in any manner, directly or indirectly, sought by agreement or collusion, or communication, or conference with any firm or person to fix any overhead, profit, or cost elements of the Bid/Proposal or of any other person submitting a response to the solicitation, or to fix any overhead, profit, or cost elements of the quoted price(s) or the quoted price(s) of any other bidding/proposing person, or to secure through any collusion, conspiracy, connivance, or unlawful agreement any advantage against the City or any person interested in the proposed Work.
- d. The price(s) quoted in the attached Bid/Proposal are fair and proper and are not tainted by any collusion, conspiracy, connivance, or unlawful agreement on the part of the Contractor or any other of its agents, representatives, owners, employees or parties in interest, including this Affiant.

10. Drug Free Workplace Program

Bidder, in accordance with Florida statute 287.087 hereby certifies that the Bidder does all of the following:

- a. Publishes a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
- b. Informs Employees about the dangers of drug abuse in the workplace, the business' policy of maintaining drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
- c. Gives each employee engaged in providing the commodities or contractual services that are under bid a copy of the statement specified in subsection (a).
- d. In the statement specified in subsection (a), notifies the employees that, as a conditions of working on the commodities or contractual services that are under bid, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of chapter 893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
- e. Imposes a sanction on, or require the satisfactory participation in, a drug abuse assistance or rehabilitation program if such is available in the employee's community, by any employee who is so convicted.

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f. Makes a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

Select here if Not Applicable

11. Cone of Silence Certification

Affiant certifies and that Affiant has read and understands the Cone of Silence” requirements set forth in this Solicitation and further certify that neither I, nor any agent or representative of the Company has violated this provision.

BIDDER AFFIRMATION

I, the undersigned affiant, being first duly sworn as an authorized agent of the below-named Bidder, does hereby affirm and attest under penalty of perjury as the proposed Bidder for City of Doral that the certifications and statements provided above on behalf of Bidder are true to the best of affiant’s knowledge and belief and that Bidder is compliant with all requirements outlined in these City of Doral Affidavits. Bidder acknowledges it is required to comply with and keep current all statements sworn to in the above affidavits and will notify the City of Doral immediately if any of the statements attested hereto are no longer valid.

Loud And Live, INC.

Bidder Name

3/14/2024

Date Signed

[Handwritten Signature]
Affiant Signature

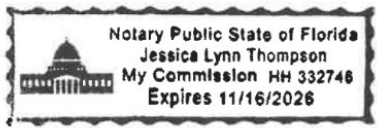
Nelson Albareda, CEO
Affiant Name & Title (Printed)

STATE OF Florida
COUNTY OF Miami-Dade

The foregoing instrument was affirmed, subscribed, and sworn to before me this 14th day of March, 2024 by means of physical presence or online notarization, by _____ who is personally known to me or who produced the following identification: _____.

[Notary Seal]

[Handwritten Signature]
Notary Public for the State of Florida
My commission expires: ## 332740



BIDDER/PROPOSER QUALIFICATION STATEMENT

The Proposer’s response to this questionnaire will be utilized as part of the City’s evaluation to ensure that the Proposer meets, to the satisfaction of the City, the minimum requirements for participating in this Solicitation.

PROPOSER MUST PROVIDE DETAILS FULFILLING THE SOLICITATION’S MINIMUM EXPERIENCE REQUIREMENTS IN THE FORM BELOW. IT IS MANDATORY THAT PROPOSERS USE THIS FORM IN ORDER TO INDICATE THAT THE MINIMUM EXPERIENCE REQUIREMENT IS MET. NO EXCEPTIONS WILL BE MADE.

