



Prepared for:

Purchasing Manager: Gelencia Carter
Agency: City of Fort Pierce
RFP NO: 2025-017-0-2025/GC
Email: gcarter@cityoffortpierce.com

Created by:

Ednel Saint Jean, CEO
Emprise Partners LLC
Email: e.saintjean@emprise-partners.com
Phone: 561.660.0660
CAGE: 9V3J1
UEI: VA4LAHDJT2R3

Ft. Pierce Sunrise Theatre

Submitted: 03/27/2025

Due: 03/27, 3p EDT

Dear **Gelencia Carter**,

I am writing to express Emprise Partners LLC's enthusiastic interest in the solicitation for the Ft. Pierce Sunrise Theatre Operations Concession (RFP #2025-017), recently issued by the City of Fort Pierce. As a locally-rooted, minority-owned firm with deep connections to the community and a proven track record in delivering high-quality solutions, Emprise Partners is uniquely positioned to revitalize and maximize the potential of the historic Sunrise Theatre.

With extensive experience in event programming, and operational efficiency, we are well prepared to provide exceptional value to the City of Fort Pierce. Emprise Partners strategy is designed to enhance the Theatre's financial sustainability, expand its community engagement, and ensure its continued role as a cultural cornerstone of Fort Pierce.

Enclosed with this letter is Emprise Partners comprehensive proposal, which includes:

- A detailed outline of our strategy, vision and operational plan for the Sunrise Theatre.
- An understanding of the requirements and objectives outlined in the RFP.
- All required forms, including public entity crimes affidavit and affidavit regarding the use of coercion for labor or services.
- A proposed compensation model that aligns with the City's goal of a shared risk and shared reward approach.

We are committed to delivering programming that celebrates the unique culture of Fort Pierce while maximizing attendance and profitability. Emprise Partners extensive experience in event marketing, financial management, and customer relations positions us as the ideal partner for this initiative.

We are thrilled about the opportunity to contribute to the next chapter of the Sunrise Theatre's history. If you have any questions or require further information, please contact us at:

800.254.0658

info@emprise-partners.com

Sincerely,

Ednel Saint Jean

CEO, Emprise Partners LLC

Vision for the Sunrise Theatre

Emprise Partners LLC seeks to restore and elevate the Sunrise Theatre into a year round cultural engine; a place where Fort Pierce gathers to be inspired, to celebrate, and to connect. A venue that honors its historic roots while embracing the future: with cutting-edge technology, dynamic programming, unforgettable private events, and diverse performances that reflect the soul of our city.

We see a future where Sunrise Theatre is more than a name; it's a symbol. Of economic growth. Of job creation. Of local partnerships. Of cultural pride.

Where mornings are for business seminars in the Black Box theatre, afternoons for student field trips and rehearsals, and nights for unforgettable performances that fill restaurants, bars, and sidewalks with life.

We imagine a theatre where weddings are booked out a year in advance, where artists find a stage to rise, where local nonprofits host fundraisers under historic lights, and where every event leaves guests saying, "I can't wait to come back."

We believe this transformation is not only possible - it's inevitable, with the right steward. A steward that honors the past, activates the present, and builds for the future.

We are not bidding just to operate The Sunrise Theatre.

We have a plan to revitalize a historic asset by driving community impact, artistic excellence, and long-term profitability.



