



April 18, 2023

**VIA ELECTRONIC MAIL AND  
CERTIFIED MAIL RETURN RECEIPT REQUESTED**

Mr. Jeff Dillon, President  
Dillon Video and Film Productions, Inc.  
1548 SW 7<sup>th</sup> Road  
Ocala, Florida 34471  
E-Mail: [jeffdillonvideo@yahoo.com](mailto:jeffdillonvideo@yahoo.com)

**Re: Notice of Default and Termination  
Agreement for Concert Series Production and Management Services – Dillon  
Video and Film Productions, Inc. - Contract No.: REC/220663**

Dear Mr. Dillon

On December 12, 2022, the City of Ocala (“City”) and Dillon Video and Film Productions, Inc. (“Dillon Video”) entered into an Agreement for Concert Series Production and Management Services, City of Ocala Contract No. REC/220663 (the “Original Agreement”), for a term of two years during which Dillon Video would be paid up to \$190,000 for the timely and satisfactory performance of the work detailed in the Contract Documents<sup>1</sup>.

Under the Original Agreement, Dillon Video is obligated to produce and manage a yearly artist performance series for the City of Ocala, to include providing Production Management Services during the Levitt AMP Ocala Music Series and other events, in accordance with the specifications set forth in Exhibit A – Scope of Work<sup>2</sup>. Production Management services under the Original Agreement include the following responsibilities:

**Production Management.** Vendor will be responsible for securing competent, professional grade sound and lighting at a competitive cost which meets both the expectations of the City and artist for each concert. All rider and backline requests must be negotiated by vendor and artist management prior to concert series to ensure seamless set-up the day of each show. Proposer is also responsible for supplying any and all requested stage and tech labor as listed by artist.

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<sup>1</sup> See Original Agreement attached hereto as **Exhibit A**.

<sup>2</sup> See Ex. A at ¶ 3 and Ex. A - Scope of Work.

**April 18, 2023**

**Page 2 of 4**

The citizens of the City of Ocala expect, deserve, and have come to enjoy high-quality concerts and performing arts events. The City's events, concerts and performing arts programs are a vital part of the return that the City of Ocala and Marion County receive on its investment in cultural arts activities.

Since contract inception, Dillon Video has provided production management services at three City of Ocala Events, namely: (1) Bluegrass & BBQ on January 21, 2023; (2) Retro Sounds on March 3, 2023; and (3) the first event in the Levitt AMP Ocala Music Series on April 14, 2023. Documentation maintained by the City's Recreation and Parks Department reveal that for at least two of the three events, the City has received complaints from the public, the performers, and City staff related to the quality of the production services provided by Dillon Video. These complaints include, but are not limited to:

- inadequate staffing levels;
- failure to timely start and complete sound checks;
- improper frequencies being utilized for instruments and vocals resulting in substantial feedback from monitors;
- inconsistency in the volume/clarity of sound throughout the venue for the duration event;
- improper microphone dressing to ensure sufficient availability of microphones for instruments/vocalists; and
- improper stage lighting practices resulting in lighting deficiencies throughout performances.

#### **CITY OF OCALA'S NOTICE OF DEFAULT AND TERMINATION FOR CAUSE**

At the request of the Recreation and Parks Department, the City's Procurement and Contracting Department reviewed Dillon Video's performance under the Original Agreement. The City's Procurement and Contracting Department's review is now complete.

**You are hereby notified that after due consideration of all facts and information currently available, the Procurement and Contracting Department has found Dillon Video to be in default under the Original Agreement.**

The Original Agreement grants City the express right to terminate immediately, in whole or in part, when a Vendor's acts constitute a failure "to carry out any obligation, term, or condition<sup>3</sup>" under the Agreement. Terminable events include, but are not limited to, where<sup>4</sup>:

- (1) a vendor's performance or workmanship falls below acceptable City or trade standards;
- (2) a vendor fails to timely and properly perform any of the services set forth in the specifications;

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<sup>3</sup> See Ex. A at p. 4 ¶ 7(A).

<sup>4</sup> See Ex. A at p. 4 ¶ 7(A).

**April 18, 2023**

**Page 3 of 4**

- (3) a vendor provides material that does not meet the specifications of the Agreement;
- (4) a vendor fails to complete the work required within the time stipulated; or where
- (5) a vendor fails to make progress in the performance of the Agreement and/or gives City reason to believe vendor cannot or will not perform to the requirements of the Agreement.

**Please allow this letter to serve as formal notice that the City hereby exercises its right to terminate City of Ocala Contract No. REC/220663, in its entirety, for Dillon Video's: (a) exhibiting performance or workmanship which falls below acceptable City or trade standards; (b) failure to properly perform services as set forth in the Original Agreement; (c) providing services that do not meet the specifications of the Original Agreement; and (d) giving the City reason to believe that Dillon Video cannot perform to the requirements of the Original Agreement failure to adequately perform the services set forth in the specifications of the Agreement.**

**This termination is effective immediately upon electronic delivery of this Notice to the e-mail address indicated above. A confirming copy of this Notice shall be via certified mail, return receipt requested.**

Dillon Video shall immediately take the following steps, as applicable:

- (1) discontinue all work in progress and make no further orders for materials or supplies in connection with its performance under City of Ocala Contract No. REC/220663 without express written authorization from the City Project Manager, Leslie Nottingham, at [lnottigham@ocalafl.org](mailto:lnottigham@ocalafl.org);
- (2) provide an itemization of all work-in-progress to the City Project Manager and take all actions necessary for the protection and preservation of all work-in-progress (if any);
- (3) provide a final invoice for all services provided through April 14, 2023;
- (4) return all materials in Dillon Video's possession (if any) that are either owned by City or paid for by City in connection with Dillon Video's performance under City of Ocala Contract No. REC/220663; and
- (5) keep adequate records of its compliance with the foregoing including, but not limited to, the date that Dillon Video received the notice of termination, the extent of completion of performance of any work-in-progress as of the effective date of the termination, and proof that Vendor furnished notice of termination to all subcontractors and/or supplies that will be affected by the termination (if any).

**April 18, 2023**

**Page 4 of 4**

Please direct any communications regarding this correspondence to the undersigned at [drobinson@ocalafl.org](mailto:drobenson@ocalafl.org).

Sincerely,



Daphne M. Robinson, Esq.

Procurement & Contracting Officer | Director, Procurement and Contracting

cc: Ken Whitehead, Assistant City Manager  
Preston Pooser, Director – Recreation and Parks  
Aubrey Hale, Deputy Director - Planning  
Leslie Nottingham, Interim Division Head – Cultural Arts & Sciences  
Amy Casaletto, Special Services Division Head – Recreation and Parks  
Eileen Marquez, Sr. Buyer – Procurement and Contracting  
Brittany Craven, Sr. Contract Specialist – Procurement and Contracting  
Elijah Robledo, DSBE and Vendor Relations Coordinator

# EXHIBIT A

**AGREEMENT FOR CONCERT SERIES PRODUCTION AND MANAGEMENT SERVICES**

THIS AGREEMENT FOR CONCERT SERIES PRODUCTION AND MANAGEMENT SERVICES ("Agreement") is entered into by and between the **CITY OF OCALA**, a Florida municipal corporation ("City"), and **DILLON VIDEO AND FILM PRODUCTIONS, INC.**, a for-profit corporation duly organized and authorized to do business in the state of Florida (EIN: 59-3456442) ("Vendor").

**RECITALS:**

**WHEREAS**, on July 21, 2022, City issued a Request for Proposal ("RFP") from qualified firms for the provision of production and management services for the City's annual artist performance series, RFP No.: REC/220663 (the "Solicitation"); and

**WHEREAS**, five (5) firms responded to the Solicitation and, after consideration of price and other evaluation factors set forth in the Solicitation, the proposal submitted by Dillon Video and Film Productions, Inc., was found to be the highest ranked proposal; and

**WHEREAS**, Dillon Video and Film Productions, Inc., was chosen as the intended awardee for the provision of production and management services for the City's annual artist performance series throughout the City of Ocala (the "Services"); and

**WHEREAS**, Vendor certifies that Vendor is qualified and possesses the required licensure, skills, and experience to perform the work required for the Services.

**NOW THEREFORE**, in consideration of the foregoing recitals, the following mutual covenants and conditions, and other good and valuable consideration, City and Vendor agree as follows:

**TERMS OF AGREEMENT:**

1. **RECITALS.** City and Vendor hereby represent, warrant, and agree that the Recitals set forth above are true and correct and are incorporated herein by reference.
2. **CONTRACT DOCUMENTS.** The Contract Documents which comprise the entire understanding between City and Vendor shall only include: (a) this Agreement; (b) those documents listed in this section as Exhibits to this Agreement; (c) the City's Solicitation for the Project and the proposal submitted by Vendor in response to same (the "Solicitation Documents"); and (d) those documents identified in the Project Specifications section of this Agreement, if any. Each of these documents are incorporated herein by reference for all purposes.

If there is a conflict between the terms of this Agreement and the Contract Documents, then the terms of this Agreement shall control, amend, and supersede any conflicting terms contained in the remaining Contract Documents.

A. **Exhibits to Agreement.** The Exhibits to this Agreement are as follows:

- Exhibit A: Scope of Work (A-1 through A-3)
- Exhibit B: Price Proposal (B-1 through B-7)
- Exhibit C: Vendor Proposal (C-1 through C-61)

If there is a conflict between the individual Exhibits regarding the scope of work to be performed, then any identified inconsistency shall be resolved by giving precedence in the following order: (1) Exhibit A; then (2) Exhibit B; then (3) Exhibit C.

3. **SCOPE OF SERVICES.** Vendor agrees to provide all materials, labor, supervision, tools, accessories, equipment, permits, fees, testing, inspections, certifications, and all other things necessary for Vendor to perform its obligations under this Agreement as set forth in the attached **Exhibit A – Scope of Work** and the Contract Documents. The Scope of Services under this Agreement may only be adjusted by written amendment executed by both parties.

4. **COMPENSATION.** City shall pay Vendor an amount not to exceed **ONE HUNDRED NINETY THOUSAND AND NO/100 DOLLARS (\$190,000)** (the “Maximum Limiting Amount”) as full and complete compensation for the timely and satisfactory provision of Services during the initial Contract Term, in accordance with the pricing reflected in **Exhibit B – Price Proposal** attached hereto. The Compensation payable to Vendor under this Agreement may only be adjusted by written amendment executed by both parties.

A. The Compensation payable to Vendor under this Agreement shall be paid by City based upon a percentage of work completed as invoiced by Vendor and agreed and approved by the City’s Project Manager.

B. **Invoice Submission.** Vendor shall invoice City for all work completed for each event. All invoices, reports, and other documentation submitted by Vendor shall include the City Contract Number, date, and assigned Invoice Number. Invoices, reports, and other documentation shall be submitted to the City Project Manager at: **City of Ocala Recreation and Parks Department; Attn: Laura Walker, Cultural Arts Office 828 NE 8<sup>th</sup> Avenue, Ocala, Florida 34470; E-Mail: [lwalker@ocalafl.org](mailto:lwalker@ocalafl.org); Phone: 352-629-8442.**

C. **Payment of Invoices by City.** The City Project Manager must review and approve all invoices prior to payment. The City Project Manager’s review and approval shall not be unreasonably withheld, conditioned, or delayed.

D. **Withholding of Payment.** City reserves the right to withhold, in whole or in part, payment for any and all work that: (i) has not been completed by Vendor; (ii) is inadequate or defective and has not been remedied or resolved in a manner satisfactory to the City Project Manager; or (iii) which fails to comply with any term, condition, or other requirement under this Agreement. Any payment withheld shall be released and remitted

- to Vendor within **THIRTY (30)** calendar days of the Vendor's remedy or resolution of the inadequacy or defect.
- E. **Excess Funds.** If due to mistake or any other reason Vendor receives payment under this Agreement in excess of what is provided for by the Agreement, Vendor shall promptly notify City upon discovery of the receipt of the overpayment. Any overpayment shall be refunded to City within **THIRTY (30)** days of Vendor's receipt of the overpayment or must also include interest calculated from the date of the overpayment at the interest rate for judgments at the highest rate as allowed by law.
- F. **Tax Exemption.** City is exempt from all federal excise and state sales taxes (State of Florida Consumer's Certification of Exemption 85-8012621655C-9). The City's Employer Identification Number is 59-60000392. Vendor shall not be exempted from paying sales tax to its suppliers for materials to fulfill contractual obligations with the City, nor will Vendor be authorized to use City's Tax Exemption Number for securing materials listed herein.
5. **CONTRACT TERM.** This Agreement shall become effective and commence on **NOVEMBER 16, 2022** and continue through and including **NOVEMBER 15, 2024**. This Agreement may be renewed for up to **TWO (2)** additional **TWO-YEAR (2-Year)** periods by written consent between City and Vendor. Time is of the essence with respect to the performance of all duties, obligations, and responsibilities set forth in this Agreement and the Contract Documents.
7. **FORCE MAJEURE.** Neither party shall be liable for delay, damage, or failure in the performance of any obligation under this Agreement if such delay, damage, or failure is due to causes beyond its reasonable control, including without limitation: fire, flood, strikes and labor disputes, acts of war, acts of nature, terrorism, civil unrest, acts or delays in acting of the government of the United States or the several states, judicial orders, decrees or restrictions, or any other like reason which is beyond the control of the respective party (each a "Force Majeure" event). The party affected by any event of force majeure shall use reasonable efforts to remedy, remove, or mitigate such event and the effects thereof with all reasonable dispatch.
- A. The party affected by force majeure shall provide the other party with full particulars thereof including, but not limited to, the nature, details, and expected duration thereof, as soon as it becomes aware.
- B. When force majeure circumstances arise, the parties shall negotiate in good faith any modifications of the terms of this Agreement that may be necessary or appropriate in order to arrive at an equitable solution.

- C. Vendor performance shall be extended for a number of days equal to the duration of the force majeure. Vendor shall be entitled to an extension of time only and, in no event, shall Vendor be entitled to any increased costs, additional compensation, or damages of any type resulting from such force majeure delays.
6. **INSPECTION AND ACCEPTANCE OF THE WORK.** Vendor shall report its progress to the City Project Manager as set forth herein. All services, work, and materials provided by Vendor under this Agreement shall be provided to the satisfaction and approval of the City Project Manager.
- A. The City Project Manager shall decide all questions regarding the quality, acceptability, and/or fitness of materials furnished, or workmanship performed, the rate of progress of the work, the interpretation of the plans and specifications, and the acceptable fulfillment of the Agreement, in his or her sole discretion, based upon both the requirements set forth by City and the information provided by Vendor in its Proposal. The authority vested in the City Project Manager pursuant to this paragraph shall be confined to the direction or specification of what is to be performed under this Agreement and shall not extend to the actual execution of the work.
  - B. Neither the City Project Manager's review of Vendor's work nor recommendations made by City Project Manager pursuant to this Agreement will impose on City Project Manager any responsibility to supervise, direct, or control Vendor's work in progress or for the means, methods, techniques, sequences, or procedures of construction or safety precautions or programs incident Vendor's furnishing and performing the work.
7. **TERMINATION, BREACH, AND DEFAULT.** This Agreement may be terminated by either party for cause upon City or Vendor providing written notice to the defaulting party not less than **THIRTY (30) DAYS** prior to the date of termination in the manner specified for the giving of Notices herein. Any such termination shall not affect the rights or obligations accruing to either party prior to termination.
- A. **Termination by City for Cause.** City shall have the right to terminate this Agreement immediately, in whole or in part, upon the failure of Vendor to carry out any obligation, term, or condition of this Agreement. City's election to terminate the Agreement for default shall be communicated by providing Vendor written notice of termination in the manner specified for the giving of notices herein. Any notice of termination given to Vendor by City shall be effective immediately, unless otherwise provided therein, upon the occurrence of any one or more of the following events:
    - (1) Vendor's performance or workmanship falls below acceptable City or trade standards;

- (2) Vendor fails to timely and properly perform any of the services set forth in the specifications of the Agreement;
- (3) Vendor provides material that does not meet the specifications of the Agreement;
- (4) Vendor fails to complete the work required within the time stipulated in the Agreement; or
- (5) Vendor fails to make progress in the performance of the Agreement and/or gives City reason to believe that Vendor cannot or will not perform to the requirements of the Agreement.

B. **Vendor’s Opportunity to Cure Default.** City may, in its sole discretion, provide Vendor with an opportunity to cure the violations set forth in City’s notice of default to Vendor. Vendor shall commence to cure the violations immediately and shall diligently and continuously prosecute such cure to completion within a reasonable time as determined by City. If the violations are not corrected within the time determined to be reasonable by City or to the reasonable satisfaction of City, City may, without further notice, declare Vendor to be in breach of this Agreement and pursue all remedies available at law or equity, to include termination of this Agreement without further notice.

C. **City’s Remedies Upon Vendor Default.** In the event that Vendor fails to cure any default under this Agreement within the time period specified in this section, City may pursue any remedies available at law or equity, including, without limitation, the following:

- (1) City shall be entitled to terminate this Agreement without further notice;
- (2) City shall be entitled to hire another Vendor to complete the required work in accordance with the needs of City;
- (3) City shall be entitled to recover from Vendor all damages, costs, and attorney’s fees arising from Vendor’s default prior to termination; and
- (4) City shall be entitled to recovery from Vendor any actual excess costs by: (i) deduction from any unpaid balances owed to Vendor; and (ii) any other remedy as provided by law.