| | | | |
|---|---|------------------|-------------------------|
| Proposer | Loud And Live, Inc. | | |
| Years in Business in event venue operation and management | Seven (7) years | | |
| Lead Project Manager | Anthony Albelo | | |
| Lead Project Manager Experience (within past 10 years): | Loud And Live - President (2021 – Present) <ul style="list-style-type: none"> • Bayfront Park: Miami’s New Year’s Eve, Wodapalooza, Miami Speed Week • Miami International Mall: House of Horror • Miami Marine Stadium: SoFlo Boat Show Country Bay Music Festival • Tropical Park: Christmas Wonderland SWARM – CEO (2013 – 2020) <ul style="list-style-type: none"> • Wynwood Marketplace: Live Entertainment Venue – Development & Management • RC Cola: Live Entertainment Venue – Co-Management • Mana Wynwood: Live Entertainment Venue – Co-Management, Exclusive Concessionaire | | |
| Project No. 1 | | | |
| Project Name: | House of Horror – International Mall | | |
| Project Description: | House of Horror Haunted Carnival is one of the top-rated haunt experiences in the country and attracts over 140,000 attendees. A 20+ year legacy event complete with a full carnival midway, carnival rides, games, and 4-haunt experiences. This Doral landmark event runs September through November each year. The event is owned by Loud And Live and takes place at Miami International Mall. Loud And Live handles full Production, management, concessions, marketing, sponsorship, ticketing, box office, staffing, life safety, and security. | | |
| Budget/Cost: | \$3,000,000 | Contract Dates: | 2011 - Present |
| Owner/Client Name: | Simon Property Group | Reference Name: | Maria Prado |
| Reference Phone No.: | (786) 298-6443 | Reference Email: | mprado@simon.com |



| Project No. 2 | | | |
|----------------------|--|------------------|-----------------------------|
| Project Name: | Wodapalooza | | |
| Project Description: | <p>Wodapalooza is the world's largest and premier functional fitness festival & competition. In its 11th consecutive year, this one-of-a-kind event takes place in January in Bayfront Park and attracts over 40,000 spectators and fans across the 4-day period as well as over 4 million viewers across its live broadcast.</p> <p>Wodapalooza has been owned and operated by Loud And Live since 2018, and Loud And Live is responsible for the full production, management, concessions, marketing, sponsorship, ticketing, box office, staffing, life safety, security, volunteer management, live global broadcast of the event.</p> | | |
| Budget/Cost: | \$3,500,000 | Contract Dates: | 2018 - Present |
| Owner/Client Name: | Bayfront Park Management Trust | Reference Name: | Santravia Butler |
| Reference Phone No.: | (305) 358-7550 | Reference Email: | SButler@miamigov.com |
| Project No. 3 | | | |
| Project Name: | Coconut Grove Arts Festival | | |
| Project Description: | <p>Coconut Grove Arts Festival is one of the largest festivals in the nation commemorating the arts while highlighting over 360 internationally recognized artists and 60,000 attendees to a neighborhood long considered as Miami's original art district. Loud And Live has managed and operated the CGAF on behalf of the Coconut Grove Arts and Historical Association since 2021. Loud And Live produces and manages the event, including, but not limited to, concessions, marketing, sponsorship, ticketing, box office, staffing, life safety, security, and street closures.</p> | | |
| Budget/Cost: | \$1,200,000 | Contract Dates: | 2021 - Present |
| Owner/Client Name: | Coconut Grove Arts & Historical Association | Reference Name: | Monty Trainer |
| Reference Phone No.: | (786) 350-9415 | Reference Email: | monty@cgaf.com |



Submission Forms

CERTIFICATE OF AUTHORITY
(IF CORPORATION OR LLC)

I HEREBY CERTIFY that at a meeting of the Board of Directors of Loud And Live, Inc., a corporation organized and existing under the laws of the State of Florida, held on the 14th day of March, 2024 a resolution was duly passed and adopted authorizing Nelson J. Albareda (Name) as Sole Director (Title) of the corporation/company to execute agreements on behalf of the corporation/company and providing that their execution thereof, attested by the secretary of the corporation/company, shall be the official act and deed of the corporation/company. I further certify that said resolution remains in full force and effect.

IN WITNESS WHEREOF, I have hereunto set my hand this 14th day of March, 2024.

Secretary Signature: [Handwritten Signature]

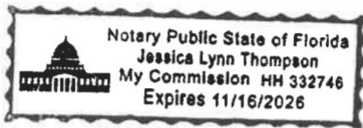
Print Name: Nelson Albareda

STATE OF Florida
COUNTY OF Miami-Dade

The foregoing instrument was affirmed, subscribed, and sworn to before me this 14th day of March, 2024 by means of physical presence or online notarization, by _____ who is personally known to me or who produced the following identification: _____.

