



EVENT PROPOSAL

“PATRIOTS in the PARK”

Thursday, July 4TH, 2019

**Broken Arrow Events Park
21101 E 101st St, Broken Arrow, OK 74014**

for

The City of Broken Arrow





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INTRODUCTION

This proposal is for the conceptualizing, development, managing and event production for a new 4th July Independence Day Festival/Event named “Patriots in the Park” for the residents of Broken Arrow and surrounding areas in replacement after 20 years of the former “Rockets over Rhema” event hosted by Rhema Bible Church, bringing innovation, creativity, and an entrepreneurial approach to a partnership-style program for this event.

PATRIOTS IN THE PARK

This is proposed as a one day festival featuring a multitude of events including, but not limited to, the Patriots in the Park Fireworks Grand Finale, and all related events. The Festival will be held at the Broken Arrow Events Park, 21101 E 101st St, Broken Arrow, OK 74014. The event is anticipated to draw around 50,000 attendees/spectators.

EVENT DETAILS/SCHEDULE & HOURS OF OPERATION:

- Thursday July 4, 2019
 - 10:00 a.m. to 11:00 p.m.
- Bar Operations
 - 10:00 a.m. to 10:45 p.m.
- Kids games and activities
 - 10:00 am to 8:00 p.m.
- Cars Show
 - 2:00 p.m. to 4:00 p.m.
- BBQ Competition
 - 12 noon to 6:00 p.m.
- Liberty Live Main Stage
 - 10:00 a.m. to 11:00 p.m.
- This Land Live Stage
 - 12 noon to 9:00 p.m.
- Fireworks Grand Finale
 - 9:00 p.m. to 9:30 p.m.



ANTICIPATED HI-LEVEL EXPENSES (CIRCA \$100,000)

RFP's are being requested for the following areas, initial estimates based on previous events.

- **Fireworks** - \$40,000
 - 21 minute show / matching the Tulsa fireworks size or scale
- **Porta-johns** - \$4,000
 - How many will we need, we suggest 25-30+
 - Would be higher if we bring in Air/Con restrooms – VIP Pee?
- **Trash Collection**- \$2,000
- **Dumpsters** - \$1,500
 - We are suggesting 4
- **Tents** - \$5,000
 - 1 40x80 for VIP
 - 1 40x40 for Kids Area
 - 2 10x20 for Beer
 - 4 10x10 For Soda and Water
 - Lighting
 - 50 Tables
 - 200 Chairs
 - Trash Cans
- **Shuttles** - \$2,500
- **Kids Activities** - \$10,000
 - Is there a group that already uses the park that might be interested in teaming?
 - Do we charge or is it free?
 - Big Question - Dry or Water activities?
- **Security, Law Enforcement, Fire & Rescue, Traffic Control** - \$13,000
- **Volunteer Shirts** - \$1,500
- **Golf Carts** - \$1,000
- **Social Media & Marketing** - \$5,000
 - Website development
 - Logo/Brand design
 - Social media marketing
 - Radio/TV advertising
- **Live Music / Audio Engineering / Videographer** - \$15,000
 - Suggesting 2 stages, music all day
- **Ice** - \$2,000



POTENTIAL SOURCES OF REVENUE

Sources of revenue including but not limited to:

- **Food Vendor Fees**
 - Estimate 20 vendors @ circa \$1,000 fixed fee - \$15,000-\$20,000
 - Could do scaled fees with a reduced fee to encourage early applications
- **Merch Vendor Fees**
 - How many and at what fee?
 - Face painters
 - Made in Oklahoma products?
 - Others
- **Sponsorship** (See proposed Sponsorship properties attached)
 - Local business contributions
 - City of Broken Arrow / CVB / Broken Arrow Chamber contributions
 - Marketing/City promoting
 - Local donations potentially through the website
 - Local donations potentially through the utility bills
 - Beer companies, may be limited at for this year, but could provide
 - Equipment (waymatiks/jockey boxes)
 - Banners/signage
 - Beer donations for VIP etc
- **Patriots in the Park branded merchandise opportunities**
 - Koozies
 - Sunglasses
 - T-shirts
 - Tank tops
 - Stickers
- **Tastings**
 - Whisky/Bourbon
 - Wine
 - BBQ
- **Beverage Sales** (Hard to estimate sales for this)
 - Beer
 - Soda/Water
 - Wine
- **VIP Ticket sales**
- **VIP Pee** - wristbands?