TABLE OF CONTENTS

1.0 Transition Plan: 30/90/120 Days	2
1.1 Foundation and Launch Preparation (30 Days)	
1.2 Operational Optimization & Revenue Strategy (90 Days)	
1.3 Growth, Expansion, and Sustainability (120 Days)	
2.0 Implementation Timeline	7
2.1 Phase 1: Transition & Initial Setup	
2.2 Phase 2: Full Operational Rollout & Revenue Growth	
2.3 Phase 3: Full-Scale Growth & Optimization	
2.4 Phase 4: Long-term Sustainability	
3.0 Operational Capabilities & Resource Allocation	9
3.1 Facility Management & Maintenance	
3.2 Staffing & Human Resources	
3.3 Technical & Production Capabilities	
3.4 Programming & Event Management	
3.5 Revenue Generation & Financial Management	
3.6 Subcontracting & Vendor Management	
4.0 Key Personnel & Qualifications	13
4.1 Leadership Overview	
5.0 Company's Experience & Qualifications	18
5.1 Government Contracting Success & Facilities Management	
5.2 Theatre/Venue Experience	
6.0 Company Overview & Stability	19
6.1 Company History	
6.2 Growth & Stability	
6.3 Financial Resources & Stability	
6.4 Legal & Risk Mitigation	
6.5 Community Engagement & Local Impact	
6.6 Exceeding the City's Expectations	
7.0 Sunrise Theatre Projections	21
7.1 Financial Projections (<i>Exhibit A</i>)	
7.2 Negotiation Proposal	
8.0 Financial Report	24
8.1 Records (<i>Exhibit B</i>)	
8.2 Bank Letter (<i>Exhibit C</i>)	
8.3 Contract Details (<i>Exhibit D</i>)	
9.0 References	24
10.0 Insurance Coverage	27
11.0 Public Entity Crimes Sworn Statement (<i>Exhibit H</i>)	28
12.0 Labor & Human Rights Compliance (<i>Exhibit I</i>)	29

1.0 – Transition Plan (30/90/120 Days)

1.1 – 30-Day Plan: Foundation and Launch Preparation

Objectives:

Over the first 30 days, the goal is to ensure a seamless transition from City management by establishing full operational responsibility, aligning with key stakeholders, and building trust through early engagement. We will activate foundational infrastructure for staffing, marketing, IT systems, and financial processes, while initiating our first wave of programming and brand activation. Through strategic outreach to city officials, local businesses, and the broader Fort Pierce community, we aim to position the Sunrise Theatre for early success and long-term growth.

Key Actions:

- Stakeholder Engagement & Public Relations
 - Meet with City Officials: FPRA, City Manager, Economic Development, Tourism, and Parks leadership.
 - Host a focus group with Main Street orgs, downtown business owners, arts/culture leaders, churches, musicians, and planners.
 - Public Open House and Listening Session.
 - Schedule media coverage and communicate the transition publicly.
 - Share vision and gather stakeholder feedback.

- Facility Readiness
 - Conduct full facility walkthrough for immediate maintenance needs.
 - Launch preventive maintenance schedule (HVAC, lighting, safety systems).
 - Review unfinished capital improvements and branding alignment (aesthetic touchpoints).
 - Prepare front-of-house, backstage, and Black Box for optimal visual and functional readiness.

- Organizational Infrastructure & Staffing
 - Onboard leadership and essential staff (ops, marketing, events, tech).
 - Transition current City staff willing to join the new team.
 - Roll out HR processes: onboarding, payroll, retention policies.
 - Draft key SOPs (operations, safety, customer service).
 - Train staff on brand, culture, and performance expectations.

- Technology & Ticketing

- Audit and/or launch IT systems: CRM, POS, online ticketing.
 - Ensure cybersecurity compliance.
 - Implement analytics for ticket sales, web traffic, and marketing ROI.
 - Begin new website build (SEO, UX/UI, brand-integrated).
 - Evaluate current ticket platform for app/online sales; offer early-bird discounts and track engagement.
- Event & Program Management
- Audit all booked events and connect with talent/organizers.
 - Confirm or redirect existing marketing campaigns.
 - Schedule next 90-day programming and logistics.
 - Target new bookings for weddings, private rentals, and community events.
 - Optimize use of all rentable spaces.
- Marketing & Brand Activation
- Execute a theater relaunch campaign: social media blitz, email newsletter.
 - Host a private event or open house for promoters/talent managers.
 - Run geo-targeted ads and influencer marketing.
 - Coordinate all outreach with the City's Communications Team.
 - Activate cross-promotions with local businesses.
-

1.2 – 90-Day Plan: Operational Optimization & Revenue Strategy

Objectives:

Building on the foundation set in the first 30 days, our 90-day strategy focuses on activating full-scale operations while deepening relationships with city officials, community stakeholders, and partners. We will enhance facility functionality, optimize ticketing and technology systems, and strategically expand programming to drive revenue. Through integrated marketing, sponsorship development, and community-focused events, we aim to solidify the Sunrise Theatre's presence as a premier cultural and economic driver in Fort Pierce.