D. **Termination for Non-Funding.** In the event that budgeted funds to finance this Agreement are reduced, terminated, or otherwise become unavailable, City may terminate this Agreement upon written notice to Vendor without penalty or expense to City. City shall be the final authority as to the availability of budgeted funds.

E. **Termination for Convenience.** City reserves the right to terminate this Agreement in whole or in part at any time for the convenience of City without penalty or recourse. The Project Manager shall provide written notice of the termination. Upon receipt of the notice, Vendor shall immediately discontinue all work as directed in the notice, notify all

subcontractors of the effective date of the termination, and minimize all further costs to City including, but not limited to, the placing of any and all orders for materials, facilities, or supplies, in connection with its performance under this Agreement. Vendor shall be entitled to receive compensation solely for: (1) the actual cost of the work completed in conformity with this Agreement; and/or (2) such other costs incurred by Vendor as permitted under this Agreement and approved by City.

8. **PERFORMANCE EVALUATION.** At the end of the Agreement, City may evaluate Vendor's performance. Any such evaluation will become public record.
9. **NOTICE REGARDING FAILURE TO FULFILL AGREEMENT.** Vendors who enter into any agreement with the City of Ocala and fail to complete the contract term, for any reason, may be subject to future bidding suspension for **ONE (1) YEAR**, and up to a possible **THREE (3) YEAR** bid debarment for serious contract failures.
10. **VENDOR REPRESENTATIONS.** Vendor expressly represents that:
  - A. Vendor has read and is fully familiar with all the terms and conditions of this Agreement, the Contract Documents, and other related data and acknowledges that they are sufficient in scope and detail to indicate and convey understanding of all terms and conditions of the work to be performed by Vendor under this Agreement;
  - B. Vendor has disclosed, in writing, all known conflicts, errors, inconsistencies, discrepancies, or omissions discovered by Vendor in the Contract Documents, and that the City's written resolution of same is acceptable to Vendor;
  - C. Vendor is familiar with all local, state, and Federal laws, regulations, and ordinances which may affect cost, progress, or its performance under this Agreement whatsoever;
  - D. Vendor possesses the capacity, professional experience, licensure, and skill necessary and required to perform the scope of services described herein.
  - E. **Public Entity Crimes.** Neither Vendor, its parent corporations, subsidiaries, members, shareholders, partners, officers, directors or executives, nor any of its affiliates, contractors, suppliers, subcontractors, or Vendors under this Agreement have been placed on the convicted vendor list following a conviction of a public entity crime. Vendor understands that a "public entity crime" as defined in section 287.133(1)(g), Florida Statutes, is "a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an City or political subdivision of any other state or with the United States..." Vendor further understands that any person or affiliate who has been placed on the convicted vendor list following a conviction for a public entity crime: (1) may not submit a bid, proposal, or reply on a contract: (a) to provide any goods or services to a public entity; (b) for the construction or repair of a

public building or public work; or (c) for leases of real property to a public entity; (2) may not be awarded or perform work as a contractor, supplier, subcontractor, or Vendor under a contract with any public entity; and (3) may not transact business with any public entity in excess of the threshold amount provided in section 287.017, Florida Statutes, for CATEGORY TWO for a period of 36 months from the date of being placed on the convicted vendor list.

11. **VENDOR RESPONSIBILITIES.** Except as otherwise specifically provided for in this Agreement, the following provisions are the responsibility of the Vendor:

- A. Vendor shall competently and efficiently supervise, inspect, and direct all work to be performed under this Agreement, devoting such attention thereto and applying such skills and expertise as may be necessary to perform the work in accordance with the Contract Documents.
- B. Vendor shall be solely responsible for the means, methods, techniques, sequences, procedures, and safety precautions or programs incident thereto.
- C. Vendor shall be responsible to see that the finished work complies accurately with the Agreement and the intent thereof.
- D. Vendor shall comply with all local, state, and Federal laws, regulations, and ordinances which may affect cost, progress, or its performance under this Agreement, and be responsible for all costs associated with same.
- E. Vendor shall continue its performance under this Agreement during the pendency of any dispute or disagreement arising out of or relating to this Agreement, except as Vendor and City may otherwise agree in writing.

12. **NO EXCLUSIVITY.** It is expressly understood and agreed by the parties that this is not an exclusive agreement. Nothing in this Agreement shall be construed as creating any exclusive arrangement with Vendor or as prohibit City from either acquiring similar, equal, or like goods and/or services or from executing additional contracts with other entities or sources.

13. **RESPONSIBILITIES OF CITY.** The following provisions are the responsibilities of the City:

- A. City shall issue all communications to Vendor.
- B. City has the authority to request changes in the work in accordance with the terms of this Agreement and with the terms in **Exhibit A – Scope of Work.**
- C. City has the authority to stop work or to suspend any work at any time.

14. **COMMERCIAL AUTO LIABILITY INSURANCE.** Vendor shall procure, maintain, and keep in full force, effect, and good standing for the life of this Agreement a policy of commercial auto liability insurance with a minimum combined single limit of One Million Dollars

(\$1,000,000) per occurrence for bodily injury and property damage arising out of Vendor's operations and covering all owned, hired, scheduled, and non-owned automobiles utilized in said operations. If Vendor does not own vehicles, Vendor shall maintain coverage for hired and non-owned automobile liability, which may be satisfied by way of endorsement to Vendor's Commercial General Liability policy or separate Commercial Automobile Liability policy.

15. **COMMERCIAL GENERAL LIABILITY INSURANCE.** Vendor shall procure, maintain, and keep in full force, effect, and good standing for the life of this Agreement a policy of commercial general liability insurance with limits not less than:

- A. One Million Dollars (\$1,000,000) per occurrence and Two Million Dollars (\$2,000,000) aggregate (or project aggregate, if a construction project) for bodily injury, property damage, and personal and advertising injury; and
- B. One Million Dollars (\$1,000,000) per occurrence and Two Million Dollars (\$2,000,000) aggregate (or project aggregate, if a construction project) for products and completed operations;
- C. Policy must include coverage for contractual liability and independent contractors;
- D. The City, a Florida municipal corporation, and its officials, employees, and volunteers are to be covered as an additional insured with a CG 20 26 04 13 Additional Insured – Designated Person or Organization Endorsement or similar endorsement providing equal or broader Additional Insured Coverage with respect to liabilities arising out of activities performed by or on behalf of Vendor. This coverage shall contain no special limitation on the scope of protection to be afforded to the City, its officials, employees, and volunteers.

16. **WORKERS' COMPENSATION AND EMPLOYER'S LIABILITY.** Vendor shall procure, maintain, and keep in full force, effect, and good standing for the life of this Agreement adequate workers' compensation and employer's liability insurance covering all of its employees in at least such amounts as required by Chapter 440, Florida Statutes, and all other state and federal workers' compensation laws, including the U.S. Longshore Harbor Workers' Act and the Jones Act, if applicable. Contractor shall similarly require any and all of its subcontractors to afford such coverage for all of its employees as required by applicable law. Vendor shall waive and shall ensure that Vendor's insurance carrier waives, all subrogation rights against the City of Ocala and its officers, employees, and volunteers for all losses or damages. Vendor's policy shall be endorsed with WC 00 03 13 Waiver of our Right to Recover from Others or its equivalent. **Exceptions and exemptions to this Section may be allowed at**

**the discretion of the City's Risk Manager on a case-by-case basis in accordance with Florida Statutes and shall be evidenced by a separate waiver.**

**17. MISCELLANEOUS INSURANCE PROVISIONS.**

- A. Vendor's insurance coverage shall be primary insurance for all applicable policies. The limits of coverage under each policy maintained by Vendor shall not be interpreted as limiting Vendor's liability or obligations under this Agreement. City does not in any way represent that these types or amounts of insurance are sufficient or adequate enough to protect Vendor's interests or liabilities or to protect Vendor from claims that may arise out of or result from the negligent acts, errors, or omissions of Vendor, any of its agents or subcontractors, or for anyone whose negligent act(s) Vendor may be liable.
- B. No insurance shall be provided by the City for Vendor under this Agreement and Vendor shall be fully and solely responsible for any costs or expenses incurred as a result of a coverage deductible, co-insurance penalty, or self-insured retention to include any loss not covered because of the operation of such deductible, co-insurance penalty, self-insured retention, or coverage exclusion or limitation.
- C. Certificates of Insurance. No work shall be commenced by Vendor under this Agreement until the required Certificate of Insurance and endorsements have been provided nor shall Vendor allow any subcontractor to commence work until all similarly required certificates and endorsements of the subcontractor have also been provided. Work shall not continue after expiration (or cancellation) of the Certificate of Insurance and work shall not resume until a new Certificate of Insurance has been provided. **Vendor shall provide evidence of insurance in the form of a valid Certificate of Insurance (binders are unacceptable) prior to the start of work contemplated under this Agreement to: City of Ocala. Attention: Procurement & Contracting Department, Address: 110 SE Watula Avenue, Third Floor, Ocala Florida 34471, E-Mail: [vendors@ocalafl.org](mailto:vendors@ocalafl.org).** Vendor's Certificate of Insurance and required endorsements shall be issued by an agency authorized to do business in the State of Florida with an A.M. Best Rating of A or better. The Certificate of Insurance shall indicate whether coverage is being provided under a claims-made or occurrence form. If any coverage is provided on a claims-made form, the Certificate of Insurance must show a retroactive date, which shall be the effective date of the initial contract or prior.
- D. City as an Additional Insured. The City of Ocala shall be named as an Additional Insured and Certificate Holder on all liability policies identified in this Section with the exception of Workers' Compensation and Professional Liability policies.

- E. Notice of Cancellation of Insurance. Vendor's Certificate of Insurance shall provide **THIRTY (30) DAY** notice of cancellation, **TEN (10) DAY** notice if cancellation is for non-payment of premium. In the vent that Vendor's insurer is unable to accommodate the cancellation notice requirement, it shall be the responsibility of Vendor to provide the proper notice. Such notification shall be in writing by registered mail, return receipt requested, and addressed to the certificate holder. Additional copies may be sent to the City of Ocala at [vendors@ocalafl.org](mailto:vendors@ocalafl.org)
  - F. Failure to Maintain Coverage. The insurance policies and coverages set forth above are required and providing proof of and maintaining insurance of the types and with such terms and limits set forth above is a material obligation of Vendor. Vendor's failure to obtain or maintain in full force and effect any insurance coverage required under this Agreement shall constitute material breach of this Agreement.
  - G. Severability of Interests. Vendor shall arrange for its liability insurance to include, or be endorsed to include, a severability of interests/cross-liability provision so that the "City of Ocala" (where named as an additional insured) will be treated as if a separate policy were in existence, but without increasing the policy limits.
18. **SAFETY/ENVIRONMENTAL.** Vendor shall be responsible for initiating, maintaining, and supervising all safety precautions and programs in connection with the Work. Vendor shall make an effort to detect hazardous conditions and shall take prompt action where necessary to avoid accident, injury or property damage. EPA, DEP, OSHA and all other applicable safety laws and ordinances shall be followed as well as American National Standards Institute Safety Standards. Vendor shall take all necessary precautions for the safety of, and shall provide the necessary protection to prevent damage, injury, or loss to:
- A. All employees on the work and other persons that may be affected thereby;
  - B. All work, materials and equipment to be incorporated therein, whether in storage on or off the site; and
  - C. Other property at the site or adjacent thereto, including trees, shrubs, lawns, walks, pavements, roadways, structures, and utilities not designated for removal, relocation, or replacement in the course of construction.
- All, injury, or loss to any property caused, directly or indirectly, in whole or in part, by Vendor, any subcontractor, or anyone directly or indirectly employed by any of them, or anyone for whose acts any of them may be liable, shall be remedied by Vendor. Vendor's duties and responsibilities for the safety and protection of the work shall continue until such time as the work is completed and accepted by City.

19. **NON-DISCRIMINATORY EMPLOYMENT PRACTICES.** During the performance of the contract, the Vendor shall not discriminate against any employee or applicant for employment because of race, color, religion, ancestry, national origin, sex, pregnancy, age, disability, sexual orientation, gender identity, marital or domestic partner status, familial status, or veteran status and shall take affirmative action to ensure that an employee or applicant is afforded equal employment opportunities without discrimination. Such action shall be taken with reference to, but not limited to: recruitment, employment, termination, rates of pay or other forms of compensation and selection for training or retraining, including apprenticeship and on-the-job training.
20. **SUBCONTRACTORS.** Nothing in this Agreement shall be construed to create, impose, or give rise to any duty owed by City or its representatives to any subcontractor of Vendor or any other persons or organizations having a direct contract with Vendor, nor shall it create any obligation on the part of City or its representatives to pay or seek payment of any monies to any subcontractor of Vendor or any other persons or organizations having a direct contract with Vendor, except as may otherwise be required by law. City shall not be responsible for the acts or omissions of any Vendor, subcontractor, or of any of their agents or employees, nor shall it create any obligation on the part of City or its representatives to pay or to seek the payment of any monies to any subcontractor or other person or organization, except as may otherwise be required by law.
21. **EMERGENCIES.** In an emergency affecting the welfare and safety of life or property, Vendor, without special instruction or authorization from the City Project Manager, is hereby permitted, authorized and directed to act at its own discretion to prevent threatened loss or injury. Except in the case of an emergency requiring immediate remedial work, any work performed after regular working hours, on Saturdays, Sundays or legal holidays, shall be performed without additional expense to the City unless such work has been specifically requested and approved by the City Project Manager. Vendor shall be required to provide to the City Project Manager with the names, addresses and telephone numbers of those representatives who can be contacted at any time in case of emergency. Vendor's emergency representatives must be fully authorized and equipped to correct unsafe or excessively inconvenient conditions on short notice by City or public inspectors.
22. **INDEPENDENT CONTRACTOR STATUS.** Vendor acknowledges and agrees that under this Agreement, Vendor and any agent or employee of Vendor shall be deemed at all times to be an independent contractor and shall be wholly responsible for the manner in which it performs the services and work required under this Agreement. Neither Vendor nor its agents or employees shall represent or hold themselves out to be employees of City at any time.

Neither Vendor nor its agents or employees shall have employee status with City. Nothing in this Agreement shall constitute or be construed to create any intent on the part of either party to create an City relationship, partnership, employer-employee relationship, joint venture relationship, or any other relationship which would allow City to exercise control or discretion over the manner or methods employed by Vendor in its performance of its obligations under this Agreement.

23. **ACCESS TO FACILITIES.** City shall provide Vendor with access to all City facilities as is reasonably necessary for Vendor to perform its obligations under this Agreement.
24. **ASSIGNMENT.** Neither party may assign its rights or obligations under this Agreement to any third party without the prior express approval of the other party, which shall not be unreasonably withheld.
25. **RIGHT OF CITY TO TAKE OVER CONTRACT.** Should the work to be performed by Vendor under this Agreement be abandoned, or should Vendor become insolvent, or if Vendor shall assign or sublet the work to be performed hereunder without the written consent of City, the City Project Manager shall have the power and right to hire and acquire additional men and equipment, supply additional material, and perform such work as deemed necessary for the completion of this Agreement. Under these circumstances, all expenses and costs actually incurred by City to accomplish such completion shall be credited to City along with amounts attributable to any other elements of damage and certified by the Project Manager. The City Project Manager's certification as to the amount of such liability shall be final and conclusive.
26. **PUBLIC RECORDS.** The Vendor shall comply with all applicable provisions of the Florida Public Records Act, Chapter 119, Florida Statutes. Specifically, the Vendor shall:
  - A. Keep and maintain public records required by the public City to perform the service.
  - B. Upon request from the public City's custodian of public records, provide the public City with a copy of the requested records or allow the records to be inspected or copied within a reasonable time at a cost that does not exceed the cost provided in Chapter 119, Florida Statutes, or as otherwise provided by law.
  - C. Ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law for the duration of the contract term and following completion of the contract if the Vendor does not transfer the records to the public City.
  - D. Upon completion of the contract, transfer, at no cost, to the public City all public records in possession of the Vendor or keep and maintain public records required by the public City to perform the service. If the Vendor transfers all public records to the public City upon completion of the contract, the Vendor shall destroy any duplicate public records

that are exempt or confidential and exempt from public records disclosure requirements. If the Vendor keeps and maintains public records upon completion of the contract, the Vendor shall meet all applicable requirements for retaining public records. All records stored electronically must be provided to the public City, upon request from the public City's custodian of public records, in a format that is compatible with the information technology systems of the public City.