[Notary Seal]

[Handwritten Signature]
Notary Public for the State of Florida
My commission expires: #-# 332740



THIS CERTIFIES THAT

Loud and Live, Inc.



* Nationally certified by the: **FLORIDA STATE MINORITY SUPPLIER DEVELOPMENT COUNCIL**

*NAICS Code(s): **541613; 711410; 711130**

* Description of their product/services as defined by the North American Industry Classification System (NAICS)

| | | |
|------------------------|--|--|
| 09/01/2023 | | FL07240 |
| Issued Date | | Certificate Number |
| 09/01/2024 |  Ying McGuire NMSDC CEO and President |  Beatrice Louissaint, President & CEO |
| Expiration Date | | |

By using your password (NMSDC issued only), authorized users may log into NMSDC Central to view the entire profile: <http://nmsdc.org>

Certify, Develop, Connect, Advocate.

* MBEs certified by an Affiliate of the National Minority Supplier Development Council, Inc.®



03.14.24



CITY OF DORAL
DORAL CENTRAL PARK
AMPHITHEATER MANAGEMENT SERVICE

THANK YOU

Tony Albelo
talbelo@loudlive.com
2301 NW 87th Ave, STE 600
Doral, FL 33172
305.456.5444

RFP No. 2024-03





Request for Clarification - RFP 2024-03 Amphitheater Management Services

Clarification: 4.c. Page 18

c. Provide key performance indicators and monthly/annual financial reports used in communicating with property/project owners.

We provide project-based KPI summary reports in two proposed formats, provided below. We use standard P&L reporting for all our business units. We adhere to standard GAPP practices and reporting.

a) A simplified P&L:

| Doral Amphitheater Simplified P&L | | | | | | | |
|--|-----------|-----------|-----------|-----------|------------|------------------|-----------------|
| Earned Revenues | Q1 | Q2 | Q3 | Q4 | YTD | Projected | Variance |
| Entertainment Rentals | | | | | | | |
| Non-Entertainment Rentals | | | | | | | |
| Community Reserved | | | | | | | |
| Other Revenues | | | | | | | |
| Sub-Total Earned Revenues | | | | | | | |
| Operating Expenses | Q1 | Q2 | Q3 | Q4 | YTD | Projected | Variance |
| Rental | | | | | | | |
| Insurance | | | | | | | |
| Utilities | | | | | | | |
| Security & Services | | | | | | | |
| Maint & Repairs | | | | | | | |
| Personnel | | | | | | | |
| Overhead | | | | | | | |
| Sub-Total Operating Expenses | | | | | | | |
| Profit | | | | | | | |

- b) A Quarterly KPI Report. During the negotiation phase (and beyond) we can further collaborate with the City on metric definitions and goals. We understand the success of the Amphitheater cannot be measured merely by a P&L and fiscal viability, but also with attendance goals, event diversity, community impact, and working within the City and its own vision and goals.

| Doral Amphitheater - Yearly Operational KPI Goals | | | | | | | | | | |
|--|-----------|--------------|-----------|--------------|-----------|--------------|-----------|--------------|--------------|------------------|
| Entertainment Rentals | Q1 | Proj. | Q2 | Proj. | Q3 | Proj. | Q4 | Proj. | Total | Projected |
| Large Events | | | | | | | | | | |
| Medium Events | | | | | | | | | | |
| Small Events | | | | | | | | | | |
| Other/Private Rentals | | | | | | | | | | |
| Sub-Total - Entertainment Rentals | | | | | | | | | | |
| Non-Entertainment Rentals | Q1 | Proj. | Q2 | Proj. | Q3 | Proj. | Q4 | Proj. | Total | Projected |
| Community Events | | | | | | | | | | |
| Conferences & Workshops | | | | | | | | | | |
| Other Non-Entertainment Rentals | | | | | | | | | | |
| Sub-Total Non-Entertainment Rentals | | | | | | | | | | |
| Attendance | Q1 | Proj. | Q2 | Proj. | Q3 | Proj. | Q4 | Proj. | Total | Projected |
| Gross Ticketed Attendance | | | | | | | | | | |
| City of Doral Amphitheater KPIs | Q1 | Proj. | Q2 | Proj. | Q3 | Proj. | Q4 | Proj. | Total | Projected |
| Traffic & Parking Operations | | | | | | | | | | |
| Public Safety Planning & Measures | | | | | | | | | | |
| Business Community Involvement | | | | | | | | | | |
| Overall Amphitheater Operations | | | | | | | | | | |
| Partnership with Park Operations | | | | | | | | | | |



Clarification 4.f. Page 19

f. Provide profit and loss statements for two (2) or more facilities managed by Proposer in the past three (3) years.