Key Actions:

- Stakeholder Engagement & City Partnerships
 - Conduct monthly check-ins with City of Fort Pierce officials and FPRA.
 - Share financial performance, event outcomes, and community feedback.
 - Participate in City Council meetings and public forums.
 - Explore long-term funding support, capital improvement needs, and city-backed grant opportunities.
- Community & Economic Development Integration

- Host community-focused events including educational programs and cultural festivals.
 - Strengthen local business partnerships with cross-promotions (restaurants, hotels, attractions).
 - Offer community incentives (e.g., city employee/first responder discounts).
 - Meet with state-level cultural orgs and tourism partners to align with Florida's economic development goals.
 - Launch a community newsletter with updates and behind-the-scenes content.
- Facility Enhancements & Guest Experience
 - Execute improvements identified in the 30-day audit (lighting, seating, signage, concessions).
 - Address customer flow and operational efficiency in high-traffic areas.
 - Evaluate and plan for prep kitchen or food service expansion.
 - Optimize bar and concessions menus; finalize vendor contracts.
- Organizational Development & Staffing
 - Conduct team-wide customer service and brand training.
 - Establish employee recognition and retention programs.
 - Facilitate team-building activities to strengthen internal culture.
 - Finalize and audit all SOPs, HR policies, and safety protocols.
- Technology & Ticketing Optimization
 - Finalize CRM and ticketing system integration.
 - Personalize customer journeys with automated follow-ups and segmentation.
 - Enhance user experience with features like loyalty rewards, flash sales, and social sharing tools.
 - Collect and analyze customer feedback to continuously improve.
- Programming & Event Expansion
 - Host and evaluate the first full run of events.
 - Expand offerings to include workshops, rentals, and community series.
 - Schedule rolling calendar updates based on market demand and stakeholder feedback.
 - Launch booking outreach to new promoters, corporate clients, and local artists.
- Marketing, Sponsorships & Brand Growth
 - Finalize and launch the website with integrated SEO and analytics.
 - Execute multichannel digital campaigns (retargeting, email, influencer, etc.).

- Initiate naming rights conversations (preserving “Sunrise Theatre” as required).
 - Leverage user-generated content, testimonials, and content marketing (blogs, vlogs, video recaps).
 - Evaluate and or develop loyalty programs and VIP access packages to increase repeat visits.
-

1.3 – 120 Day Plan: Growth, Expansion, and Sustainability

Objectives:

By day 120, the focus will be on sustaining momentum, scaling programming, and positioning the Sunrise Theatre as a premier cultural hub in Fort Pierce and the wider region. We will deepen public-private partnerships, secure new sponsorship and funding opportunities, and begin long-term strategic planning. Operational systems will mature, event programming will diversify, and our marketing efforts will broaden to reach regional and national audiences. The goal is to fully transition from launch to growth mode while strengthening the Sunrise Theatre’s financial and cultural foundation.

Key Actions:

- Strategic Partnerships & City Alignment
 - Host a Stakeholder Summit with city officials, community leaders, and business partners.
 - Present impact data: revenue, attendance, community engagement.
 - Align the Sunrise Theatre’s vision with Fort Pierce’s long-term economic development strategy.
 - Explore public-private funding partnerships and city support for capital upgrades.
 - Begin drafting a City-Theatre Strategic Partnership Plan with FPRA and key departments.
- Facility Enhancements & Sustainability
 - Initiate large-scale upgrades (seating, tech installations, concessions improvements).
 - Evaluate kitchen/prep space integration for event rentals and catering expansion.
 - Begin implementing sustainability initiatives (energy-efficient lighting, waste programs).
 - Optimize facility layout for enhanced guest comfort and operational flow.
- Technology, Ticketing & Customer Experience
 - Launch a dedicated mobile app for event listings, ticketing, and loyalty programs.
 - Integrate AI-powered analytics and marketing tools for personalized engagement.

- Roll out customer loyalty features (VIP access, rewards, birthday perks).
 - Explore hybrid event capabilities and virtual programming integration.
 - Introduce AI chatbots to support ticketing, FAQs, and guest services.

 - Organizational Growth & Leadership Development
 - Expand team capacity to support increased programming volume and complexity.
 - Create a leadership development program for high-performing staff.
 - Conduct quarterly policy audits; update SOPs with lessons learned.
 - Enhance protocols for large-scale events, touring acts, and security.