**IF THE VENDOR HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO THE VENDOR'S DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS CONTRACT, CONTACT THE CUSTODIAN OF PUBLIC RECORDS AT: CITY OF OCALA, OFFICE OF THE CITY CLERK; 352-629-8266; E-mail: [clerk@ocalafl.org](mailto:clerk@ocalafl.org); City Hall, 110 SE Watula Avenue, Ocala, FL 34471.**

27. **AUDIT.** Vendor shall comply and cooperate immediately with any inspections, reviews, investigations, or audits relating to this Agreement as deemed necessary by the Florida Office of the Inspector General, the City's Internal or External auditors or by any other Florida official with proper authority.
28. **PUBLICITY.** Vendor shall not use City's name, logo, seal or other likeness in any press release, marketing materials, or other public announcement without City's prior written approval.
29. **E-VERIFY.** Pursuant to section 448.095, Contractor shall register with and use the U.S. Department of Homeland Security's ("DHS") E-Verify System, accessible at <https://e-verify.uscis.gov/emp>, to verify the work authorization status of all newly hired employees. Contractor shall obtain affidavits from any and all subcontractors in accordance with paragraph 2(b) of section 448.095, Florida Statutes, and maintain copies of such affidavits for the duration of this Agreement. By entering into this Agreement, Contractor certifies and ensures that it utilizes and will continue to utilize the DHS E-Verify System for the duration of this Agreement and any subsequent renewals of same. Contractor understands that failure to comply with the requirements of this section shall result in the termination of this Agreement and Contractor may lose the ability to be awarded a public contract for a minimum of one (1) year after the date on which the Agreement was terminated. Contractor shall provide a copy of its DHS Memorandum of Understanding upon City's request. Please visit [www.e-verify.gov](http://www.e-verify.gov) for more information regarding the E-Verify System.
30. **CONFLICT OF INTEREST.** Vendor is required to have disclosed, with the submission of their bid, the name of any officer, director, or agent who may be employed by the City. Vendor

shall further disclose the name of any City employee who owns, directly or indirectly, any interest in Vendor's business or any affiliated business entity. Any additional conflicts of interest that may occur during the contract term must be disclosed to the City of Ocala Procurement Department.

31. **WAIVER.** The failure or delay of any party at any time to require performance by another party of any provision of this Agreement, even if known, shall not affect the right of such party to require performance of that provision or to exercise any right, power or remedy hereunder. Any waiver by any party of any breach of any provision of this Agreement should not be construed as a waiver of any continuing or succeeding breach of such provision, a waiver of the provision itself, or a waiver of any right, power or remedy under this Agreement. No notice to or demand on any party in any circumstance shall, of itself, entitle such party to any other or further notice or demand in similar or other circumstances.
32. **SEVERABILITY OF ILLEGAL PROVISIONS.** Wherever possible, each provision of this Agreement shall be interpreted in such a manner as to be effective and valid under the applicable law. Should any portion of this Agreement be declared invalid for any reason, such declaration shall have no effect upon the remaining portions of this Agreement.
33. **INDEMNITY.** Vendor shall indemnify City and its elected officials, employees and volunteers against, and hold City and its elected officials, employees and volunteers harmless from, all damages, claims, losses, costs, and expenses, including reasonable attorneys' fees, which City or its elected officials, employees or volunteers may sustain, or which may be asserted against City or its elected officials, employees or volunteers, arising out of the activities contemplated by this Agreement including, without limitation, harm or personal injury to third persons during the term of this Agreement to the extent attributable to the actions of Vendor, its agents, and employees.
34. **NO WAIVER OF SOVEREIGN IMMUNITY.** Nothing herein is intended to waive sovereign immunity by the City to which sovereign immunity may be applicable, or of any rights or limits of liability existing under Florida Statute § 768.28. This term shall survive the termination of all performance or obligations under this Agreement and shall be fully binding until any proceeding brought under this Agreement is barred by any applicable statute of limitations.
35. **NOTICES.** All notices, certifications or communications required by this Agreement shall be given in writing and shall be deemed delivered when personally served, or when received if by facsimile transmission with a confirming copy mailed by registered or certified mail, postage prepaid, return receipt requested. Notices can be concurrently delivered by e-mail. All notices shall be addressed to the respective parties as follows:

If to Vendor:

Dillon Video and Film Productions, Inc.  
Attention: Jeff Dillon, President  
1548 SW 7<sup>th</sup> Road  
Ocala, Florida 34471  
Phone: 352-209-3105  
E-mail: [jeffdillonvideo@yahoo.com](mailto:jeffdillonvideo@yahoo.com)

If to City of Ocala:

Daphne M. Robinson, Esq. - Contracting Officer  
City of Ocala  
110 SE Watula Avenue, 3rd Floor  
Ocala, Florida 34471  
Phone: 352-629-8343  
Fax: 352-690-2025  
E-mail: [notices@ocalafl.org](mailto:notices@ocalafl.org)

Copy to:

William E. Sexton, Esq. - City Attorney  
City of Ocala  
110 SE Watula Avenue, 3rd Floor  
Ocala, Florida 34471  
Phone: 352-401-3972  
E-mail: [cityattorney@ocalafl.org](mailto:cityattorney@ocalafl.org)

36. **ATTORNEYS' FEES.** If any civil action, arbitration or other legal proceeding is brought for the enforcement of this Agreement, or because of an alleged dispute, breach, default or misrepresentation in connection with any provision of this Agreement, the successful or prevailing party shall be entitled to recover reasonable attorneys' fees, sales and use taxes, court costs and all expenses reasonably incurred even if not taxable as court costs (including, without limitation, all such fees, taxes, costs and expenses incident to arbitration, appellate, bankruptcy and post-judgment proceedings), incurred in that civil action, arbitration or legal proceeding, in addition to any other relief to which such party or parties may be entitled. Attorneys' fees shall include, without limitation, paralegal fees, investigative fees, administrative costs, sales and use taxes and all other charges reasonably billed by the attorney to the prevailing party.

37. **JURY WAIVER.** IN ANY CIVIL ACTION, COUNTERCLAIM, OR PROCEEDING, WHETHER AT LAW OR IN EQUITY, WHICH ARISES OUT OF, CONCERNS, OR RELATES TO THIS AGREEMENT, ANY AND ALL TRANSACTIONS

CONTEMPLATED HEREUNDER, THE PERFORMANCE HEREOF, OR THE RELATIONSHIP CREATED HEREBY, WHETHER SOUNDING IN CONTRACT, TORT, STRICT LIABILITY, OR OTHERWISE, TRIAL SHALL BE TO A COURT OF COMPETENT JURISDICTION AND NOT TO A JURY. EACH PARTY HEREBY IRREVOCABLY WAIVES ANY RIGHT IT MAY HAVE TO A TRIAL BY JURY. NEITHER PARTY HAS MADE OR RELIED UPON ANY ORAL REPRESENTATIONS TO OR BY ANY OTHER PARTY REGARDING THE ENFORCEABILITY OF THIS PROVISION. EACH PARTY HAS READ AND UNDERSTANDS THE EFFECT OF THIS JURY WAIVER PROVISION.

- 38. **GOVERNING LAW.** This Agreement is and shall be deemed to be a contract entered and made pursuant to the laws of the State of Florida and shall in all respects be governed, construed, applied and enforced in accordance with the laws of the State of Florida.
- 39. **JURISDICTION AND VENUE.** The parties acknowledge that a majority of the negotiations, anticipated performance and execution of this Agreement occurred or shall occur in Marion County, Florida. Any civil action or legal proceeding arising out of or relating to this Agreement shall be brought only in the courts of record of the State of Florida in Marion County or the United States District Court, Middle District of Florida, Ocala Division. Each party consents to the exclusive jurisdiction of such court in any such civil action or legal proceeding and waives any objection to the laying of venue of any such civil action or legal proceeding in such court and/or the right to bring an action or proceeding in any other court. Service of any court paper may be effected on such party by mail, as provided in this Agreement, or in such other manner as may be provided under applicable laws, rules of procedures or local rules.
- 40. **REFERENCE TO PARTIES.** Each reference herein to the parties shall be deemed to include their successors, assigns, heirs, administrators, and legal representatives, all of whom shall be bound by the provisions hereof.
- 41. **MUTUALITY OF NEGOTIATION.** Vendor and City acknowledge that this Agreement is a result of negotiations between Vendor and City, and the Agreement shall not be construed in favor of, or against, either party because of that party having been more involved in the drafting of the Agreement.
- 42. **SECTION HEADINGS.** The section headings herein are included for convenience only and shall not be deemed to be a part of this Agreement.

43. **RIGHTS OF THIRD PARTIES.** Nothing in this Agreement, whether express or implied, is intended to confer any rights or remedies under or because of this Agreement on any persons other than the parties hereto and their respective legal representatives, successors and permitted assigns. Nothing in this Agreement is intended to relieve or discharge the obligation or liability of any third persons to any party to this Agreement, nor shall any provision give any third persons any right of subrogation or action over or against any party to this Agreement.
44. **AMENDMENT.** No amendment to this Agreement shall be effective except those agreed to in writing and signed by both parties to this Agreement.
45. **COUNTERPARTS.** This Agreement may be executed in counterparts, each of which shall be an original and all of which shall constitute the same instrument.
46. **ELECTRONIC SIGNATURE(S).** Vendor, if and by offering an electronic signature in any form whatsoever, will accept and agree to be bound by said electronic signature to all terms and conditions of this Agreement. Further, a duplicate or copy of the Agreement that contains a duplicated or non-original signature will be treated the same as an original, signed copy of this original Agreement for all purposes.
47. **ENTIRE AGREEMENT.** This Agreement, including exhibits, (if any) constitutes the entire Agreement between the parties hereto with respect to the subject matter hereof. There are no other representations, warranties, promises, agreements or understandings, oral, written or implied, among the Parties, except to the extent reference is made thereto in this Agreement. No course of prior dealings between the parties and no usage of trade shall be relevant or admissible to supplement, explain, or vary any of the terms of this Agreement. No representations, understandings, or agreements have been made or relied upon in the making of this Agreement other than those specifically set forth herein.
48. **LEGAL AUTHORITY.** Each person signing this Agreement on behalf of either party individually warrants that he or she has full legal power to execute this Agreement on behalf of the party for whom he or she is signing, and to bind and obligate such party with respect to all provisions contained in this Agreement.

**[REMAINDER OF PAGE INTENTIONALLY BLANK. SIGNATURE PAGE TO FOLLOW.]**

IN WITNESS WHEREOF, the parties have executed this Agreement 12 / 12 / 2022.

ATTEST:

CITY OF OCALA

*Angel B. Jacobs*

Angel B. Jacobs  
City Clerk

*Ire Bethea Sr.*

Ire Bethea, Sr.  
City Council President

Approved as to form and legality:

DILLON VIDEO AND FILM PRODUCTIONS, INC.

*William E. Sexton*

William E. Sexton  
City Attorney

*Jeff Dillon*

By: Dillon Video and Film Productions, Inc.  
(Printed Name)

Title: President  
(Vice President or Higher)

**BACKGROUND**

1. Vendor shall produce and manage a yearly artist performance series throughout the City of Ocala.
2. All work shall be coordinated through City Project Manager, Laura Walker, 352-629-8442, E-Mail: [lwalker@ocalafl.org](mailto:lwalker@ocalafl.org).
3. In the past, the City of Ocala has conducted and sponsored events within the community that mostly cater to community members, and people in immediate surrounding areas. Our goal is to create an atmosphere to attract new guests regionally and/or nationally. The ongoing performance series is anticipated to enhance the City's efforts to elevate the quality of events to attract the expanded desired demographic and help promote the City as a regional destination.

**CITY'S ANNUAL PERFORMING ARTS PROGRAM**

1. The City has created an annual performing arts program in an effort to expand arts and engagement throughout the City. This program will consist of:
  - a) Three (3) Art Park concerts.
  - b) One (1) Cattle Drive and Cowboy Roundup.
  - c) Ten (10) consecutive week concert series subject to the award of the Levitt AMP grant annually, with potential modifications if grant not awarded.
  - d) One (1) Light Up Ocala.
  - e) One (1) Retro Sounds.
2. The Cattle Drive and Cowboy Roundup is in February annually.
3. The dates of the Art Park performance series and Levitt AMP Ocala Music Series are flexible as they remain in planning stages. The Levitt AMP series or something similar, takes place sometime between April and July. The City will utilize its public recreation venues including Tuscowilla Park, Tuscowilla Art Park, Citizen's Circle, and Webb Field at Martin Luther King Jr. Recreation Complex.
4. Light Up Ocala is in November annually on a Saturday.
5. Retro Sounds is in March annually in conjunction with the First Friday Art Walk.
6. The annual concert series will include up to (16) Friday or Saturday evenings.
7. In addition to concert production services, the City will be operating a new venue at the Mary Sue Rich Community Center that on occasion will require production services. This may include operation of the in-house audio and video system (an hourly rate) or a medium-sized production. For any event utilizing more than the general in-house equipment, the City will require production services as necessary for event labor, light technician, stage labor, and sound engineer. The cost should include a detailed breakout of services in an hourly format (i.e. cost for Lighting Tech, A/V Tech, etc.). The payment will be included in any rental agreement with outside rental parties and will be submitted via the City upon receipt of rental payment from client.
8. Performances throughout the year will feature a variety of national, regional, and local talent that will attract a broad range audience.

9. The City's objective is to attract citizens and people from all over, generate excitement for downtown, and positively impact downtown business economy.
10. **City reserves the right to determine which services will be secured on a case-by-case basis, based on the City's needs at that time.**

#### VENDOR RESPONSIBILITIES

1. **Vendor will work with the City Project Manager** to provide booking and contracting for national, regional, and local talent. Final approval for each act must be given by the City. Vendor shall assume full responsibility for communicating directly with band managers and/or booking agents to ensure artist tech rider expectations are met, including but not limited to proper equipment and set up of such. Additionally, the Vendor shall seek input for performers as suggested by the City, securing availability, cost, and other essential details in a timely manner as provided in the proposal.
2. **Talent Procurement.** Vendor shall be responsible for negotiating and booking acts for each performance as requested by the City. All acts and contractual agreements entered into on behalf of the City must be approved by the City Project Manager. Failure to obtain City's preapproval of agreements with talent will release City from any financial obligations thereof when Vendor is acting as a booking agent. The City retains the right to book its own acts in tandem with or outside of the Vendor as it deems appropriate.
3. **Artist Management.** Vendor will work directly with artist/band to meet on-site needs for the day of each event: load-in, sound check, hospitality (if requested) etc. Any and all hospitality costs for items requested by artist for the day of event (as explained in hospitality rider and negotiated by proposer and artist management) shall be incurred by the vendor and passed on to the City. The City retains the right to facilitate its own artist management as listed above in tandem with or outside of the vendor as it deems appropriate.
4. **Event Staff Management.** Vendor will be responsible for securing adequate event staffing and security deemed appropriate by the City and as needed to supplement City services.
5. **Production Management.** Vendor will be responsible for securing competent, professional grade sound and lighting at a competitive cost which meets both the expectations of the City and artist for each concert. All rider and backline requests must be negotiated by vendor and artist management prior to concert series to ensure seamless set-up the day of each show. Proposer is also responsible for supplying any and all requested stage and tech labor as listed by artist.
6. **Ticket Pricing.** Vendor shall provide information regarding appropriateness of ticket pricing and information related to equivalent pricing for such artists.
7. **Site Coordination.** Vendor shall coordinate with City Project Manager regarding all site logistics management to ensure that each concert and/or performance art within the series is well produced

#### SAFETY

1. The Vendor shall be fully responsible for the provision of adequate and proper safety precautions meeting all OSHA, local, state, and national codes concerning safety provisions for their employees, sub-contractors, all building and site occupants, staff, public, and all persons in or around the work area.

2. In no event shall the City be responsible for any damages to any of the Vendor's equipment, materials, property, or clothing lost, damaged, destroyed or stolen.
3. Prior to completion, storage and adequate protection of all material and equipment will be the Vendor's responsibility.

