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COUNCIL ITEM 13H
DATE 2/27/12

FEB 21 2012

Memo

Assistant City Manager's Office

TO: Mr. Gregory J. Oravec, Assistant City Manager *GAO*

FROM: Tonya Taylor, Civic Center Administrator

THROUGH: Sherman Conrad, Parks and Recreation Director

RE: "Co-Produced Agreement" by and between the Treasure Coast Film Society

DATE: February 16, 2012

Please find the enclosed agreement by and between the City of Port St. Lucie and the Treasure Coast Film Society. Said agreement provides for the parties to co-produce the 2012 International Film Festival. This agreement utilizes the same general framework that the City and other event partners have used to successfully co-produce special events.

Highlights of the proposed Agreement and the Festival include:

- The expenses of the event will be deducted from the event's gross revenue. All third party expenses will be paid before we collect the room rental charges.
- Expenses include city services, most notably, event security through the Police Department and the rental of the Civic Center at the City rental rate.
- Treasure Coast Film Society will be responsible for all entertainment
- The Festival includes three events at the Civic Center:
 - Opening Night Movie and Reception – Thursday, April 19, 2012
 - James Bond Casino Night – Friday, April 20, 2012
 - Family Film Festival Day in Village Square – Saturday, April 21, 2012
- Any revenue remaining after the payment of all expenses will be split between the co-producers 50/50.

It should be noted that the Treasure Coast Film Society has held their International Film Festival at the Civic Center for the past three years. This event typically brings in filmmakers from all over the world. This is an excellent opportunity to showcase the Civic Center as a premiere venue on the Treasure Coast.

Please advise if I can move forward in requesting that this item be placed on the Council Agenda, under "New Business," for their February 27, 2012, meeting. Thank you in advance.

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FEB 22 2012

9221 SE Civic Center Place
Port St. Lucie, FL 34952
Telephone: 772-807-1188
Fax: (772) 398-2944
City Manager's Office

CO-PRODUCED AGREEMENT

THIS AGREEMENT is made and entered into this ___day of _____, 2012, by and between the CITY OF PORT ST. LUCIE, a municipal corporation of the State of Florida ("City"), and the Treasure Coast Film Society ("Event Partner"), collectively known as the "Co-producers".

WHEREAS, the Event Partner and the City will work together to co-produce and provide for the annual Treasure Coast International Film Festival (TCIFF) event; and

WHEREAS, the TCIFF event will be held at the Port St. Lucie Civic Center as an indoor and outdoor event for the 2012 year; and

WHEREAS, the City would like to provide sponsorship of the annual TCIFF through staff support, marketing assistance and providing the outdoor venue and other good and valuable consideration; and

WHEREAS, the City and the Event Partner have agreed to share on a 50/50 basis any profits from the Event after deduction of all expenses from the gross proceeds of the event; and

WHEREAS, The City will collect the room, ancillary and audio visual fees for the indoor events after all other third party expenses are paid.

WHEREAS, the City and the Event Partner would like to enter into this Co-Produced Agreement in regards to the Civic Center facility, other operational issues and addressing of revenues and expenses.

NOW, THEREFORE, in consideration of the terms of this Agreement, dated _____, 2012, between the City of Port St. Lucie and the Treasure Coast Film Society, and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the City and the Event Partner hereto agree to the following:

1. The Event Partner shall be responsible for the costs of providing event security exclusively through the Port St. Lucie Police Department.
2. The Event Partner shall provide the entertainment for the TCIFF event and shall be responsible for all cost associated with providing the entertainment.
3. The Event Partner shall be responsible for assisting the City with various aspects of process, procedure, sponsorship and marketing required for implementation of a successful event.

4. The City shall sell all tickets for the Thursday and Friday night events with the proceeds going towards the event costs. After expenses the Co-producers will split the revenue (50/50) between the City of Port St. Lucie and the Event Partner.
5. For the Saturday outdoor event after deduction of all expenses from the gross proceeds from sponsors, vendors, and donors, if there are remaining funds, said funds shall be split fifty/fifty (50/50) between the City of Port St. Lucie and the Event Partner.
6. The City shall be responsible for accounting of all event revenue and expenses, and shall make all such accounting available to the Event Partner.
7. It is agreed that this document contains the entire Agreement between the parties regarding the TCIFF event, and this Agreement shall not be modified in any respect except in writing signed by both parties.

IN WITNESS WHEREOF, the parties hereto have set their respective hands
 this _ day of _____, 2012

CITY OF PORT ST. LUCIE, a
 Florida Municipal Corporation

By: _____
 JoAnn M. Faiella, Mayor

ATTEST:

 Karen Phillips, City Clerk

Event Organizer

By: _____
 (Event Officer)

Approved as to Form and Sufficiency

 Pam E. Booker,
 Senior Assistant City Attorney

Treasure Coast Film Festival

Room Request

Thursday, April 19 – 6:30 p.m. – 10 p.m. (event time) (150 people)

Opening Night Cocktail reception, film and ceremonies

Art Gallery

Emerald Ballroom – 5

4 pieces of stage

Large screen

Projector

Dvd player

Sound system for 150 people

Friday, April 20 – 8 p.m. – midnight (event time) (200 people)

James Bond Casino Night

Emerald 4 & 5

Not sure of any a/v requirements yet

Saturday, April 21 – 2p.m. – 8 p.m. (event time) (500 people)

Family Film Festival Day (after Clean-Up day)

Village Square ½ day rate

Projector

Large screen

Large sound system

DVD Player