ENTERTAINMENT

Due to current timeline, current entertainment are already provisionally booked.

ERIC HIMAN



DIRTBOXWAILERS



WESLEY MICHAEL HAYES



TRAVIS KIDD



BLAKE TURNER



JACOB DEMENT



CHLOE JONES & SEVEN FEATHERS



MAGGIE McCLURE



CHRISTINE JUDE & THE GENTLEMEN CALLERS



CACTUS JONES BAND

JOSH YARBROUGH

BRENT GIDDENS DUO

SCHOOL OF ROCK

CHRIS CLARK

SCOTT MUSICK BAND



BURN TULSA FIRE TEAM



BROKEN ARROW'S INDEPENDENCE DAY CELEBRATION
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FIREWORKS SHOW

Fireworks show to be provided by Hance Pyrotechnics out of Talequah, OK. Hance Fireworks are certified fully insured pyrotechnics experts that have been serving Oklahoma for the past 30 years with the quality fireworks displays.

Two (2) proposals were requested based on budget options (See appendix V attached);

1. \$30,000 firework show and;
2. \$40,000 fireworks show, last 21 minutes. (This is the same size show as Tulsa's)

This show would comprise a mixture of shell types;

1. Premium shells, with high quality style, color and burst/pattern effects and;
2. Specialty shells, more elaborate colors, longer lasting duration, strobing stars, etc



FOOD CONTESTS FOR CONSIDERATION

AMATEUR BBQ COOK-OFF

POLICE VS FIRE BBQ COOK-OFF

RIB EATING CONTEST

PIE MAKING/BAKE-OFF CONTEST

PIE EATING CONTEST

ALL-AMERICAN AUTOSHOW

- Best stock class up to 2000
- Best Modified class up to 2000
- Best modern stock class (2000+)
- Best modern modified class (2000+)
- Best in show



AMATEUR BARBEQUE COOK-OFF COMPETITION

RULES & REGULATIONS

1. **CONTESTANT** – A contestant is any individual or group that will prepare and cook an entry or entries for the purpose of being judged. The contest organizer may not cook in any category in this contest.
2. **INTERPRETATION of RULES** – The interpretation of the rules and regulations are those of the contest organizer, and his or her decisions are final.
3. **REFUND OF ENTRY FEES** – There will be no refund of entry fees unless approved by the organizing committee.
4. **EQUIPMENT** – Each team will supply all of the equipment necessary (including tables and cooker) for the preparation and cooking of their entry. COOKER can ONLY be one of the following: charcoal, wood or propane fired device. (NO open/pit fires). The health and safety of contestants and festival goers should be a primary consideration when selecting appropriate cooking fuels. A fire extinguisher shall be near all cooking devices.
5. **MEAT INSPECTION** – All meats must be USDA inspected and passed. All meat must be maintained at a maximum temperature of 40°F prior to inspection. Prior to cooking, all meat that is resting in preparation for cooking must be covered at all times. All meats must be cooked to a minimum internal temperature of 145°F. After cooking, all meat must be maintained at a minimum temperature of 140°F in a covered container until turned in for judging. All contest meat, once inspected, may not leave the team's site until turned in for judging. **After** inspection the meat may be marinated, salted, seasoned or cooked by the team.
6. **CONTESTANT'S SITE** – Each team is required to keep all equipment including cooker, canopy, etc. contained within assigned 20' x 20' space.
7. **CHECK IN / SET UP** – Check in begins at 5:00 a.m. on Thursday, July 4. Admission wrist bands will be given to registered team members only. All contestants must be set up and ready to cook by 7:00 a.m. Teams are allowed to begin any time after check in/set up on Saturday and until cooking end time. No vehicles will be allowed in the contestant area between 8:00 a.m. and 5:00 p.m.