## Price Proposal

### Price Proposal:

#### 1. A) Levitt Amp Series (10 Shows)

##### **Audio Cost Per Show: \$3,500**

Includes:

- Profession Flown Sound System to Cover Venue
- Professional Stage Lighting
- Microphone Wiring Package
- Lifts and trussing to fly all gear
- Front of house console
- 4 stage monitors for sound
- 1 Audio Engineer
- 1 Audio Tech
- 1 Lighting Engineer

**Total Audio: \$35,000.00**

##### **Video Cost Per Show: \$5,000** *(Add on if desired)*

Includes:

- 4 matched HD broadcast cameras
- 1 16ftx9 LED Jumbotron
- 1 Tricaster 8000 switcher
- Various BNC video lines
- 1 Director
- 1 Video engineer
- 2 Camera Operators
- 1 Production Assistant

**Total Video: \$50,000.00**

**Total Cost if Video is included: \$85,000.00**

**Talent Cost for Levitt Amp: \$30,000**

#### B) Cattle Drive

##### **Audio Cost: \$4,000.00**

Includes:

- Profession flown sound system to cover venue
- Professional stage lighting
- Microphone wiring package
- Lifts and trussing to fly all gear
- Front of house console
- 4 stage monitors for sound
- 1 Audio Engineer

- 1 Audio Tech
- 1 Lighting Engineer

**Video Cost: \$7,500**

Includes:

- 4 Matched HD broadcast cameras
- 1 16ftx9 LED Jumbotron
- 1 Tricaster 8000 switcher
- Various BNC video lines
- 1 Director
- 1 Video engineer
- 2 Camera Operators
- 1 Production Assistant

**Total Cost if Video is included: \$11,500.00**

**C) Art Show (3 Shows)**

**Audio Cost Per Show: \$3,500**

Includes:

- Profession flown sound system to cover venue
- Professional stage lighting
- Microphone wiring package
- Lifts and trussing to fly all gear
- Front of house console
- 4 stage monitors for sound
- 1 Audio Engineer
- 1 Audio Tech
- 1 Lighting Engineer

**Total Audio Cost: \$10,500.00**

**Video Cost Per Show: \$7,500**

Includes:

- 4 matched HD broadcast cameras
- 1 16ftx9 LED Jumbotron
- 1 Tricaster 8000 switcher
- Various BNC video lines
- 1 Director
- 1 Video engineer
- 2 Camera Operators
- 1 Production Assistant

**Total Video Cost: \$22,500.00**

**Total Cost if Video is included: \$33,000.00**

**D) Retro Show**

**Audio Cost: \$5,000.00**

Includes:

- Profession flown sound system to cover venue
- Professional stage lighting
- Microphone wiring package
- Lifts and trussing to fly all gear
- Front of house console
- 4 stage monitors for sound
- 1 Audio Engineer
- 1 Audio Tech
- 1 Lighting Engineer

**Video Cost: \$7,500**

Includes:

- 4 matched HD broadcast cameras
- 1 16ftx9 LED Jumbotron
- 1 Tricaster 8000 switcher
- Various BNC video lines
- 1 Director
- 1 Video engineer
- 2 Camera Operators
- 1 Production Assistant

**Video: \$7,500.00**

**Total Cost if Video is included: \$12,500**

**E) Light Up Ocala**

**Main Stage Audio - \$5,000.00**

**Second Stage Audio - \$4,500.00**

**Kids Stage Audio - \$4,000.00**

**Main Stage**

Includes:

- Profession flown sound system to cover venue
- Themed Professional stage lighting
- Microphone wiring package
- Themed Lifts and trussing to fly all gear
- Front of house console
- Fake snow machines
- 4 stage monitors for sound
- 1 Audio Engineer
- 1 Audio Tech
- 1 Lighting Engineer

**Second Stage**

Includes:

- Profession flown sound system to cover venue
- Professional stage lighting
- Microphone wiring package
- Lifts and trussing to fly all gear
- Front of house console
- 4 stage monitors for sound
- 1 Audio Engineer
- 1 Audio Tech
- 1 Lighting Engineer

**Kids Stage**

Includes:

- Profession flown sound system to cover venue
- Professional stage lighting
- Microphone wiring package
- Lifts and trussing to fly all gear
- Front of house console
- 4 stage monitors for sound
- 1 Audio Engineer
- 1 Audio Tech
- 1 Lighting Engineer

**Total Audio: \$13,500.00**

**Video Cost: \$15,000.00**

Includes:

- 8 matched HD broadcast cameras
- 1 16ftx9 LED Jumbotron at main stage
- 1 16ftx9ft LD Jumbotron at kid stage
- 1 Tricaster 8000 switcher
- Various BNC video lines
- 2 Director
- 4 Video engineer
- 6 Camera Operators
- 3 Production Assistant

**Total Cost if Video is included: \$28,500.00**

**Complete Cost:**

- **Talent for Remaining Shows (outside of Levitt Amp Series): \$70,000.00**  
*\*\*Talent costs can fluctuate based on caliber talent and their availability\*\**
- **Total for Audio: \$68,000**
- **Total for Video: \$102,500.00**

- **Total for Talent: \$100,000.00**
- **Grand Total: \$270,500.00**

2. The City of Ocala will receive a flat reimbursement of all monetary investments leading up to the show. Ideas for monetization include but are not limited to

**Vendor Packages**

- Sponsors information on jumbotron
- Band Meet and Greets
- Charging Space for Food Trucks \$250.00
- Beer Garden
- VIP Packages
- Opening acts can pay to perform
- Access to After Parties partnering with local restaurant, bar or hotel (\$100.00)
- Hotel Sponsor to sponsor rooms
- RV Sponsor to sponsor Green Rooms

**VIP Package includes - \$100.00 per show**

- Special parking
- VIP Entrance
- VIP seating
- Band Meet and Greets

**Vendor Packages Includes - \$2,500.00 per series**

- Sponsors Logos on Jumbotron
- Signage throughout the event
- Vendor Village
- Access to After Parties
- Recognition via social media and event

**For Levitt Amp Series**

- 15 Sponsors - \$25,000.00
- 100 VIPs per show X 10 shows - \$100,000.00
- 5 food trucks per show X 10 Shows- \$12,500.00
- Total Revenue Generated for Levitt Amp - \$137,500.00

**3. Budget**

Innovative ways to book quality service at a lower cost would be to offer artists the opportunity to sell merchandise during the event. Artists are more inclined to offer cheaper rates if they can make additional revenue on mech sales.

**4. Revenue Ideas:**

**Food Truck Space - \$250.00**

- 5-10 Spaces per event

**VIP Package includes - \$100.00 per show**

- Special parking
- VIP Entrance
- VIP seating
- Band Meet and Greet

**Vendor Packages Includes - \$2,500.00 per series**

- Sponsors Logos on Jumbotron
- Signage throughout the event
- Vendor Village
- Access to After Parties
- Recognition via social media and event

**Access to After Parties - \$100.00**

**Beer Garden - Cost of permitting**

- Potential sponsor Cone or Tri-Eagle Sales
- \$5,000 per event for a business to sponsor

Please provide pricing for A/V tech services at the Mary Sue Rich Community Center

- Audio Engineer \$350 for 4 hrs min / \$600 for Day Rate

- Video Engineer \$350 for 4 hrs min / \$600 for Day Rate

- Support Tech Rate (min of 3hrs per tech) \$35 per

- Additional Upgraded Equipment	
16 channel Mixing Board	\$125/day
32 channel digital mixing board	\$350/(Dillon Media Audio Engineer Required)
Wire Mic.	\$20/day
Wireless Lapel.	\$60/day
Wireless Handheld	\$60/day
Portable Projector.	\$150/day
6x8 Portable Screen.	\$100/day
8x8 Portable Screen	\$150/ day
4k/USD Video Cameras	\$350/day (Dillon Media Video Engineer Required)
- Additional Equipment or Backline available by requirement	

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REC / 220663 Concert Series  
Production and Management Services

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Thomas "TJ" Ready, Operations Manager  
352-229-2711 | [tready@dillonmediagroup.com](mailto:tready@dillonmediagroup.com)



## Qualifications, Experience, References, Staffing Plan, and Litigation

### Qualifications and Experience:

#### 1. Qualifications and Experience

##### MEET OUR STAFF:

##### **Thomas "TJ" Ready - Point of Contact & Project Manager**

TJ is a lifetime resident of Marion County. His high school interest in video production helped him get started with his career in media. At 18 after high school he began part-time for Jeff at Dillon Video & Photo here in Ocala. From there, he went on to get his business degree, and spent 6 years working for the parks department of Marion County. Since then, he has been back full-time with Jeff for 5 years, and has won 3 national awards for video production with local branding videos he has produced.

TJ currently sits on the board of 3 different nonprofits in the community. He is currently the Vice President for the Marion County Hospitality Council, District 10 Commission for the Babe Ruth Baseball League here in Marion County, on the Board of the Chief Greg Graham Legacy Foundation and Board Member for McKenzies Moment. Community involvement plays a big role in TJ's life, he sees it as his way to give back the community that has raised him and shaped his life. Over his tenure with the organizations he is a part of he has generated almost \$800,000 dollars through charity fundraisers

TJ is currently raising his own children 3 years old and 1 year old here in Ocala.

TJ will be managing this project and the point of contact.

##### *Education & Certifications:*

- Rasmussen College - Ocala, FL - Graduated 2016  
- Bachelors Degree in Business Administration
- Google Video Certification

##### *Accomplishments & Skills*

- 3-Time Telly Award Winner
- Basecamp Project Management Software, Avid Media Composer, Final Cut Pro, Adobe Creative Suite, NewTek Equipment

##### *Strengths:*

Strengths include: Keen eye for detail, very organized, easy to work with, known face within the community. Knowledge of the community and the surrounding business landscape.

##### **Jeff Dillon - Senior Consultant**

Jeff's early career began as a news reporter and photojournalist for both the ABC affiliate in Gainesville and the NBC affiliate in Orlando. In 1985, he established Dillon Video and Film Productions, and for the past 35 years, Jeff has been an industry leader here in Central Florida.



Jeff's business ties run very deep within our community. Long-time clients include Ocala Breeders' Sales, E-One and Shade Systems. Jeff and his crew have filmed every single horse sold at OBS for the past two decades and has also been honored with 16 National Telly Awards for his work in video production.

As senior consultant, Jeff will be overseeing the project from beginning to completion.

*Education & Certifications:*

- Brown Institute - Ft. Lauderdale, FL - Graduated 1980
  - Radio & Television Broadcasting

*Accomplishments & Skills:*

- 16 Time International Telly Award Winner
- Expert in Avid Media Composer, Broadcast, HD, 4K and 8K Cameras, NewTek TriCaster and NewTek 3Play, BUF Sports Replay System

**Paul Langley - Audio Engineer**

Paul knew from his freshman year of high school that he wanted to make a career in audio and video productions. After graduating, he worked for an ABC affiliate, started his company and did free-lance work for many national networks. He has been instrumental in fundraising for Marion County Humane Society and a number of other local charities while working alongside A-list Hollywood talents and numerous political figures. Ten years ago, he met his mentor from Nashville who has given him guidance in artist management and representation as well as insight to studio recording. Paul has since worked with some of the top touring artists from around the world.

*Education & Certifications:*

- Belleview High School - Belleview, FL - Graduated 1998
  - High School Diploma: Video Productions
  - Awarded a Gold Seal from the State of Florida with 6.5 credits in Video/Media Relations alone, as well as State and National Awards for Video Competitions.
- Adobe certified instructor

*Accomplishments & Skills:*

- Technical Achievement award for creating training videos at Ocala Police Department.
- Initiated a public relations campaign for a non-profit on a tight budget, raising over \$26,000.
- Associated Press award winner, first place for short documentary series while at ABC.
- Over 220 local, state and national awards presented to my students over the past four years under my leadership
- Exclusive sound company for all JT Productions for all movie premiers, working directly with John Travolta and Kelly Preston

*Strengths:*

Relationship building, customer service focused, promotional campaigns, deadline-driven, exceptional multi-tasker, decisive problem solver, organized and efficient, sound judgment

**SIMILAR WORK:****Summerland Tour** **Bubba Speedway | Ocala, FL | June 2014**

- Featuring Soul Asylum, Eve6, Space Hog, Everclear
- Event Layout and Planning
- Full Production: Stage, Lighting, Sound, Video

**Harvest Feast** **Tuscawilla Park | Ocala, FL | November 2014 & 2015**

- Event Layout and Planning
- Booked National Artists
- Full Production: Stage, Lighting, Sound, Video

**Sister Hazel | Chad, JVC Broadcasting** **Gainesville, FL | October 2015**

- Event Layout and Planning
- Full Production: Stage, Lighting, Sound, Video

**Horse Farms Forever Annual Conservation Summit** **Ocala Breeder's Sales | Ocala, FL**

- All Production of Event both audio and Video
- Presentation for Commissioner of Agriculture Adam Putnam
- Presentation for John Malone CEO for Tele-Communications
- Presentation for Bernie Little Jr.

**November 2020 & 2021****McKenzies Moment** **Golden Ocala | Ocala, FL | April 2021**

- Two day long fundraiser event featuring a musical artist
- Provided all audio and video need for the event
- Ran Audio for Javier Colon the First Winner of ABC's the Voice.
- Audio for MLB Hall of Famer Mariano Rivera
- Fundraiser raised over 600K

**Central Florida Hope Center** **Apopka Ampitheater | Apopka, FL | September 2021**

- Featuring LOCASH
- Event Layout and Planning
- Full Production: Stage, Lighting, Sound, Video

**Next Level Planter's Clinic** **Harrah's Ak-Chin | Maricopa, AZ | January 2022**

- Event Layout and Planning
- All Audio and Video for Inside Stage
- All Audio and Video for Six Outside Stations

# DILLON MEDIA GROUP



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**PAST CLIENTS:**

- Ace Hood
- Asleep At The Wheel
- Average White
- Bellamy Brothers
- Big Smo
- Bret Michaels
- Chris Jansen
- Circus Cowboys
- Colt Ford
- Craig Campbell
- Craig Morgan
- Dan & Shay
- Dustin Lynch
- Eric Church
- Eve6
- Everclear
- Faith Hill
- Frankie Ballard
- George Strait
- Georgia Satelights
- Great White
- Greg Allman
- Hayden Carpenter
- Jamie Lynn Spears
- Jarrod Niemann
- Jim Mayer
- Joe Nichols
- John Michael Montgomery
- Jon Pardi
- Kane Brown
- Kenny Chesney
- Lady Antebellum
- Lang Scott
- Lee Ann Womack
- Lil Kee
- Linda Davis
- LoCash Cowboys
- Lorrie Morgan
- Lucas Hoge
- Lynyrd Skynyrd
- Molly Hatchet
- Nathan Osmond
- Nick Cannon
- Parmalee
- Peter Mayer
- Sister Hazel
- Space Hog
- Stephanie Quayle
- The Lacs
- The Wheeler Sisters
- Tim McGraw
- Tito Puente Jr.
- Tone Loc
- Tucker Beathard
- Waka Flocka

**2. Proposer Information:**

Dillon Media Group  
 (352) 895-0831  
 1548 SW 7th Road, Ocala, FL 34471  
 DillonMediaGroup.com

- Federal Taxpayer ID: 59-3456442 (*Appendix A*)
- E-Verify (*Appendix B & C*)
- Business Tax Certificate (*Appendix D*)
- City of Ocala Vendor Information Form (*Appendix E*)
- City of Ocala Authorization Agreement for EFT Payment Election (*Appendix F*)

**Contact Information:**

- Thomas "TJ" Ready - Point of Contact & Project Manager  
352-229-2711 | TReady@DillonMediaGroup.com
- Paul Langley - Audio Engineer & Talent Rep  
352-598-2901 | Paul@DillonMediaGroup.com
- Jeff Dillon - Senior Consultant  
352-209-3105 | Jeff@DillonMediaGroup.com

**3. Insurance** (*Appendix G-I*)

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## References and Staffing Plan:

### 1. References

- Jim Wynn, *MCF Promoter / Venue Promoter* (352) 572-861
- Chad Hallmark, *JVC Broadcasting* (407) 373-4475
- Chris Carson, *City of Mt. Dora* (352) 455-3171
- Mike Borchetta, *Artist Manager / Record Label* (352) 390-0761
- Scott Chevalier, *Rep. for Several Charities* (615) 479-6294
- Randy Siever, *Dowdy Crop Innovations* (859) 630-6114

### 2. Staffing Plan

Dillon Media group has a staff of 8 full time staff and the ability to book sub contractors as needed. Taking on the addition of this project is something fully within the wheelhouse of our organization.

Phase 1 will include planning/artist inquiry meetings that will take place before each series to determine the genre/level of artist. This meeting will include representatives from the City of Ocala as well as Dillon Media Group.

Phase 2 will begin once talent has been approved and booked. A pre production meeting will be scheduled, at that meeting roles will be assigned and a run of show will be generated. This meeting will determine the staffing needs and requirements. All Shows will have a minimum of 1 Audio Engineer and two Audio Techs.

Phase 3 includes the implementation of the run of show the day of the event. Gear load in, set up, audio checks, band load in ETC. Staffing will have a minimum of 1 Audio Engineer and two Audio Techs.

**Paul Langley, Audio Engineer** - (352) 598-2901 | Paul@DillonMediaGroup.com

- Talent Representative
- Tech Rider Liaison
- Day of Show Production Coordinator

**Thomas (TJ) Ready, Director of Operations** - (352) 229-2711 | TReady@DillonMediaGroup.com

- Project Manager
- City Liaison
- Day of show visual director

**Jeff Dillon, President** - (352) 209-3105 | JeffDillonVideo@Yahoo.com

## Litigation:

### 1. Summary of Litigation

Dillon Media Group is free of any litigations, claims, or contract disputes.



**Approach, Methodology, Project Schedule**

**Approach and Methodology:**

**1. Approach and Methodology**

Each series will be looked at as separate events. Dillon Media Group will work hand and hand with the City of Ocala to determine the demographics of each event. Depending on location, demographic and time of year; the artist that best fits those needs will be booked. Using the Cattle Drive as an example; Dillon Media Group would attempt to book a country artist and try to utilize local talent as show openers to show the talent Marion County has to offer.

Cattle Drive opener - Noah Huntington - Local Talent  
 Cattle Drive Headliner - Keith Anderson - Hit Songs include - "Double XL" "Picking WildFlowers"  
 Additional Cattle Drive Headliner - Kip Moore - Hit Songs include - "Beer Money" "Something Bout a Truck"

For the Levitt Amp Series Dillon Media Group suggests Bookends with a build in the middle.

Levitt Amp Show 1- Javier Colon - First Winner of ABC's The Voice

Various artists that fit the demo for Shows 2-9

Levitt Amp Show 10 - Miami Sound Machine (Gloria Estefan's Band)

Dillon Media Group would suggest implementing a tracking system for attendance throughout the Levitt Amp Series. By keeping track we can offer an incentive to patron's that have attended all 10 shows. This would entice those in the community to attend all events.

Dillon Media Group would ask the City of Ocala to handle all permits.