It is not within our internal business practices or procedures to generate the specific profit and loss statements by facility documents requested in this section, and therefore we do not possess such documents. Accordingly, we did not want to try and create any such documents after-the-fact, and are unable to respond to the particularized request above. However, in the spirit of transparency and cooperation, attached please find attached the budget template used by us for significantly similar facilities management operations as those solicited herein, which provides the layout and line items used to account for the revenues, expenses and net profits for such management operations. Further, while we do not possess the specific documents requested above, we are more than happy to address any further specific questions regarding the financial accounting of our operations to clarify as much as needed for the City.

| Doral Amphitheater Model <i>Pro Forma Example</i> | Period | | | | |
|---|---------------|------------|------------|------------|------------|
| | Year 1 | 2 | 3 | 4 | 5 |
| Number of Events | XXX | XXX | XXX | XXX | XXX |
| Total Annual Attendees | XXX | XXX | XXX | XXX | XXX |
| Revenue | | | | | |
| Event Revenue | XXX | XXX | XXX | XXX | XXX |
| Rental Income | XXX | XXX | XXX | XXX | XXX |
| Event Revenue | XXX | XXX | XXX | XXX | XXX |
| Ancillary revenue | XXX | XXX | XXX | XXX | XXX |
| Concessions | XXX | XXX | XXX | XXX | XXX |
| Ancillary revenue | XXX | XXX | XXX | XXX | XXX |
| Other Revenue | | | | | |
| Facility Fee on Ticketed Events | XXX | XXX | XXX | XXX | XXX |
| Ticket Rebate - Ticketed Events | XXX | XXX | XXX | XXX | XXX |
| Other Revenue | XXX | XXX | XXX | XXX | XXX |
| Sponsorship | XXX | XXX | XXX | XXX | XXX |
| Total Revenue | XXX | XXX | XXX | XXX | XXX |
| COGS | | | | | |
| Concessions | XXX | XXX | XXX | XXX | XXX |
| Total COGS | XXX | XXX | XXX | XXX | XXX |
| Gross Profit | XXX | XXX | XXX | XXX | XXX |
| SG&A | | | | | |
| Salaries & Wages | XXX | XXX | XXX | XXX | XXX |
| Part-time wages | XXX | XXX | XXX | XXX | XXX |
| Admin/ Office Supplies | XXX | XXX | XXX | XXX | XXX |
| Warehousing | XXX | XXX | XXX | XXX | XXX |
| Marketing | XXX | XXX | XXX | XXX | XXX |
| Professional Fees | XXX | XXX | XXX | XXX | XXX |
| Operations | | | | | |
| Equipment | XXX | XXX | XXX | XXX | XXX |
| Janitorial Supplies | XXX | XXX | XXX | XXX | XXX |
| Landscaping | XXX | XXX | XXX | XXX | XXX |
| Vehicle Lease & Insurance | XXX | XXX | XXX | XXX | XXX |
| Maintenance | XXX | XXX | XXX | XXX | XXX |
| Permits | XXX | XXX | XXX | XXX | XXX |
| Insurance | XXX | XXX | XXX | XXX | XXX |
| Distribution to City | XXX | XXX | XXX | XXX | XXX |
| Misc. | XXX | XXX | XXX | XXX | XXX |
| Expenses Ticketed | XXX | XXX | XXX | XXX | XXX |
| Expenses Assembly | XXX | XXX | XXX | XXX | XXX |
| Total SG&A | XXX | XXX | XXX | XXX | XXX |
| Ticket Incentive to City | XXX | XXX | XXX | XXX | XXX |
| Contribution | XXX | XXX | XXX | XXX | XXX |

