

## **B. Contractor's Scope of Work**

Contractor shall provide all services and timely pay all associated fees related to planning, programming, operation, management and follow up of all Event activities including but not limited to support and accommodation of fundraising activities being conducted by the City at the Event. Contractor shall implement a viable business plan to ensure the overall sustainability of the Event for, at a minimum, the term of this contract.

### Action and Payment Deadlines

Contractor shall provide payment to the City for services within 30 days of the Event. Any additional profit sharing as approved shall also be paid within ~~30 days~~ 3 months of the Event.

### Guiding Principles for Department Sponsored Special Events

Contractor agrees to cooperate and support furtherance of the City's Guiding Principles for Sponsored Special Events as follows:

Events should include a revenue or profit sharing dimension.

Any charges should be market-based event fees as appropriate.

Events should be compatible with the neighborhood.

Event production vendors, if any, and food vendors should be local vendors first.

### Marketing and Publicity

Contractor shall create an advertising and marketing plan. Such plan shall be subject to City approval and shall be implemented by Contractor. The Contractor and the City staff will meet by March 2012, to coordinate marketing efforts. The City shall have approval authority ~~must approve~~ over all marketing materials prior to their distribution. All forms of Event signage, marketing materials, and associated advertising shall recognize the City of Park Ridge.

### Revenue Sharing

~~Contractor shall abide by a revenue sharing arrangement as agreed upon by both parties. (to be determined)~~ The Contractor will establish an internal fund balance equal to one full year's expenses. In any given year that fund balance goal is set at that year's total expenses. After that goal is met and the Contractor has paid all expenses for the operation of the Event, the Contractor will distribute to the City half of any funds over and above such expenses. This will be supported by providing a copy of the Contractor's certified financial records for the Event as set forth in the following paragraph. Compensation of any kind whatsoever to officers, employees or families of the Contractor shall not be deemed an Event expense.