**Project Schedule:**

**1. Schedule**

Proposed Timeline with Travel:

Day 1		Day 3	
6:00pm	Stage Load In	9:00am	LED Walls Install / Video Set-Up
		9:30am	Generator Arrives
Day 2		10:00am	DMG Final Walk-through
3:00pm	Bands / Talent Arrives	12:00pm	Sound Check w/ Band
4:00pm	Band Load In	5:30pm	Tech Crew Arrives to
6:30pm	Sound Check w/ Band -		Set Up Merchandise table
	Access Passes Given	5:45pm	System Powers Up & Track Music Starts
		5:50pm	Band Arrive in Green Room
		6:00pm	Opening Band on Stage
		8:01pm	Headliner Intro
		8:45pm	Show Ends
		9:15pm	Band Meet Fans to Sign Autographs and Take Photos



## Price Proposal

### Price Proposal:

#### 1. A) Levitt Amp Series (10 Shows)

##### **Audio Cost Per Show: \$3,500**

Includes:

- Profession Flown Sound System to Cover Venue
- Professional Stage Lighting
- Microphone Wiring Package
- Lifts and trussing to fly all gear
- Front of house console
- 4 stage monitors for sound
- 1 Audio Engineer
- 1 Audio Tech
- 1 Lighting Engineer

**Total Audio: \$35,000.00**

##### **Video Cost Per Show: \$5,000** *(Add on if desired)*

Includes:

- 4 matched HD broadcast cameras
- 1 16ftx9 LED Jumbotron
- 1 Tricaster 8000 switcher
- Various BNC video lines
- 1 Director
- 1 Video engineer
- 2 Camera Operators
- 1 Production Assistant

**Total Video: \$50,000.00**

**Total Cost if Video is included: \$85,000.00**

**Talent Cost for Levitt Amp: \$30,000**

#### B) Cattle Drive

##### **Audio Cost: \$4,000.00**

Includes:

- Profession flown sound system to cover venue
- Professional stage lighting
- Microphone wiring package
- Lifts and trussing to fly all gear
- Front of house console
- 4 stage monitors for sound
- 1 Audio Engineer

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- 1 Audio Tech
- 1 Lighting Engineer

**Video Cost: \$7,500**

## Includes:

- 4 Matched HD broadcast cameras
- 1 16ftx9 LED Jumbotron
- 1 Tricaster 8000 switcher
- Various BNC video lines
- 1 Director
- 1 Video engineer
- 2 Camera Operators
- 1 Production Assistant

**Total Cost if Video is included: \$11,500.00****C) Art Show (3 Shows)****Audio Cost Per Show: \$3,500**

## Includes:

- Profession flown sound system to cover venue
- Professional stage lighting
- Microphone wiring package
- Lifts and trussing to fly all gear
- Front of house console
- 4 stage monitors for sound
- 1 Audio Engineer
- 1 Audio Tech
- 1 Lighting Engineer

**Total Audio Cost: \$10,500.00****Video Cost Per Show: \$7,500**

## Includes:

- 4 matched HD broadcast cameras
- 1 16ftx9 LED Jumbotron
- 1 Tricaster 8000 switcher
- Various BNC video lines
- 1 Director
- 1 Video engineer
- 2 Camera Operators
- 1 Production Assistant

**Total Video Cost: \$22,500.00****Total Cost if Video is included: \$33,000.00**



#### D) Retro Show

##### **Audio Cost: \$5,000.00**

Includes:

- Profession flown sound system to cover venue
- Professional stage lighting
- Microphone wiring package
- Lifts and trussing to fly all gear
- Front of house console
- 4 stage monitors for sound
- 1 Audio Engineer
- 1 Audio Tech
- 1 Lighting Engineer

##### **Video Cost: \$7,500**

Includes:

- 4 matched HD broadcast cameras
- 1 16ftx9 LED Jumbotron
- 1 Tricaster 8000 switcher
- Various BNC video lines
- 1 Director
- 1 Video engineer
- 2 Camera Operators
- 1 Production Assistant

##### **Video: \$7,500.00**

**Total Cost if Video is included: \$12,500**

#### E) Light Up Ocala

**Main Stage Audio - \$5,000.00**

**Second Stage Audio - \$4,500.00**

**Kids Stage Audio - \$4,000.00**

##### **Main Stage**

Includes:

- Profession flown sound system to cover venue
- Themed Professional stage lighting
- Microphone wiring package
- Themed Lifts and trussing to fly all gear
- Front of house console
- Fake snow machines
- 4 stage monitors for sound
- 1 Audio Engineer
- 1 Audio Tech
- 1 Lighting Engineer



### Second Stage

Includes:

- Profession flown sound system to cover venue
- Professional stage lighting
- Microphone wiring package
- Lifts and trussing to fly all gear
- Front of house console
- 4 stage monitors for sound
- 1 Audio Engineer
- 1 Audio Tech
- 1 Lighting Engineer

### Kids Stage

Includes:

- Profession flown sound system to cover venue
- Professional stage lighting
- Microphone wiring package
- Lifts and trussing to fly all gear
- Front of house console
- 4 stage monitors for sound
- 1 Audio Engineer
- 1 Audio Tech
- 1 Lighting Engineer

**Total Audio: \$13,500.00**

**Video Cost: \$15,000.00**

Includes:

- 8 matched HD broadcast cameras
- 1 16ftx9 LED Jumbotron at main stage
- 1 16ftx9ft LD Jumbotron at kid stage
- 1 Tricaster 8000 switcher
- Various BNC video lines
- 2 Director
- 4 Video engineer
- 6 Camera Operators
- 3 Production Assistant

**Total Cost if Video is included: \$28,500.00**

### Complete Cost:

- **Talent for Remaining Shows (outside of Levitt Amp Series): \$70,000.00**  
*\*\*Talent costs can fluctuate based on caliber talent and their availability\*\**
- **Total for Audio: \$68,000**
- **Total for Video: \$102,500.00**

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- **Total for Talent: \$100,000.00**

- **Grand Total: \$270,500.00**

2. The City of Ocala will receive a flat reimbursement of all monetary investments leading up to the show. Ideas for monetization include but are not limited to

#### **Vendor Packages**

- Sponsors information on jumbotron
- Band Meet and Greets
- Charging Space for Food Trucks \$250.00
- Beer Garden
- VIP Packages
- Opening acts can pay to perform
- Access to After Parties partnering with local restaurant, bar or hotel (\$100.00)
- Hotel Sponsor to sponsor rooms
- RV Sponsor to sponsor Green Rooms

#### **VIP Package includes - \$100.00 per show**

- Special parking
- VIP Entrance
- VIP seating
- Band Meet and Greets

#### **Vendor Packages Includes - \$2,500.00 per series**

- Sponsors Logos on Jumbotron
- Signage throughout the event
- Vendor Village
- Access to After Parties
- Recognition via social media and event

#### **For Levitt Amp Series**

- 15 Sponsors - \$25,000.00
- 100 VIPs per show X 10 shows - \$100,000.00
- 5 food trucks per show X 10 Shows- \$12,500.00
- Total Revenue Generated for Levitt Amp - \$137,500.00

### **3. Budget**

Innovative ways to book quality service at a lower cost would be to offer artists the opportunity to sell merchandise during the event. Artists are more inclined to offer cheaper rates if they can make additional revenue on mech sales.

### **4. Revenue Ideas:**

#### **Food Truck Space - \$250.00**

- 5-10 Spaces per event



**VIP Package includes - \$100.00 per show**

- Special parking
- VIP Entrance
- VIP seating
- Band Meet and Greet

**Vendor Packages Includes - \$2,500.00 per series**

- Sponsors Logos on Jumbotron
- Signage throughout the event
- Vendor Village
- Access to After Parties
- Recognition via social media and event

**Access to After Parties - \$100.00**

**Beer Garden - Cost of permitting**

- Potential sponsor Cone or Tri-Eagle Sales
- \$5,000 per event for a business to sponsor



# BUSINESS TAX CERTIFICATE

FOR

## DILLON VIDEO & FILM PRODUCTION

BUSINESS LICENSE NUMBER:	A43459
AUTHORIZED BUSINESS LOCATION:	1552 SW 7TH RD ##7
TYPE OF BUSINESS:	General Business
SUBTYPE:	ADMIN OFFICE(S)

### EXPIRES: 9/30/2022

THIS PERMIT IS ISSUED FOR THE PERIOD AS STATED ABOVE AND MUST BE CONSPICUOUSLY DISPLAYED AT ALL TIMES.

GENERAL BUSINESS BASED ON SQFT	
GENERAL BUSINESS BASED ON SQFT	\$75.00

**ISSUED BY:**  
 City of Ocala  
 Growth Management Department  
 201 SE 3RD Street (2nd floor)  
 Ocala, Florida 34471  
 352-629-8421

Pursuant to Section 62-75, Issuance of a Business Tax Certificate and Occupational License does not imply compliance with Chapter 122, Zoning

**LICENSE ISSUED TO:**  
 DILLON VIDEO & FILM PRODUCTION  
 PO BOX 82  
 OCALA Florida 34478  
 United States

**NOTICE:**  
 IF YOU ARE NO LONGER IN BUSINESS, OR GO OUT OF BUSINESS, YOU ARE REQUIRED TO NOTIFY THE "ONE STOP PERMIT CENTER" AT 629-8421 TO CLOSE THIS CERTIFICATE OR PENALTIES COULD APPLY.

D

# DILLON

## MEDIA GROUP

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Thomas "TJ" Ready, Operations Manager  
352-229-2711 | [tready@dillonmediagroup.com](mailto:tready@dillonmediagroup.com)

## TABLE OF CONTENTS

- 1 | COPY OF PRESENTATION
- 2 | RESUMES
- 3 | LETTERS OF RECOMMENDATION
- 4 | Q & A

# Who is DILLON | MEDIA GROUP ?

## Jeff Dillon

### PRESIDENT & OWNER

- Moved to Ocala in 1980 After Being Hired by Jim Kirk to Work at WMOP and WFUZ (Now K Country 93.7) Radio Stations
- 1982 – WCJB-TV20 Gainesville (ABC) – Ran the Ocala News Office, Reporter, Videographer
- 1984 – WESH TV2 Orlando (NBC) – Opened Ocala News Bureau, Reporter, Videographer
- 1985 – Established Dillon Video & Film Productions, Incorporated in 1992
- 2019 – Launched Dillon Media Group with Clinton Grubbs and TJ Ready
- 2021 – Acquired The Market Place - a video and website company that services agricultural based clients across Florida and the US. Also acquired lighting staging and sound company PFL Productions.
- Winner of 18 International Telly Awards
- Graduate of Brown Institute of Broadcasting - Earned a First Class Federal Communications Commission Operators License
- Married to Debbie, Have 1 Daughter and 1 Grandchild



**DILLON | MEDIA  
GROUP**



# The Evolution of DMG

# DILLON MEDIA GROUP



DILLON MEDIA GROUP

Why do people want to work with us?



Large diverse staff with various knowledge and experiences in the industry.



# Scalability



**DILLON** | MEDIA GROUP

# TJ Ready

OPERATIONS MANAGER AND PROJECT MANAGER

- Over 12 Years of Industry Experience
- Winner of 3 Telly Awards
- 2022 40 Under 40 Award Recipient
- Currently Sits on the Board of 3 Local Non-Profits
- Bachelor's Degree in Business Administration
- Born and Raised in Ocala, Fl.
- Married with Two Kids



**DILLON** | MEDIA GROUP

# Paul Langley

AUDIO & LIGHTING ENGINEER / TALENT MANAGEMENT

- Over 28 Years of Industry Experience
- Winner of 2 Associates Press Awards
- Nashville Recording Engineer
- Currently Sits on the Board of Power House, a local Non-Profit, a Mentor to Over 30 Teens and a Member of FCA
- Married for Over 20 Years with Three Boys



DILLON MEDIA GROUP

# Sage Love

CINEMATOGRAPHER & LIGHTING TECHNICIAN

- Director and Produced for Film
- Head of Productions for Live Production
- 10 Years Experience
- Award Winning Filmmaker of Narratives and Documentaries
- 2021 Telly Award Winner for Shooting and Editing



# Tyler Bell

TECHNICAL PRODUCER & ASSISTANT AUDIO ENGINEER

- 5 Years Experience
- Certified in Adobe, Photoshop, InDesign, Premiere Pro, Audition, Illustrator
- Microsoft Platforms All 365 Platforms
- Davinci Resolve 18
- Veteran of the Army National Guard
- Live Streaming Platforms



DILLON MEDIA GROUP

# Clinton Grubbs

DIRECTOR OF INTERNAL COMMUNICATIONS

- 9 Years of Industry Experience
- Certified in Google Ads Search, Display and Video
- Certified in Hubspot, Inbound Marketing and Sales
- Manage 150 Plus Website and Marketing Accounts
- Manages over \$500,000 in Digital Marketing Annually
- Project Management
- Data Management
- Logistics Experience



**DILLON** | MEDIA GROUP

# Kristina Ackerman

BRAND DEVELOPMENT & GRAPHIC DESIGN

- Over 17 Years of Experience in Graphic Design
- Detail Oriented
- Project Management
- Social Media Management
- Event Management



# Heather Lenemier

GRAPHIC DESIGN

- Over 30 Years of Experience in Graphic Design
- Project Management
- Support Staff
- Follow Up Specialist



**DILLON** | MEDIA GROUP

# Subcontractors

- Mike Koller - Backline Specialist, Audio Technician, Lighting Engineer
- Ron Marshall - Rigging & Power Specialist, Set Designer
- Kurt Winner - Stage Technician, Audio Engineer
- Ed Yarb - Audio Technician, Lighting Engineer, Videographer
- TechServ - IT Support (if needed)



# Community Impact



MCKENZIE'S MOMENT



BOYS & GIRLS CLUB  
OF MARION COUNTY





DILLON MEDIA GROUP

# Relationships



CITY OF MOUNT DORA



DILLON MEDIA GROUP



# CITY OF MOUNT DORA

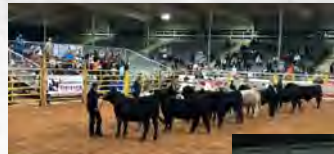
- Last Call and Summer Bash
- City Wide Event for Students and Families Prior to Back to School Season
- One Day Event
- Full Production: Stage Lighting & Sound
- Booked & Managed Talent
- Over 3,500 in Attendance



**DILLON** MEDIA GROUP



- Ocala Breeders' Sales Company
- January 24th-26th, 2022
- March 8th-16th, 2022
- April 8th-22nd, 2022
- May 27th-June 9th, 2022
- Multi-day Full Production - 14 Staff Crew
- Approximately 5k in Attendance Each Sale
- Contracted since 1995



- Southeastern Youth Fair
- February 23rd-March 5th, 2022
- Located at the Southeastern Livestock Pavilion
- Multi-day/Multi-event Production - 6 Staff Crew
- Full Production: Audio, Video, LED Screen, & Staging
- Approximately 25k in Attendance
- Produced in 2021, 2022, and Contracted for 2023

**DILLON** MEDIA GROUP



MCKENZIE'S MOMENT

- McKenzie's Moment 501(c)(3)
- April 22nd-25th, 2022
- Golden Ocala & Equestrian Center
- Full Production: Audio, Video, LED Screen, & Staging
- Multi-day/Multi-event Production - 5 Staff Crew
- Approximately 1,500 in Attendance over 3 Days
- Javier Colon First Winner of ABC's the Voice
- Produced in 2021, 2022, and Contracted for 2023



DILLON MEDIA GROUP



NEXT LEVEL



- January 23rd-27th, 2022
- Harrah's AK Chin in Maricopa, AZ
- 3 Day Event
- Full Production: Audio, Video, LED Screen, & Staging of 8 Stages Running Simultaneously
- Full Event Management
- Crew of 22 Staff to Cover 20 Acres
- Approximately 1000 in Attendance



HORSE FARMS FOREVER



- Horse Farms Forever Conservation Summit
- OBS Sales Pavilion
- November 23rd, 2021
- Full Production: Audio, Video, Screens, & Staging
- Crew of 6 Staff
- Approximately 1000 in Attendance
- Produced in 2020, 2021, & Contracted for the November 11th, 2022 Summit

DILLON MEDIA GROUP

# Previous Experience

- **Central Florida Hope Center** Apopka Ampitheater | Apopka, FL
  - Featuring LOCASH
  - Event Layout and Planning
  - Full Production: Stage, Lighting, Sound, Video
  
- **Sister Hazel | Chad, JVC Broadcasting** Gainesville, FL
  - Event Layout and Planning
  - Full Production: Stage, Lighting, Sound, Video
  
- **Harvest Fest | Janie Pope** Tuscawilla Park |Ocala, FL
  - Assisted with Event Planning and Timeline
  - Booked National Artists -The Wheeler Sisters
  - Full Production: Stage, Lighting, Sound
  
- **Summerland Tour | Chad, JVC Broadcasting** Bubba Speedway | Ocala, FL
  - Featuring Soul Asylum, Eve6, Space Hog, Everclear
  - Event Layout and Planning
  - Full Production: Stage, Lighting, Sound, Video