8. **CLEANLINESS AND SANITATION** – The following cleanliness and safety rules will apply:
- a. No use of any tobacco products while handling meat.
 - b. Cleanliness of the cook, assistant cooks, cooking device(s) and the team's assigned cooking space is required.
 - c. Shirt and shoes are required to be worn.
 - d. Sanitizing of the work area should be implemented with the use of a bleach/water rinse (one cap/gallon of water). Each contestant will provide a separate container for washing, rinsing and sanitizing of utensils.
 - e. Prior to cooking, meat must be maintained at 40°F or less.
 - f. After cooking, all meat must be held at 140°F or above *OR* cooked meat shall be cooled as follows: within two hours from 140°F to 70°F and within 4 hours from 70°F to 41°F or less.
 - g. Meat that is cooked, properly cooled, and later reheated for hot holding and serving should be reheated so that all parts of the food reach a temperature of at least 165°F for a minimum of 15 seconds.
9. **SAMPLING** – Teams will need to prepare one dish that will be sampled by the public. This can be anything that the team decides to showcase. Teams must be prepared to serve 200 samples. Sampling containers, forks and napkins will be provided to each team at check in. Teams should be ready to start sampling at 2:00 p.m.
10. **MEAT CATEGORIES** – The following categories are included in competition:
- a. Chicken – may cook chicken whole, halved or pieces; enough for 6 judges
 - b. Pork Ribs – enough for 6 judges
 - c. Team Choice – enough for 6 judges
11. **JUDGING** – Judging will be done in three rounds beginning on Saturday, October 15 at 1:00 p.m. Each team must submit six samples in the containers supplied by the event organizers. These containers will be given to each team at check in. There will be a total of six judges for each container. Judges' decisions are final.

Garnish is optional. If used, it is limited to whole leaves of fresh green lettuce or green kale. PROHIBITED GARNISHES ARE lettuce cores and other vegetation, INCLUDING BUT NOT LIMITED TO endive, red tipped lettuce. Sauce is optional. If used, it should be applied directly to the meat and not be pooled or puddled in the container. No side sauce containers will be permitted in the turn-in container. Chunky sauce will be allowed. Chunks are to be no larger than a fine dice, approximately 1/8 inch cubed.



Each contestant must submit at least six (6) portions of meat in the approved container. Chicken may be submitted chopped, pulled, sliced, or diced as the cook sees fit, as long as there is enough for six (6) judges. Ribs shall be turned in bone-in. Judges may not cut, slice, or shake apart to separate pieces. If there is not enough meat for each judge to sample, the shorted judge(s) will score a one (1) on all criteria, and the judges having samples will change the Appearance score to one (1) **as a penalty**.

The container shall not be marked in any way so as to make the container unique or identifiable. Aluminum foil, toothpicks, skewers, foreign material, and/or stuffing are prohibited in the container. Marked entries or containers with the above listed material will receive a one (1) in all criteria from all judges and will be disqualified.

12. **SCORING** – Each entry will be scored by six judges in the areas of APPEARANCE, TASTE / FLAVOR, TENDERNESS, and TEXTURE.

The scoring system will use the numbers 9 to 2, with only whole numbers used to score an entry.

9 – Excellent, 8 – Very Good, 7 – Above Average, 6 – Average, 5 – Below Average, 4 – Poor, 3 – Bad, 2 – Inedible.

13. **DISQUALIFICATION** – The container shall not be marked in any way so as to make the container unique or identifiable. Aluminum foil, toothpicks, skewers, foreign material, and/or stuffing are prohibited in the container. Marked entries or containers with the above listed material will receive a one (1) in all criteria from all judges and will be disqualified.

14. **TURN IN TIMES** – Turn in time for judging starts promptly at **3:00 p.m.** Order of turn in: (A) Chicken 1:00 p.m., (B) Pork Ribs 2:00 p.m., and (C) Team Choice 3:00 p.m.