 - Program Expansion & Revenue Diversification
 - Launch signature events (VIP galas, themed festivals, annual community showcases).
 - Secure partnerships with national/international talent and production companies.
 - Develop recurring programs to build audience consistency and loyalty.
 - Explore new revenue streams:
 - Digital content and streaming
 - Membership and subscription models
 - Branded merchandise
 - Submit the first quarterly report to City/FPRA with financials, metrics, and outcomes.

 - Advanced Marketing & Brand Amplification
 - Expand marketing reach to regional and national audiences.
 - Launch integrated campaigns (traditional, digital, PR, co-branding).
 - Collaborate with tourism boards and local economic councils.
 - Leverage performance data for continuous optimization of campaigns.
 - Amplify visibility through co-branded partnerships and ambassador programs.
 - Use audience insights to segment messaging and boost ROI.
 - Access website performance and make necessary adjustments
-

Success Metrics & Key Performance Indicators (KPIs)

Emprise Partners approach to managing the Sunrise Theatre is rooted in clear performance outcomes, data-driven decisions, and community impact. The following success metrics have been carefully developed to reflect the scope of our 30/90/120-day operational plan and our broader goals for revenue generation, community engagement, and brand growth.

These KPIs are designed to be both ambitious and attainable, representing benchmarks we expect to meet or exceed by Day 120 of the transition. Emprise Partners will track progress weekly and provide performance reports to City officials and FPRA leadership to ensure transparency and accountability.

Performance Reporting:

Emprise Partners will provide the City and FPRA with detailed monthly reports covering:

- Financial performance (revenue vs. budget)
- Attendance and ticketing data
- Customer satisfaction insights
- Marketing performance metrics (reach, engagement, ROI)
- Community impact data (number and type of events hosted)

By anchoring the operations set forth in measurable outcomes, we are not only ensuring the theater's sustainability—we are creating a culture of performance, accountability, and community-first success.

2.0 – Implementation Timeline

To ensure a structured and efficient transition of the Fort Pierce Sunrise Theatre, we have developed a phased implementation timeline that aligns with the City's 30/90/120-day transition plan. This timeline outlines key milestones, deliverables, and dependencies for bringing each component of the Scope of Services online in a systematic and effective manner.

2.1 – Phase 1: Transition & Initial Setup (Days 1-30)

Objective: Establish operational responsibility, assess facility conditions, onboard key personnel, and initiate the marketing and programming setup.

Week 1: Facility Handover & Initial Assessments

- Conduct facility walkthrough with City representatives and finalize the transfer of keys, security codes, and IT access.
- Review existing capital improvements, maintenance records, and pending facility upgrades.
- Initiate urgent repairs and maintenance related to HVAC, plumbing, and electrical systems.
- Implement janitorial and waste management services per City guidelines.

Week 2: Staffing, Programming, & Ticketing Setup

- Hire and onboard key personnel, including Operations Director, Marketing Manager, Box

Office Staff, and Security Personnel.

- Conduct staff orientation and training on operational protocols, customer service, and emergency response procedures.
- Finalize digital ticketing system selection, including integration with website and mobile sales channels.
- Develop an initial event calendar and begin promoter outreach.

Week 3: Marketing & Community Engagement

- Launch the "Sunrise Theatre Relaunch" marketing campaign.
- Establish partnerships with local media, arts organizations, and community groups.
- Develop the official Sunrise theatre website, email marketing campaigns, and social media content strategy.
- Begin outreach for sponsorship and advertising opportunities.

Week 4: Security, Financial, & F&B Setup

- Implement security upgrades, including staff training, emergency response planning, and crowd management protocols.
- Transition financial management, establish revenue tracking, accounting software, and auditing processes.
- Finalize liquor license renewal and food & beverage vendor contracts.

2.2 – Phase 2: Full Operational Rollout & Revenue Growth (Days 31-90)

Objective: Launch full-scale operations, execute programming, and optimize revenue streams.

Month 2 (Weeks 5-8): Event Readiness & Audience Expansion

- Execute the first live event to test operational efficiency.
- Collect customer feedback and implement service improvements.
- Fully integrate online ticketing, seating management, and VIP packages.
- Introduce loyalty membership programs and expand ticketing options.