# Past Clients

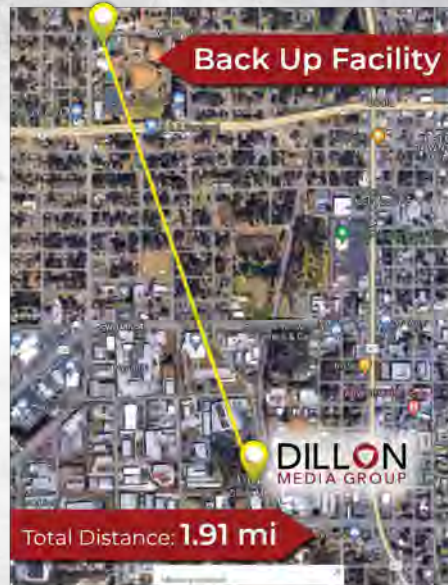
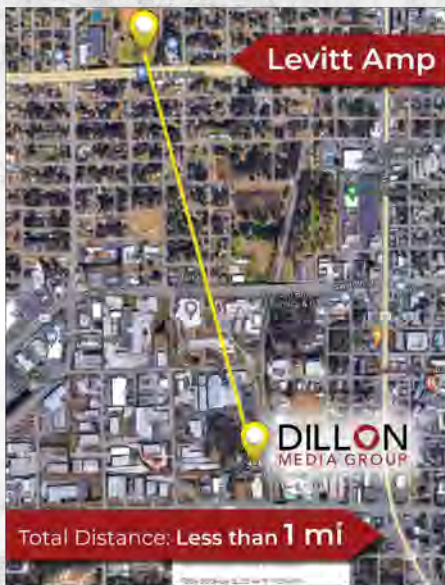
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- Jarrod Niemann
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- Joe Nichols
- John Michael Montgomery
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- Kane Brown
- Kenny Chesney
- Lady Antebellum
- Lang Scott
- Lee Ann Womack
- Lil Kee
- Linda Davis
- LoCash Cowboys
- Lorrie Morgan
- Lucas Hoge
- Lynyrd Skynyrd
- Molly Hatchet
- Nathan Osmond
- Nick Cannon
- Parmalee
- Peter Mayer
- Sister Hazel
- Space Hog
- Stephanie Quayle
- The Lacs
- The Wheeler Sisters
- Tim McGraw
- Tito Puente Jr.
- Tone Loc
- Tucker Beathard
- Waka Flocka



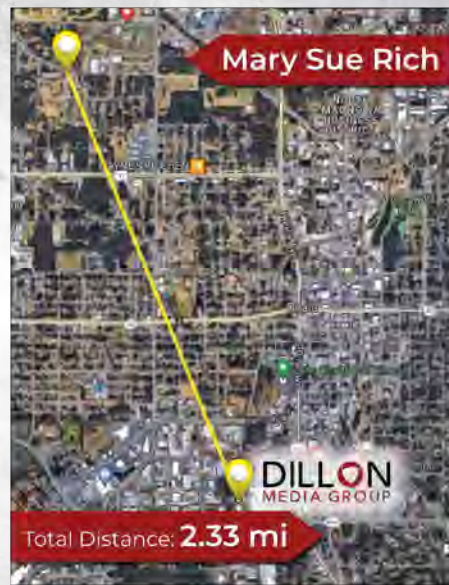
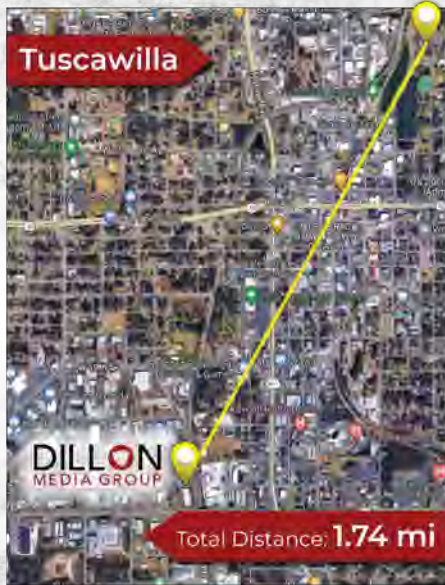
# WE ARE LOCAL



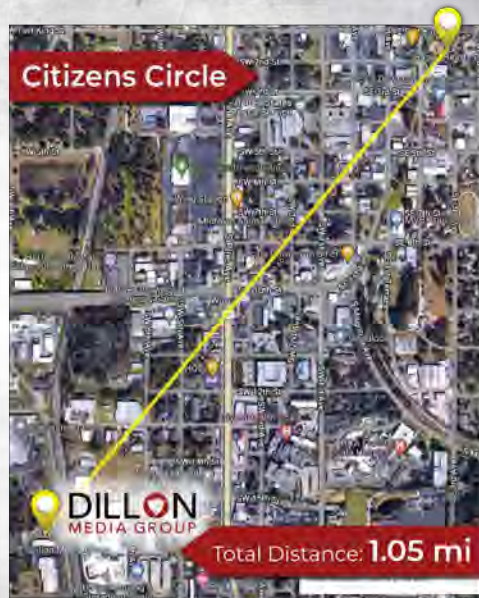
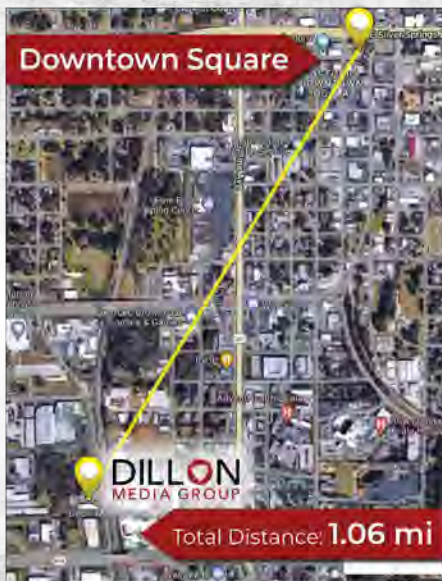
**DILLON** | MEDIA GROUP



**DILLON** | MEDIA GROUP

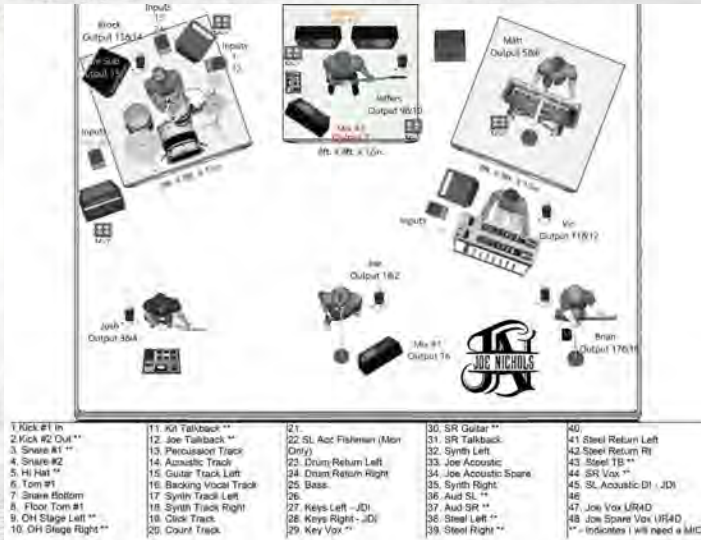


DILLON MEDIA GROUP



DILLON MEDIA GROUP

# Sample Stage Plot

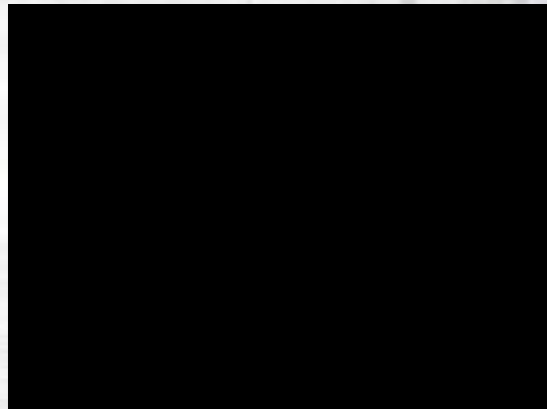


Current Event  
at The Stockyard  
in Holiday, FL  
on October 21, 2022

**DILLON** MEDIA GROUP

# Adaptability

- Large Crew on Staff
- Close Proximity to Each Location
- Debt-Free Company That Owns All Assets and Gear



View Full Video - <https://youtu.be/MtEiVYto4C>

**DILLON** MEDIA GROUP



DILLON | MEDIA  
GROUP

# Conclusion

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## Q&A

DILLON | MEDIA  
GROUP

# Thomas Ready

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## EXPERIENCE

### Dillon Video/Dillon Media Group – Ocala, FL

*Director of Operations*

August 2017 - PRESENT | Part time 2010-2017

After working part time for Dillon Video since 2010 was hired on full time in 2017 for Business Development. Since that time has risen through the ranks to Director of Operations

### Marion County Board of County Commissioners – Ocala, FL

*Parks Service Worker IV*

March 2011 - August 2017

Began as a Parks Service Worker 1 and worked through the ranks to a PSW IV. Managed and operated KP Hole located on the rainbow river for 3.5 years. Operated a facility that saw thousands of customers and generated over a half million dollars annually.

### Mimi's Cafe – Ocala, FL

*Server*

July 2010 - October 2013

Customer Service, Cash handling, working under stressful situations.

## EDUCATION

### Rasmussen College – Ocala, FL – Bachelor's Degree

August 2012- June 2016

Studied Business Administration. Graduated with Honors 3.95 GPA. Made the Dean's List for Academic Achievement in 2015 & 2016. Was accepted to Rasmussen's Leadership Program in 2015.

### Santa Fe College – Gainesville, FL – Associates Degree

August 2010 - June 2012

Studied Interactive Media. Learned the interworking of Film, Lighting, Staging, Audio, Photoshop, Typography and more.

### Vanguard High School – Ocala, FL – Diploma

August 2016 - June 2010

Graduated with High Honors. 3.87 GPA. Was selected as 2010 TV Production & Broadcast Student of the year. Placed 4th in the Nation Wide STN Sweet 16 competition

## SKILLS

- Project Management
- Event Planning
- Vast Knowledge of Audio and Video
- Ability to Handle Stressful Situations

## AWARDS

- 3-Time Telly Award Winner
- Ocala Magazine 40 under 40 Award Recipient
- 2015 FRPA Emerging Leader Graduate
- Google Video Certification

**BIO**

TJ is a lifetime resident of Marion County. His highschool interest in video production helped him get started with his career in media. At 18 after highschool he began part-time for Jeff at Dillon Video & Photo here in Ocala. From there, he went on to get his business degree, and spent 6 years working for the parks department of Marion County. Since then, he has been back full-time with Jeff for 5 years, and has won 3 national awards for video production with local branding videos he has produced.

TJ currently sits on the board of 3 different nonprofits in the community. He is currently the Vice President for the Marion County Hospitality Council, District 10 Commission for the Babe Ruth Baseball League here in Marion County, on the Board of the Chief Greg Graham Legacy Foundation and Board Member for McKenzies Moment. Community involvement plays a big role in TJ's life, he sees it as his way to give back the community that has raised him and shaped his life. Over his tenure with the organizations he is a part of he has generated almost \$800,000 dollars through charity fundraisers

TJ is currently raising his own children 3 years old and 1 year old here in Ocala.

# Paul Langley

## EXPERIENCE

### Dillon Video/Dillon Media Group – Ocala, FL

*Audio & Video Freelance*

April 2021 - PRESENT | Freelance June 1998 - April 2021

### Marion County School Board – Ocala, FL

*Digital Video Teacher*

August 2018 to May 2022

### PFL Productions – Ocala, FL

*Owner – CEO*

Audio, Video, Lighting and Staging - concept development to final product for an assortment of events from large-scale concerts to marketing campaigns

### City of Ocala Police Department – Ocala, FL

*Community Service Specialist / Video Production Specialist*

September 2001 - September 2014

### WCJB Tv20 / ABC Affiliate – Gainesville, FL

*Marion County Bureau Chief Videographer*

October 1998 - September 2001

## EDUCATION

### Belleview High School – Belleview, FL – Diploma

August 1994 - June 1998

Video Productions - Awarded a Gold Seal from the State of Florida with 6.5 credits in Video/ Media Relations alone, as well as State and National Awards for Video Competitions.

## REAL LIFE EXPERIENCE

Interning for many film and video studios while in high school has caused me to open my own production company. We are the exclusive production company for JVC Broadcasting, JTP Films, Ocala Records, Lofton Creek Records, Hilton of Ocala, Party Time Rentals, Marion County 4th of July Celebration. I have also free-lanced for major networks such as ABC, Discovery Channel, FX, Fox, The Weather Channel and ESPN. I am well-liked in the community and personally know most of the business owners, as well as all of the media outlets and contacts for the Ocala area. I am a people person with the knowledge of how to get attention and pull off some impressive ideas. I work with numerous national/international touring artists providing them with anything from monitors to front of house sound equipment and engineer services, backline as well as stage management.

## SKILLS

- Nashville Recording Engineer
- Relationship Building Expert
- Customer Service Focused
- Promotional Campaigns
- Deadline-Driven
- Exceptional Multi-Tasker
- Decisive Problem Solver
- Organized and Efficient
- Sound Judgment

## ACCOMPLISHMENTS

- Technical Achievement Award for Creating Training Videos at Ocala Police Department
- Initiated a Public Relations Campaign for a Non-Profit on a Tight Budget, Raising Over \$26,000
- Associated Press Award Winner, First Place for Short Documentary Series
- Over 220 Local, State and National Awards Presented to My Students Over the Past Four Years
- Adobe Certified Instructor



# Heather Lenemier

## Graphic Designer

"I can do all things through Christ who gives me strength."

### ABOUT ME

Artist and Graphic Designer with over 27 years of experience and training. Defined as an adaptable, ambitious, self-motivated, confident and down-to-earth individual - combined with a limitless imagination and creative drive. I breathe, eat, and live design. I like to approach every job with the view of the consumer/client rather than as the designer.

### I THINK

My passion for design is much more than sitting at a computer making ugly things look beautiful. I believe design is to inspire, stir emotion, broaden minds, and encapsulate who you are as a business owner and what your business is about.

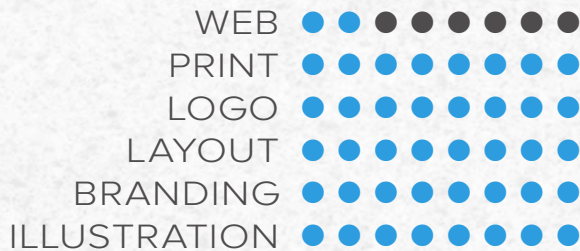
### I DON'T WANT

Just to get a job, I want THE job! I'm hungry for a challenge and willing to go the extra mile to prove that hiring me is the best decision you could make. I don't want to just do the job set before me, I want to go beyond the borders of creativity and design from the heart!

## LONG STORY SHORT



### MY SKILLS



### CONTACT ME



InDesign



Photoshop



Illustrator



Acrobat



PowerPoint



Word

# Ron Marshall

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## EXPERIENCE

40 years' Experienced Rigger, Carpenter, Flying  
Installer

Head Rigging, Power Specialist & Set Designer

2011 - PRESENT

Affiliated with PFL Productions

Head Rigging, Power Specialist & Set Designer

Film Works – California

*Temporary Power Tech*

2001 - 2022

Union Local 500 – Ft Lauderdale, FL

*Since 1992*

Union Local 646 – Oakland Park, FL

*Since 1982*

Poet Productions – Ft Lauderdale, FL

Rigger, Carpenter

1992

## SKILLS

- ETCP
- Theater and Arena
- OSHA 30
- CM level one Road Tech
- Thomas truss Inspector
- Vertern of the US Navy

## FILM CREDITS

- Speed 2
- Fast & Furious 1-4
- Blue Blood
- Telmundo

# Kurt Winner

---

## EXPERIENCE

Lighting & Audio 8 years

PFL Productions

Lighting Audio Engineer, Video Production

- Christ Community 2019
- True Life 2020 - Present
- Impact City 2017
- Bible Believe Church 2014
- Restoration Baptist Church 2015

Fidelity Manufacturing

Wiring Engineer

2022 - Present

## SKILLS

- Lighting Production
  - Cromo Q
  - Flaircon
  - Hog
- Audio Production
  - Analog & Digital
- Video
- JBC Cameras
- Wire cast, YouTube, Facebook, Pro Presenter 4.2.7 RESI
- Private Security License

## EDUCATION

- Graduated at College of Central Florida – 2016
- Watkins Memorial High School Diploma -2012
- Band, Trumpet, Clarinet, Cornet, Trombone

## VOLUNTEER

- Volunteer Fire Fighter
- Citizen Academy for the Marion County Sherriff Office
- Lion's Club

# Mike Koller

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## EXPERIENCE

PFL Productions – Ocala, FL

*Backline Tech, Audio Engineer and Lighting Designer*

*Dec 2010 – Present*

Praise and Worship Leader – Grace Ministries

April 2018 - PRESENT |

Sound Exchange – Ocala, FL

*Sales and Rentals*

Oct 2010 to May 2020

## EDUCATION

Bellevue High School – Bellevue, FL – Diploma

June 2008

Band and Video Productions

## SKILLS

- Multiple Musical Instruments

- Bass
- Drums
- Keys
- Guitar
- Vocals

- Bands in multiple genre

- Country
- Rock
- Christian

Ed Yarb  
6109 SW 89th Lane Rd. Ocala, FL 34476  
[edyarb@gmail.com](mailto:edyarb@gmail.com)  
727-366-4676

## WORK HISTORY

### Photographer/Videographer

#### CURRENT

Currently own/operate Drone Solutions, LLC – a full-service real estate photography and video marketing specialist. Licensed Part 107 drone pilot, Photographer and Videographer. Editing expert with more than 20 years of video editing (see below)

### Digital Marketing Manager

#### 2015-2018

Created and maintained a digital platform for original and curated comedy shorts. Managed a team of content curators. Created the process for content roll-out and maintained the process for the duration of the website.

### Television Writer | Producer | Editor

#### 2001-2022

Bay News 9  
News 13  
Bright House Sports Network  
WTTA  
WTOG TV

### Radio

#### 1983-2000

WWSB – Atlanta morning on-air radio personality.  
RON AND RON RADIO NETWORK Tampa Bay (Producer, Writer, and on-air personality)  
WWRM | WSUN – Tampa Bay Creative Director (writing, recording editing promos and client commercials)  
WYNF (95YNF) Producer, Writer, and on-air personality “Fast Eddie”

## SKILLS

Audio/Video editing specialist, photography, videography, voiceover talent, on-air talent, creative copy writing Adobe creative suite (Premiere Pro, Photoshop, Lightroom, After Effects, etc.)