15. **JUDGING PROCEDURE** – The event organizer will bring all approved containers to the table. He/she will announce the number of containers to be judged, will open each container, and check for rule violations stated above. The containers will be passed around to the judges for sampling. The judge will then score each entry for APPEARANCE, TASTE / FLAVOR, TENDERNESS, and TEXTURE. The event organizer will make sure that all scores for the containers are recorded in the proper place. This procedure will be repeated for all containers. After each container has been scored, the event organizer will return the container(s) to the designated area. The event organizer will then collect the judging slips.



16. **WINNERS** – There will be a 1st and 2nd place trophy in each of the three judged categories – Chicken, Pork Ribs, and Team Choice. There will be one (1) trophy winner in the People's Choice category, voted on by the public based on the samples given out by the teams.

17. **BREAK DOWN / CLEAN UP** – Teams may not start breaking down and cleaning up their area until after the winners are announced.

It is the responsibility of the contestant to see that the team's assigned cooking space is clean and orderly following the contest. All fires must be put out and all equipment removed from the site. It is imperative that clean-up be thorough. Any team's assigned cooking space left in disarray or with loose trash may disqualify the team from future participation

For questions or more information, contact the Main Street office at 918.740.7738 or email us at info@patriotsinthepark.com.



EVENT LOGO



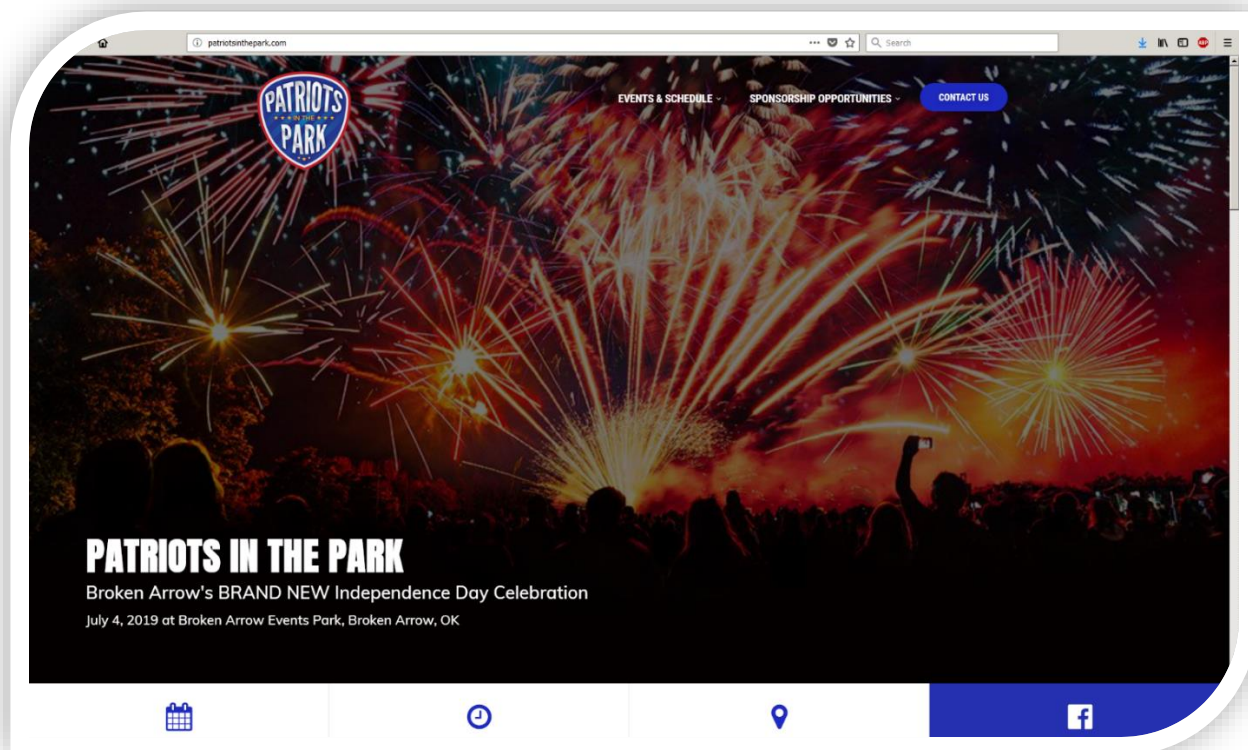
EVENT BANNER





EVENT WEBSITE

www.patriotsinthepark.com



EVENT SOCIAL MEDIA

- WWW.FACEBOOK.COM/PATRIOTSINTHEPARK
- WWW.TWITTER.COM/PATRIOTSPARK
- WWW.INSTAGRAM.COM/PATRIOTSPARK

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VOLUNTEER REGISTRATION

<https://www.eventbrite.com/e/volunteer-patriots-in-the-park-tickets-55770476998>