Month 3 (Weeks 9-12): Facility Optimization & Marketing Expansion

- Assess and refine event logistics, setup, and teardown processes.
- Implement a structured preventative maintenance schedule.
- Launch regional advertising campaigns and expand corporate sponsorships.
- Establish discount and referral programs to boost attendance.

2.3 – Phase 3: Full-Scale Growth & Optimization (Days 91-120)

Objective: Solidify financial sustainability, expand programming, and increase community engagement.

Month 4 (Weeks 13-16): Revenue Growth & Performance Optimization

- Optimize bar and food sales with premium offerings and upsell strategies.
- Develop seasonal programming schedules and touring act partnerships.
- Conduct financial analysis and adjust ticket pricing strategy.

Month 5 (Weeks 17-20): Community Outreach & Venue Expansion

- Host educational workshops and community engagement programs.
- Increase private event bookings for weddings, corporate events, and social gatherings.
- Implement an ongoing customer engagement program.

2.4 – Phase 4: Long-Term Sustainability (Days 121+)

Objective: Achieve long-term operational stability, increase venue profitability, and establish the theatre as a premier entertainment destination.

- Develop and execute a multi-year capital improvement plan.
- Expand merchandising, sponsorships, and grant opportunities.
- Introduce sustainability initiatives such as LED lighting and energy-efficient systems.
- Continue quarterly performance reviews and audience growth strategies.

3.0 – Operational Capabilities & Resource Allocation

Emprise Partners LLC has assembled a highly qualified leadership team and strategic partnerships to ensure a seamless transition and effective management of the Sunrise Theatre. The team includes:

- Ednel Saint Jean (CEO) – Providing overall strategic leadership and financial oversight.
- Johanne Norzelus (Managing Partner) – Overseeing operations and business development.
- Sandy Jean-Louis (Strategic Partnerships & Events Consultant) - Drives bookings, develop signature events
- Susan Hunt (Events Coordinator) – Managing logistics, scheduling, and client relations for all events.
- Jill Gleichman (Public Relations) – Handling communications, media relations, and branding.
- Inherited Positions:
 - Executive Director – Managing day-to-day Sunrise theatre operations and strategic direction.
 - Marketing Manager – Driving ticket sales, community engagement, and sponsorships.
 - Technical Director – Ensuring top-tier production quality and technical oversight.

This structure allows us to handle most core services in-house, while partnering with specialized local third-party vendors for non-core functions such as janitorial, security, HVAC, lighting, and specialized maintenance. We have obtained Letters of Intent from third-party vendors we intend to use.

3.1 – Facility Management & Maintenance

We will assume direct responsibility for overseeing routine maintenance while contracting with specialized local vendors for major repairs and upgrades.

In-House Responsibilities:

- The Maintenance Director will oversee all day-to-day facility upkeep, ensuring compliance with safety codes.
- The Technical Director will manage lighting, sound, and stage equipment maintenance.
- Operations team will ensure routine cleaning and solid waste removal.

Local Third-Party Partnerships:

- Local Janitorial Services Provider – Handling daily cleaning and event sanitation.
- Local Security Services – Providing venue security and crowd management.
- Licensed Local HVAC Contractors – Managing climate control systems.
- Local Lighting & Technical Support Vendors – Assisting with high-end production needs.
- Local Plumbing & Facility Repair Contractors – Ensuring the integrity of infrastructure.

3.2 – Staffing & Human Resources

We have built a staffing model built on retaining existing expertise while optimizing new hires for efficiency.

In-House Staff:

- Executive Director – Leading daily operations.
- Marketing Manager – Promoting events and engaging audiences.
- Technical Director – Managing Sunrise theatre production and technical operations.
- Maintenance Director (potential hire) – Handling long-term facility upkeep.
- Operations & Finance Team (led by Managing Partner) – Overseeing financial management, legal compliance, and HR.
- Public Relations (Jill Gleichman) – Managing communications and external branding.
- Events Coordination (Susan Hunt) – Handling private bookings, artist relations, and vendor negotiations.
- Strategic Partnerships & Event Consultant (Sandy Jean-Louis) – Driving private event growth, securing strategic partnerships, and expanding venue rental revenue through community and business engagement.