## EDUCATION

USF (University of South Florida) – Tampa, FL  
BA degree (Mass Communications)

WEBSITE: <https://www.icandrone.com>

## Business To Business IT Services

Dedicated technology professional company with history of meeting company goals utilizing consistent and organized practices. Skilled in working under pressure and adapting to new situations and challenges to best enhance the organizational brand. Experienced IT team with over 35 years of combined experience in our industry. Excellent reputation for resolving problems and improving customer satisfaction.



### Work History

---

2022-06 -  
Current

#### IT Support Team

IServ Corp, Ocala, FL

- Supports an \$85-million-dollar multi franchise company
- Managed all the technology for new builds and remodels.
- Daily support for local operators
- 43 locations and 4 brands
- Answered and managed incoming and outgoing calls while recording accurate messages for distribution to office staff.
- Increased profitability and productivity by minimizing downtime and streamlining quality control procedures.

2021-03 -  
Current

#### IT Support Team

Dillon Media, Ocala, FL

- Created IT networks for video production
- Provide onsite and remote technical support for projects
- Specific technology solutions for remote locations and short events
- Provide technology support for video, audio and communication needs during events or productions



### Contact

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#### Address

Ocala, Florida, 34471

#### Phone

3524821999

#### E-mail

margie@TechServSupport.com

#### WWW

<https://zety.com/profile/tech-serv/682>



### Skills

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Critical Thinking

Project planning

Database Management

Spreadsheet management

Multi-line phone proficiency

Maintenance and Repair

Point of Sales Systems

Computer Hardware and Software

Building Networks and Infrastructure

2019-11 -  
Current

## IT Support Team

### Exhibit C - Proposal

Jr Management, Gainesville, FL

- Managed 7 new restaurant builds
- Supported 2 brands -Piesanos and Gators Dockside
- Total of 15 locations
- Increased profitability and productivity by minimizing downtime and streamlining quality control procedures.
- Installed VoIP phone systems to create an integrated system

2015-01 -  
Current

## IT Support Team

NAI Heritage Real Estate , Ocala, United States

- Supported multiple agents and brokers
- Upgraded phones and networks
- Handles all email and documents software
- Managed data and correspondence to secure information across complex landscapes of organizational departments.

CONTRACT# REC/220663



## Software

Microsoft Platforms

Google Platforms

Apple Platforms

Docuware

Restaurant 365

Aloha, Brink, Revel, Square, Toast and Micros Point of Sales Systems

VoIP Platform

Watchguard

Ubiquity



## Education

2004

Bachelor of Arts: Mathematics And Computer Science

Bachelor of Science: Business Administration

Scott Kluess - University Of Florida

2005-

Bachelor of Arts: Business Administration And Management

Willis Williams - Southern College

2008

Bachelor of Science: Business Administration And Management

Margaret Kluess - University Of Florida



## Affiliations

Florida Restaurant and Lodge Association

National Restaurant Association Chamber member in Alachua, Duval, Marion, Citrus and multiple other counties

Board member of Ocala Business Leaders

Broad Member of Ocala Marion Hospitality Council

# Clinton Grubbs

---

## EXPERIENCE

### Dillon Video/Dillon Media Group – Ocala, FL

*Director of Digital Marketing*

December 2019 - PRESENT

Oversee and manage all aspects of digital marketing campaigns for clients with budgets ranging from \$600-\$30,000/month. I am the project manager for our clients and internally coordinate production with various teams including graphic design, web development and video. I also implement and oversee all internal and client business management softwares.

### OcalaWebPros – Ocala, FL

*Owner*

July 2015 - December 2019

Managed a boutique web design & digital marketing firm that specialized in working with small businesses here in the Ocala area. Services included web design & development, SEO, SEM and Social Media Marketing.

### PetroChemCentral – Houston, TX

*Director of Communications/Co-Founder*

October 2013 - July 2015

PetroChemCentral was a startup media company created for professionals in the petrochemical industry. My role was to create a voice for the brand while coordinating a team to generate content creation for the platform. I work with the development team to create and maintain our web portal. Oversaw the journalism team in hiring, topic creation, editing and publishing.

I worked with the graphic arts staff to create promotional material for the company. Implemented and managed Zoho CRM and software suite. Manage advertising campaigns including emails, cold calls, SEO, SMM, trade shows, Adwords and Bing.

## EDUCATION

### Vanguard High School – Ocala, FL – Diploma

August 2013 - June 1997

## SKILLS

- Project Management
- Event Planning
- Customer Service Oriented
- Broad Knowledge of Numerous Business Management SaaS

## AWARDS

- 2022 King of the Wing (Judges Choice)

## CERTIFICATIONS

- Google Ads - Search, Display & Video
- Hubspot - Inbound Marketing & Sales

## BIO

Clinton was raised on beautiful Lake Kerr in Salt Springs, FL. His career in media began in 2013 when he moved to Houston to work for a Media Company startup in the petrochemical industry. He worked hand in hand with some of the largest companies in the United States and even had the opportunity to interview the former President of Shell Oil, John Hofmeister, at his movie premier for "Fuel".

Clinton returned to Ocala in 2015 and started his own website design and digital marketing company, OcalaWebPros.

Mid-2019, Clinton partnered with Dillon Video & Photo to help expand their service offerings. His skill set was a great fit to help Jeff and his team become more competitive against other agencies. In December 2019, Clinton, Jeff & TJ decided to open a full-service advertising agency; this is where Dillon Media Group began.

Clinton, along with his wife Lindsay, and 15-year-old stepson Finn, currently live outside downtown Ocala in an 80-year-old home they enjoy working on in their free time.

Clinton will help manage data and communications internally for this project. He will be managing our project management platform, data organization and logistics.

# Tyler Bell

---

## EXPERIENCE

**Dillon Media Group – Ocala, FL**  
*Technical Producer & Videographer*

March 2022 - Current

- Computer Skills
- Videography
- Graphic Design
- Teamwork
- Video Editing
- Tech Repair
- Computer Building
- Audio Engineer

**Premier Medical – The Villages, FL**  
*Graphic Designer, Videographer, IT*

December 2020 - February 2021

- Computer Skills
- Basic IT Knowledge
- Graphic Designer
- Web Design

**Sign Crafters – Leesburg, FL**  
*Production Specialist*

September 2020 - December 2020

- Computer Skills
- Field Experience
- Graphic Designer

**Self Employed Freelancer**

September 2018 - March 2022

- Computer Repair
- Video Editing
- Computer Building
- Videography
- Tech Repair
- Graphic Designer

**Army National Guard**  
*92W Water Treatment Specialist*

January 2018 - September 2022

## EDUCATION

**The Villages Charter High School – The Villages, FL – Diploma**  
 August 2014 - May 2018

Graduated from VHS with a 3.2 GPA. I majored in graphic arts during my junior and senior years and achieved many certifications.

## SKILLS

Certifications in the Adobe and Microsoft programs since 2015. Personal skills in customer service and handling/working with stressful environments, also an extensive knowledge of computer hardware, along with multiple years of web design and graphic design. Over 18 months of knowledge as a Registration Support Specialist dealing with insurance and copayments at The Villages Regional Hospital. Also currently working as a PSS in Florida Cancer Specialists.

## CERTIFICATIONS

- Adobe Photoshop, Audition, Illustrator, and InDesign
- Microsoft Word, Excel, and PowerPoint

## BIO

After Highschool, I went into the army to further my education. After a few months, I discovered that I had cancer and was forced to leave. From then on I decided to pursue my dream of producing media and displaying my art and passion to the world. I have obtained certifications in the main Adobe programs as well as my Microsoft certifications. Doing work as a freelancer I changed my route and when into work with business. Starting from creating signs and billboards to making commercials.

# Sage Love

## EXPERIENCE

**Dillon Video/Dillon Media Group – Ocala, FL**  
*Cinematographer & Lighting Technician*

April 2022 - PRESENT

**"Lost In Brooklyn" Short Film – Brooklyn, New York**  
*Producer's Assistant*

02/2017 to 02/2017

- Assisted crews with set building and pointed out problems that could be potential safety issues
- Assisted director with planning and completing film shots and B roll footage
- Reviewed activities for production team to complete tasks on time
- Stayed alert, active and ready to respond to any request at any time using variety of available resources

**School Of Visual Arts – Manhattan, New York**  
*Videographer/Photographer*

04/2016 to 04/2019

- Set up for shots according to production schedules, weather and lighting conditions and available equipment
- Produced original video content by working collaboratively with producers and designers to production
- Collaborated with team members to develop content for school
- Established production schedules for over projects

**Divas For Social Justice – Brooklyn, United States**  
*Executive Producer/Filmmaker*

08/2018 to 06/2019

- Coordinated production schedules and activities for shows after school program
- Developed project budgets and managed production costs.
- Collaborated with other executives to define and propel organization's mission and vision.
- Presented production ideas and determined creative scenarios for production and delivery.
- Planned video shoots in studio and remotely by managing production through all stages to completion.
- Developed schedules for production, editing and duplication to ensure timely delivery.

## SKILLS

- Production Coordination
- Directing/Producing
- Production Mangement
- Production support
- Show planning
- Film crew support
- Video Editing

## SUMMARY

Innovative Producer with 10 years of experience in all aspects of video production. Editor, storyteller, artist and business operations manager with demonstrated ability to take an idea from concept to delivery to produce entertaining and inspiring pieces. Collaborative in working closely with strategic and creative teams to develop and produce quality video content. Expertise in preproduction logistics, planning, production, and asset management. Well-versed in editing and developing content.

## EDUCATION

School of Visual Arts – New York, NY

Bachelor of Arts: Film And Video Production 2019

- Thesis: Ayiti: The Awakening
- Awarded Alumni Society Scholarship
- Majored in Directing

## ACCOMPLISHMENTS

- Producer of **NOU SE FOS** Short film, an official selection at the Haiti International Film Festival 2021. Recipient of Best Short Film at the festival.
- Director/creator of **New Panther: A Call for Action** documentary-feature, an official selection at the Ann Arbor Film Festival in 2019. Recipient of the Jury Award at the festival.
- Director/producer of **Ayiti: The Awakening Documentary Short**, an official selection at the Silicon Valley African Film Festival, Shorts Film Competition film festival in 2019 and San Diego Black Film Festival in 2020. Recipient of the Best Diaspora Documentary at Silicon Valley and Best Short Film at Short Film Competition.
- Writer/director/producer of **A Child Again** Live Action Short Film, an official selection at the Uptown Culture Film Festival in 2019. Recipient of Best Original Screenplay and Best in Cinematography.
- Writer/director/producer of **HOODY: A Trayvon Martin Experience** Silent Live Action film. Official selection of Tampere Film Festival in 2016 winning The People Choice Award.
- Writer/director/producer of **"Red Paint"**, an official selection at the Newark Film Festival in 2018. Film is being Streamed on KweliTV.

# Kristina Ackerman

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## EXPERIENCE

**Dillon Media Group** – Ocala, FL  
*Brand Development & Graphic Design*

February 2021 - PRESENT

- Project Management
- Social Media Management
- Event Management

**Good Time Printing** – Ocala, FL  
*Graphic Design*

August 2013 - February 2021

- Personally Managed Over 150 Accounts
- Brand Development & Revisions

**Freelance Designer** – Ocala, FL  
*Self-Employed*

November 2011 - August 2013

- Total of 40+ Accounts

**Advisors Advertising, Inc.** – Ocala, FL  
*Graphic Design*

May 2005 - November 2011

- Multiple Roles
- Began as an Intern in 2005
- Lead Designer as of 2009

## EDUCATION

**College of Central Florida** – Ocala, FL – Associates Degree in Art  
August 2005 - December 2008

**Trinity Catholic High School** – Ocala, FL – Diploma  
August 2001 - June 2005

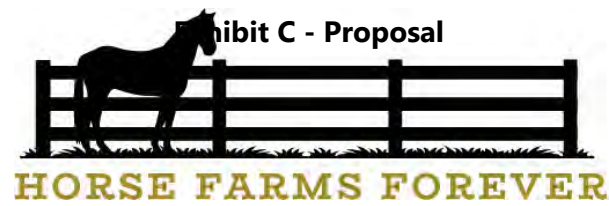
## SKILLS

- Proficient in Adobe InDesign, Photoshop, & Illustrator
- Detail Oriented
- Results Driven

## BIO

I was born and raised in Ocala. I have been married for 13 years and have a daughter. My passionate for art started as a child and developed through high school at Trinity Catholic.

College of Central Florida did not offer a "graphic design" program at the time, so I focused on art and design. Those skills have served me well over the years in my jobs as a graphic and freelance designer. My creativity and skills grew during my career meeting and exceeding the needs of clients.



July 8, 2021

To Whom It May Concern:

We at Horse Farms Forever have had the privilege of working with Dillon Media Group for our Conservation Summit in 2020. We happily selected them again for the 2021 Summit this November. They provide excellent service and good communication throughout the planning and execution of our events.

As a local video and media services provider, they have shown that they understand and appreciate Ocala/Marion County's impactful Equine Industry and know how to address its audience. They quote accurately and deliver as promised.

We are happy to recommend Dillon Media Group as a trusted resource.

Best regards,

*Sara Fennessy*

Sara Fennessy  
Executive Director  
Horse Farms Forever, Inc.  
[Sara.fennessy@horsefarmsforever.com](mailto:Sara.fennessy@horsefarmsforever.com)  
859-553-5510  
<https://www.horsefarmsforever.com/>

**IT'S ALL  
ABOUT  
YOU...**  
Real Estate, LLC 

209 SE 12<sup>th</sup> TER  
Ocala, FL 34471  
Phone: 352-304-5687  
Melissa@youocalarealestate.com  
www.YourOcalaRealEstate.com  
www.realestateitsallaboutyou.com

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October 17, 2022

To Whom It May Concern,

In my former position as the City of Ocala's Cultural Arts Manager, Paul Langley provided professional sound production for numerous special events executed by our Cultural Arts Division within the City of Ocala's Recreation and Parks Department, including but not limited to multiple seasons of First Friday Art Walks, the Ocala Sculpture Competition VIP event, and Tusawilla Park Centennial Celebration. Paul was the consummate professional, always smiling, and a team player who fully understood the desired outcome for each event. Paul has an exceptional ability to perfectly mix live music and ensure that the entertainment enhanced but not overpowered our venues. His participation allowed our small staffing team to deliver cultural arts experiences for our community that were recognized throughout the Southeastern U.S. as models to emulate.

Please do not hesitate to reach out to me with any questions about Paul's services during my employment with the City of Ocala. I can be reached on my cell at 843-321-0819.

Kindest Regards,



Melissa J. Townsend  
Broker / Principal



Tuesday October 18th, 2022

Re: Letter of Referral – Paul Langley and PFL Productions

To Whom It May Concern:

If you are looking for an excellent partner and extensively knowledgeable production person and company for any type of event, look no further than Paul Langley and his company, PFL Productions. I've known Paul personally for decades and have worked with him professionally for the last 10 years. As the Marketing and Events Director of an entertainment and media company, I needed to count on a great partner to help put on the best events, no matter what the size crowd, and I found that partner in Paul.

From the most intimate crowd events of 300-500 people to larger shows of 10,000 people, Paul and PFL Productions has always brought a professional attitude, 'get it done' work ethic, and can help solve any last-minute challenges that happen in the event world better than anyone I've ever met. He has an incredible collection of top-of-the-line equipment. Any show or event – large and small – will be flawlessly executed if Paul and his team are involved. Because Paul and his company handle all of our visuals and sound at all of my events, my planning is made easier knowing that they are handling such an integral part of the event.

I have recommended Paul and PFL Productions to my friends and colleagues in the business all over the Southeast United States, and I know he will be an excellent addition to any events that you have planned. I am happy to discuss and answer any further questions you may have about Paul's qualifications! Please reach out at any time.

Best regards,

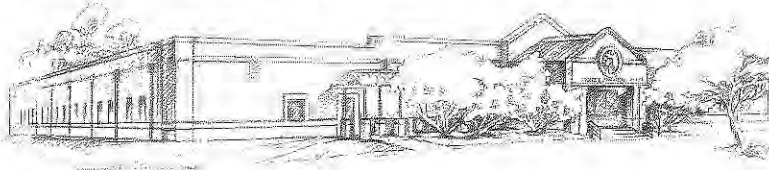
A handwritten signature in black ink, appearing to be "CHAD HALLMARK", with a long, sweeping underline that extends across the width of the signature area.

Chad Hallmark  
Director of Marketing, Promotions, and Client Services  
JVC Media of Florida

[challmark@jvcbroadcasting.com](mailto:challmark@jvcbroadcasting.com)  
407-373-4475

2301 Lucien Way, Ste 180  
Maitland, FL 32751  
407-647-5557

MARION COUNTY PROPERTY APPRAISER



JIMMY H. COWAN, JR., CFA  
MARION COUNTY PROPERTY APPRAISER

501 S.E. 25th AVENUE  
OCALA, FLORIDA

10/17/2022

The last several years I have had the pleasure to work with TJ Ready of Dillon Media Group on several fundraisers to help in the community. Not only did everything we work on together go absolutely seamless, but all was above our original expectations. Mr. Ready tries to have perfection in all endeavors that he works with. Mr. Ready always made himself available to the community with any and all questions that needed answered, I very much look forward to working with TJ Ready and his group on future endeavors to make Marion County even more successful in the future. Myself and several other Elected Officials recently was a part of a fundraiser a few weeks back that Mr. Ready was in charge of and not only did it raise a bunch of money for a local charity, we all had fun while participating in it, and have already had some of the other officials say count me in next year. I guess it goes without saying I would recommend Mr. Ready and Dillon Video due the professionalism I have experienced with their work that I have seen firsthand.