The screenshot shows a web browser displaying the Eventbrite page for the "Volunteer @ Patriots in the Park" event. The browser's address bar shows the URL: https://www.eventbrite.com/e/volunteer-patriots-in-the-park-tickets-55770476998. The Eventbrite logo is in the top left, and navigation links like "Browse Events", "Help", "STEVE", and "Create Event" are in the top right. The main banner features a vibrant image of fireworks exploding in the night sky, with the "PATRIOTS IN THE PARK" logo centered over it. Below the banner, the event details are listed: "JUL 04", "Volunteer @ Patriots in the Park", "by Adroit Event Solutions, LLC", and "Free". A green "Register" button is prominently displayed. Below the banner, there are icons for sharing and favoriting. The "Description" section explains that the event is Broken Arrow's Independence Day Celebration, a one-day event on July 4th, where volunteers help create a memorable experience. The "Date And Time" section specifies "Thu, July 4, 2019" from "11:00 AM - 11:00 PM CDT" with a link to "Add to Calendar". The "Location" section lists "Broken Arrow Events Park" at "21101 East 101st Street".

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APPENDICES



APPENDIX I

AMATEUR BARBEQUE COOK-OFF COMPETITION

Thursday, July 4, 2019

Registration form and entry fee must be received no later than JUNE 15, 2019.

Please select the categories:

☐ **Chicken**

☐ **Pork Ribs**

☐ **Team Choice** (anything but chicken or ribs)

Entry fee (\$100) allows teams to compete in one, two, or three categories.

Team Name: _____

Phone: _____ Email: _____

Address: _____

If competing as a team, list each team member: Chief cook listed first.

1. Chief Cook _____ 3. _____

2. _____ 4. _____

By signing this document, the contestant(s) agree(s) that they have read and will abide by all rules and regulations set forth by the Patriots in the Park Amateur Barbeque Cook-off Committee. If competing as a team, each team member must sign. **See additional sheet for complete rules and regulations.**

Signature: _____ Date: _____

Signature: _____ Date: _____

Signature: _____ Date: _____

Signature: _____ Date: _____

Return Registration Form and Payment to:

BROKEN ARROW'S INDEPENDENCE DAY CELEBRATION
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APPENDIX II

RELEASE AND WAIVER OF LIABILITY

It is my wish to participate in the Patriots in the Park Amateur Barbeque Competition being held on Thursday, July 4, 2019. I understand, appreciate and acknowledge that property damage and injuries are common to such events. I fully assume the risk of such property damage and injuries, and I participate in this voluntarily and with my full knowledge of the inherent risks.

I hereby waive and release any and all rights that either my heirs, successors and assigns or I may have against Patriots in the Park Amateur Barbeque Competition, Main Street Clinton, its Board of Directors, their agents, and/or employees and volunteers, arising from my participation in this event, including but not limited to property damage and injuries. I further agree to indemnify and hold harmless all of the foregoing from any claim which may be made by me or on behalf of me by third parties which might be made against me by others, arising from my participation in the foregoing event.

This waiver shall remain valid and may not be unilaterally rescinded by the participant. This form is to be signed by the participant, which is 18 years of age or older.

In addition to the release and waiver of liability, signing this form acknowledges that you have read and fully understand the **Patriots in the Park Amateur Barbeque Competition Rules**. Also by signing, I give permission for my image to be used in advertising this event and to announce the winners of this competition in the local newspaper and radio.

Signature: _____ Date: _____

(Chief Cook on behalf of entire team)