3.3 – Technical & Production Capabilities

We will leverage existing Sunrise theatre staff while integrating additional enhancements.

In-House Capabilities:

- Technical Director – Managing lighting, sound, and stage setup.

Local Third-Party Support:

- Local Specialized AV & Stage Equipment Vendors – For equipment upgrades and maintenance.
- Local Production Team – Ensuring event execution and equipment handling.
- Local Lighting & Rigging Experts – To enhance production value.
- Local Livestream & Digital Production Partners – To expand virtual audience reach.

3.4 – Programming & Event Management

Emprise Partners will handle event booking and execution internally, ensuring diverse and high-quality programming.

In-House Responsibilities:

- Strategic Partnerships & Event Consultant (Sandy Jean-Louis) – Cultivating corporate and community partnerships, driving private event growth, and advising on new event concepts and sponsorship opportunities to expand the theatre's reach and revenue.
- Events Coordinator (Susan Hunt) – Booking, scheduling, and coordinating logistics.
- Public Relations (Jill Gliedman) – Marketing and community outreach.
- Marketing Manager – Overseeing promotions and sponsorship acquisition.

Local Third-Party Partnerships:

- Local Ticketing Platform Provider – Implementing an industry-leading ticketing system.
- Local Catering & Hospitality Vendors – For special event support.
- Local Artists & Cultural Groups – Expanding community engagement.

3.5 – Revenue Generation & Financial Management

The financial model below ensures long-term sustainability by maximizing revenue streams.

In-House Oversight:

- CEO & Managing Partner – Overseeing revenue and financial planning.
- Marketing Manager – Implementing sponsorship and advertising programs.

Revenue Streams:

- Base Compensation + Profit-Sharing Model – Aligning incentives with performance.
- Sponsorships & Naming Rights – Securing corporate partnerships.
- Venue Rentals & Private Events – Increasing non-ticket revenue.

- Concessions & Merchandising – Enhancing food, beverage, and souvenir sales.

Local Third-Party Partnerships:

- Local Accounting & Financial Auditors – Ensuring financial transparency.
- Local Fundraising Consultants – Assisting with grants and sponsorships.

3.6 – Subcontracting & Vendor Management

Emprise Partners will maintain a balance between internal expertise and external support to ensure cost efficiency and high service quality.

Local Third-Party Service Providers:

- Local Janitorial Services – Nightly and deep cleaning services.
- Local Security Firms – Ensuring event safety.
- Local HVAC, Electrical & Plumbing Contractors – Handling major repairs.
- Local Lighting & Stage Production Vendors – Ensuring top-quality performances.
- Local Concession & Catering Vendors – Enhancing food and beverage offerings.

Vendor Selection Strategy:

- Prioritize local businesses to support economic development.
- Use performance-based contracts for accountability.
- Evaluate cost-efficiency to maximize financial sustainability.

Emprise Partners Operational Capabilities & Resource Allocation Plan ensures:

- Efficient in-house leadership and operations management.
- Strategic use of local third-party partners to optimize costs.
- Expanded revenue opportunities through sponsorships and rentals.
- Enhanced community engagement and cultural programming.

With Letters of Intent secured for janitorial, security, HVAC, lighting, and other essential services—all from local businesses, Emprise Partners is well-prepared to successfully operate the Sunrise Theatre and drive its long-term growth and sustainability.

4.0 – Key Personnel & Qualifications

4.1 – Leadership Team Overview



Ednel Saint Jean is the President and CEO of Emprise Partners LLC, a minority-owned business. He has cultivated a remarkable leadership journey marked by strategic vision, community engagement, and operational excellence. Raised in Fort Pierce, Florida, Ednel was an active member of the Men of Tomorrow program, led by Dr. Perry, a member of Alpha Phi Alpha, from middle school through high school. This formative experience instilled in him the values of leadership, mentorship, and community service, laying the foundation for his lifelong commitment to making a positive impact. Ednel went on to graduate with his undergraduate degree from Valdosta State University, where he pledged Alpha Phi Alpha Fraternity, Inc.

Professional Experience and Leadership

Ednel leads strategic initiatives, business development, and operational management. Under his leadership, Emprise Partners has grown into a reputable firm with a focus on delivering excellence and driving impactful results.