Sincerely,

Jimmy Cowan Jr, CFA

Marion County Property Appraiser

**City Hall**  
510 N. Baker St.  
Mount Dora, FL 32757

Office of the City Manager  
352-735-7126  
Fax: 352-735-4801

Finance Department  
352-735-7118  
Fax: 352-735-1406

Human Resources  
352-735-7106  
Fax: 352-735-9457

Planning and Development  
352-735-7112  
Fax: 352-735-7191

**City Hall Annex**  
900 N. Donnelly St.  
Mount Dora, FL 32757

Parks and Recreation  
352-735-7183  
Fax: 352-735-3681

**Public Safety Complex**  
1300 N. Donnelly St.  
Mount Dora, FL 32757

Police Department  
352-735-7130  
Fax: 352-383-4623

Fire Department  
352-735-7140  
Fax: 352-383-0881

**Public Works Complex**  
1250 N. Highland St.  
Mount Dora, FL 32757  
352-735-7151  
Alt. Tel: 352-735-7105  
Fax: 352-735-1539  
Alt. Fax: 352-735-2892

**W. T. Bland Public Library**  
1995 N. Donnelly St.  
Mount Dora, FL 32757  
352-735-7180  
Fax: 352-735-0074

**Website:**  
[www.cityofmountdora.com](http://www.cityofmountdora.com)

October 12, 2022

Dear Sir/Madam

I am writing in recommendation of Paul Langley, a talented audio, staging and lighting engineer whom recently contracted with the City of Mount Dora for special event production.

This past July, the City of Mount Dora presented an end of summer community event that involved a live band, disc jockey, video wall and a fireworks presentation. The occasion for this event was to celebrate our community as we close out the summer months.

In planning this event, I was referred to contract with Paul Langley from a very recognizable Media company to serve in the role of Audio and Lighting Engineer. Mr. Langley was best described as being highly professional and capable of what the event needed when it came to creativity in planning this event, I was referred to contract with Paul Langley from a very recognizable Media company to serve in the role of Audio and Lighting Engineer. Mr. Langley was best described as being highly professional and capable of what the event needed when it came to overall producing a quality presentation.

Paul's skills, resourcefulness, and experience are perfectly suited for any job at hand. He is a constant professional when it comes to communication with everyone behind the scenes. He also possesses a deep understanding of detail production, from both a technical and creative perspective. Nevertheless, those are mere qualifications. What really sets Paul apart is his attitude.

As someone who is prideful of work, which, I believe Paul, is a perfect complement of what I believe in. Those qualities are in short supply. Trust me, Paul is living proof that such qualities still exist.

I strongly recommend the services of one, Paul Langley. If I can be of further assistance, please contact me.

Sincerely,

**Christopher W. Carson**

City of Mount Dora  
Cultural Arts and Special Events Manager  
(352) 455-3171



August 7, 2022

To whom it may concern:

Dillon Media Group has provided services to Ocala Breeders' Sales Company, Inc. since 1995. OBS relies on the Dillon team for content creation and media placement during our two-year-old thoroughbred horse sales. The sales are held several times each year and involve thousands of horses.

Their services give us the opportunity to provide our sellers with quality tools in a timely manner to help market their horses. With their assistance, we are able to attract buyers to attend our live sales events and offer potential buyers the ability to preview valuable statistical data on our website in advance of each sale. This is extremely beneficial as our customers are located throughout the world. In the last ten years, we have sold horses to buyers from 49 states and over 40 countries.

Dillon Media Group has been a valuable strategic partner for OBS. They have a firm grasp on the latest technology and an understanding of our business needs. We appreciate their flexibility, responsiveness and willingness to get in the trenches with us to help us meet the demands of a constantly changing marketplace.

OBS wholeheartedly gives Dillon Media Group the highest recommendation and believe they will meet and exceed your expectations.

Please feel free to contact me for any additional information.

Sincerely,

Thomas Ventura  
President



## OCALA POLICE DEPARTMENT

10/17/2022

To whom it may concern:

As the Chief of Police for Ocala Police Department, I am writing to you in support of Thomas (Tj) Ready and his team at Dillon Media Group for the City of Ocala's concert series.

For the past year, Tj Ready and his team at Dillon Media Group have handled all aspects of media for the Chief Greg Graham Legacy Foundation. Tj has become a valued member of the board and continues to help us grow and give back to the community. During the most recent Legacy Walk team, Dillon assisted in all aspects from event planning to audio and video. The success of that event helped generate funds for organizations that were near to Chief Graham's heart. Tj and his team care about Ocala and desire to give to their community.

Moving forward, we have partnered with Tj and Dillon Media Group on new media projects within the Ocala Police Department. I believe this partnership will be a mutual benefit and will continue to help grow both his company and our agency.

With his hard work ethic and extensive knowledge of audio, video and media, Tj and his team will bring a wealth of knowledge and skills to the City of Ocala. I know he would be an excellent fit and a great asset for your organization. If you have any questions, feel free to contact me.

A handwritten signature in blue ink, appearing to read "Michael Balken".

Michael Balken  
Chief of Police  
Ocala Police Department  
402 S Pine Ave, Ocala, FL 34471  
(352) 369-7000



October 12, 2022

To Whom it may concern,

I am thrilled to show my support for Paul Langley. They were on the spot with communications and met us at the site of our event on multiple occasions. They were willing to help us think through the process and even offered suggestions to make our event more memorable. I was impressed that their staff, and the set-up team carried the same demeanor engaging with our team to make sure everything was suitable and accommodating. They were on time and ready to hit the ground running with our production and that means a lot when you have time deadlines.

This was not the easiest production event as we had many hurdles and obstacles to overcome using the city's property away from our home location.. However, Paul's staff did not hesitate to overcome hurdles and handled a delicate situation with grace and professionalism. Our event was dedicated to the 20th anniversary of 9/11 and therefore required some creative maneuvering and they did not skip a moment of making it happen. At the conclusion of the event, their team continued to work as a team and finalized their load out in the same professional manner as in the setup.

After leaving Nashville Tennessee, where I had amazing production contacts, I was concerned about who to trust in Florida. I now have one number on my phone and would not hesitate to call them again about any production needs.

Scott Chevalier  
Executive Director  
Powerhouse Youth Project



# Southeastern YOUTH FAIR

Frank Markham, President \* Molly Rowe, President Elect

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July 8, 2021

To whom it may concern:

It is with great pleasure that I write to you today regarding our experience with Dillon Media Group. We highly recommend their services for any business with the opportunity. For our entire nation and world, the year 2020 and now 2021 has not been easy. Through navigating a world in a global pandemic, the Southeastern Youth Fair had to be creative and willing to try new measures in order to keep our Fair going and to continue our incredibly valuable work. Our youth depended on us and our promise that their investments of time and money would be carried through to fruition. They believed our promise that we would indeed allow them to complete their projects no matter what. We were successful! Much of that was due to the bright spot we found by working with Dillon Media Group.

Due to nation and statewide regulations, after 80 years, we had to make rolling changes to the way the Fair ran. Dillon Media Group stepped up on short notice and when above and beyond for us. Dillon Media was able to livestream our event and get our brand out to families, friends, buyers, and participants who couldn't attend in person. The Fair reached views from as far north as the state of New York and as far west as Missouri. The SEYF received over 10,000 views and almost 3,000 hours of watch time, thanks to the efforts of Dillon Media Group.

With the uncertainty caused by the pandemic it was a relief to be able to rely on Dillon Media Group and their expertise. Not many know, but I'd like to share a specific example of their exemplary customer service. On Sunday, when prepping for one of our largest shows of the week, we realized the Livestock Pavilion wifi was down and we could not remedy it. Dillon Media Group raced to their offices and brought us one of their own hotspot boxes so that we could continue the livestream of the show. After this day, I heard from a three-generations-deep Fair family whose patriarch was homebound that day due to illness. The grandfather sat at home and watched his grand-daughters show their beef heifers on a loop all day long. She said it was a bright spot she will never forget. Needless to say, Dillon Media Group made the effort to be in the trenches with us every step of the way.

Dillon Media Group has grown with us to be more than just a vendor, they have really become a part of our Fair Family. The Southeastern Youth Fair has a huge impact not only in the lives of our youth, but our community as a whole. It's my whole-hearted belief that the 2021 SEYF would not have been the roaring success it was without Dillon Media Group.

The Southeastern Youth Fair gives Dillon Media Group our highest recommendation. The SEYF is confident that Dillon Media Group has the technical knowledge, work ethic, and customer service skills to exceed any expectations. We are their raving fans.

Sincerely,

Sara LeFils  
Southeastern Youth Fair  
Executive Director

P.O. Box 404, Ocala, Florida 34478 (352) 629-1255

E-mail: [seyfair@gmail.com](mailto:seyfair@gmail.com) [www.seyfair.com](http://www.seyfair.com)

A 501(c) 5 Not-for-Profit Organization



October 13, 2022

Dear Sir/Madam,

I am writing on behalf of Mr. Paul Langley as sound, stage, lighting, and events coordinator. I have worked with Mr. Langley over a number of years and have found him to be professional and resourceful. Between 2009 and 2016, I had the honor of coordinating the Marion County Chili Cook-Off at the Southeast Livestock Pavilion. This was a very large undertaking as most years the event attracted upwards of 5,000 people. During that time, Mr. Langley managed sound for the event. It was a number of years ago and technology was not quite as savvy as it is today. Mr. Langley was able to manage the sound in a large arena so that it was consistent from the front of the arena, where the music originated, to the back of the arena where it had to travel. He was proficient in managing echoes and kickbacks which were also a bit troublesome at the time.

Since 2016, I have been with Transitions Life Center and continue to call Mr. Langley for events. We haven't had any as quite large as the Marion County Chili Cook Off but I know I can rely on Mr. Langley for great service! Should you have any questions, I would be happy to provide a positive reference for Mr. Langley and can be reached at (352) 362-3341.

Sincerely,

Lucy Johnson  
Executive Director  
Transitions Life Center

*~ A Special Place For Special Needs ~*



To Whom This May Concern:

It is with great privilege I highly recommend Dillon Media Group to the City of Ocala for all their media needs. We have been working with Dillon Media and are blown away by their quick turnaround, ability to capture the essence of our business, and wonderful writing to create a fun and attention-grabbing advertisement. Because of their use of technology, Dillon Media is not limited in their creations. We met with Dillon Media initially and they did the rest which made working with them nothing short of a pleasure.

In return, we have received tons of views and shares on our social media platforms as well as comments in person. We personally look forward to a continued relationship with them and know you too will be pleased with Dillon Media.

Respectfully,

A handwritten signature in black ink that appears to read "Ben".

Ben Marciano

Owner at Zone Health and Fitness

1. List each key member of the team you intend to assign to this contract and include for each individual: (a) area(s) of specialization; (b) title and position within your firm; and (c) services to be performed. If proposer did not provide resumes for staff, please provide

Jeff Dillon

- Owner

TJ Ready

- Operation Manager

- Project Manager

Paul Langley

- Lead Audio Advisor (A1)

- Planning, so on

Clinton Grubbs

- Director of Internal Communication

Sage Love

- Cinematographer and Lighting Technician

Tyler Bell

- Technical Producer and Assistant Audio Engineer

Kristina Ackerman

- Brand Development and Graphic Design

Heather Lenemier

- Graphic Design

Mike Koller

- Backline Specialist

- Audio Technician

- Head Lighting

Ron Marshall

- Head Rigging

- Power Specialist

- Set Designer

Kurt Winner

- Stage Technician

- Back Up Audio Engineer

2. Please clarify if the proposer has personnel currently on staff to run sound/lighting or do they have to hire a subcontractor?

Dillion Media has people on staff to run and support sound/lighting for all the events with the exception of Light Up Ocala as that has 3 stages simultaneously performing.

Please see above list.

3. How many staff based on scale and size of event does the proposer expect to hire if subcontracting?

Light Up Ocala – 3 Stages- may require subcontractors base on the amount of stages and scale of the event and the supporting staff that the performers bring.

4. Identify any subcontractors that you intend to use for this contract and describe the services to be performed by each subcontractor

We intend to use 1099 (independent and subcontractors) that have previously worked for us in other events, however we cannot list them specifically as it will be based on their availability at the time.

Within Dillon Media and the affiliated organizations we have duplication of roles to ensure that we able deliver the end products successfully

5. Describe your team's experience providing similar services for other public entities.

*July 30th 2022 Mount Dora - Last Call and the Summer Bash*

- City wide event that hosted all the students and families prior to the 'back to school' season.

- 3,500 people in attendances

- 1 stage, completely supported

- Booked and managed the talent for the entire event

6. In the last 2 years how large (by number of attendees) were the events produced and/or managed by your company? Please provide include date, time and location of the event, and how many years the proposer worked the event.

**1995 - Present Ocala Breeders Sales**

- Under Tack and Sales Video Production
- 4 sales per year (avg 3000 horses annually)
- 16 production days and 11 additional live sale days
- \$150 million in gross sales per year
- Crew of 8-10
- 5k people in attendance per event

**January 2021 – Next Level Planters Clinic – Phoenix AZ**

- 6 outdoor stages and 1 indoor stage running simultaneously for 3 days
- 1000 attendees
- 24 sponsors
- 17 Staff Members including subs

**Sept 11, 2021 Apopka Amphitheater**

- National Act LoCash with 4 opening
- Acts benefiting local charities and food banks
- 4k people in attendance
- 15 crew members (on staff and subs)
- Rebooked with client for future events

**July 30th 2022 Mount Dora -Last Call and the Summer Bash**

- City wide event that hosted all the students and families prior to the 'back to school' season.
- 3,500 people in attendances
- 1 stage, completely supported
- Booked and managed the talent for the entire event

7. Please provide pricing for A/V tech services at the Mary Sue Rich Community Center

- Audio Engineer \$350 for 4 hrs min / \$600 for Day Rate
- Video Engineer \$350 for 4 hrs min / \$600 for Day Rate
- Support Tech Rate (min of 3hrs per tech) \$35 per
- Additional Upgraded Equipment
 

16 channel Mixing Board	\$125/day
32 channel digital mixing board	\$350/(Dillon Media Audio Engineer Required)
Wire Mic.	\$20/day
Wireless Lapel.	\$60/day
Wireless Handheld	\$60/day
Portable Projector.	\$150/day
6x8 Portable Screen.	\$100/day
8x8 Portable Screen	\$150/ day
4k/USD Video Cameras	\$350/day (Dillon Media Video Engineer Required)
- Additional Equipment or Backline available by requirement

<b>Title</b>	FOR SIGNATURES - Agreement for Concert Series Production and.....
<b>File name</b>	FOR COUNCIL (Revi...Video and Fil.pdf
<b>Document ID</b>	e82f1aa78c2322fae1fa5ad829583b1941eac084
<b>Audit trail date format</b>	MM / DD / YYYY
<b>Status</b>	● Signed

## Document History



SENT

**11 / 16 / 2022**

09:18:44 UTC-5

Sent for signature to William E. Sexton (ws Sexton@ocalafl.org), Dillon Video and Film Productions, Inc. (jeffdillonvideo@yahoo.com), Ire Bethea Sr. (ibethea@ocalafl.org) and Angel Jacobs (ajacobs@ocalafl.org) from biverson@ocalafl.org  
IP: 216.255.240.104



VIEWED

**12 / 01 / 2022**

10:31:29 UTC-5

Viewed by William E. Sexton (ws Sexton@ocalafl.org)  
IP: 216.255.240.104



SIGNED

**12 / 01 / 2022**

10:43:42 UTC-5

Signed by William E. Sexton (ws Sexton@ocalafl.org)  
IP: 216.255.240.104



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**12 / 01 / 2022**

11:06:05 UTC-5

Viewed by Dillon Video and Film Productions, Inc. (jeffdillonvideo@yahoo.com)  
IP: 107.77.216.96

<b>Title</b>	FOR SIGNATURES - Agreement for Concert Series Production and.....
<b>File name</b>	FOR COUNCIL (Revi...Video and Fil.pdf
<b>Document ID</b>	e82f1aa78c2322fae1fa5ad829583b1941eac084
<b>Audit trail date format</b>	MM / DD / YYYY
<b>Status</b>	● Signed

## Document History



**12 / 05 / 2022**  
15:37:20 UTC-5

Signed by Dillon Video and Film Productions, Inc.  
(jeffdillonvideo@yahoo.com)  
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**12 / 12 / 2022**  
10:52:30 UTC-5

Viewed by Ire Bethea Sr. (ibethea@ocalafl.org)  
IP: 24.250.250.64



**12 / 12 / 2022**  
10:53:41 UTC-5

Signed by Ire Bethea Sr. (ibethea@ocalafl.org)  
IP: 24.250.250.64



**12 / 12 / 2022**  
11:01:00 UTC-5

Viewed by Angel Jacobs (ajacobs@ocalafl.org)  
IP: 216.255.240.104



**12 / 12 / 2022**  
11:01:19 UTC-5

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IP: 216.255.240.104



**12 / 12 / 2022**  
11:01:19 UTC-5

The document has been completed.