Ednel brings over a decade of experience leading multimillion-dollar operations with a keen focus on operational efficiency, team performance, and customer experience. As the Senior Store Manager of a \$95 million Walmart Supercenter in Orlando, FL, Ednel oversaw more than 400 employees and managed every facet of operations - from financial forecasting and budget control to merchandising strategy and community engagement (e.g., blood drives, holiday events, local fundraisers, pop up shops, vendor and job fairs). In a previous role, he served as a Senior Business Manager for Verizon, directing operations across 16 locations in Atlanta where his team sold to small and mid-sized businesses to drive regional growth.

Ednel continues to make a significant impact in his community as a board member and the Director of Operations for Guys with Ties. Guys with Ties is a philanthropist group dedicated to raising funds and awareness for local charities through themed events that inspire giving back to the community. As the Director of Operations and Board Member of Guys with Ties he helps facilitate putting together fundraising events to help raise money for local charities by securing sponsorships and gaining partnerships with local businesses. These high-volume, high-visibility roles demanded precision, leadership, and adaptability traits - Ednel now brings to the Sunrise Theatre. His ability to coordinate cross-functional teams, manage high traffic venues, and deliver consistent results under pressure will directly support the operational, programming, and customer service needs of the Sunrise Theatre.



Johanne Norzelus is the Managing Partner for Emprise Partners who has cultivated a distinguished career marked by strategic vision, operational excellence, and community engagement. Having lived in Fort Pierce for several years and attended Westwood High School. Johanne’s connection to the Fort Pierce community fuels her passion for driving positive change and fostering cultural growth.

Professional Experience and Leadership

Johanne leads strategic planning, operational management, and business development initiatives. Her role involves driving revenue growth, enhancing operational efficiency, and fostering strategic partnerships. Johanne’s leadership style is characterized by her commitment to innovation, team development, and community engagement, consistently delivering impactful results.

Johanne served as the Director of Sales and Marketing at Watermark Retirement Communities. In this role, she was responsible for strategic marketing initiatives, revenue generation, community relations, and brand positioning. Johanne successfully increased occupancy rates and revenue through targeted marketing campaigns, community outreach, and strategic partnerships. Her exceptional leadership and strategic vision led her team to achieve the highest growth within the company, earning her the Director of the Year Award for her outstanding performance and contribution to the organization’s success. Her expertise in brand management, sales strategy, and community engagement directly translates to the operational needs of the Sunrise Theatre, particularly in enhancing programming visibility, increasing attendance, and maximizing revenue potential.

In addition to her role at Watermark, Johanne has held nearly a decade of Director of Nursing experience, where she managed a staff of over 50 employees, ensuring high standards of care, operational efficiency, and regulatory compliance. Her leadership in recruitment, workforce planning, and staff development contributed to a positive organizational culture and operational success. These experiences have honed her strategic vision, budget management, and team leadership skills, all of which are critical to the operational excellence required for the Sunrise Theatre.

Johanne continues to make a significant impact in her community through active involvement and leadership. Her experiences living in Fort Pierce, combined with her strategic and operational expertise, enable her to foster strong community partnerships and engage diverse audiences. Her passion for community development and cultural enrichment reflects her commitment to creating a positive impact in Fort Pierce.



Sandy Jean-Louis is the Strategic Partnerships & Event Consultant for Emprise Partners, bringing over five years of entrepreneurial success in the event and venue management industry. As the owner and operator of two thriving event spaces, Sandy has cultivated a reputation for excellence in client experience, operational oversight, and business development. Her deep understanding of the event lifecycle from concept to execution makes her an invaluable asset to the Sunrise Theatre’s mission of cultural revitalization and community engagement.

Professional Experience and Leadership

Sandy’s role centers on identifying and cultivating strategic partnerships, expanding venue rental revenue, and advising on innovative event concepts tailored to diverse audiences. She specializes in bridging community relationships with business opportunities, leveraging her entrepreneurial acumen to enhance programming depth and attract new clients to the theatre. With a pulse on market trends and an innate ability to create engaging experiences, Sandy plays a critical role in expanding the theatre’s footprint within Fort Pierce and beyond.

As a self-made business owner, Sandy has independently managed all aspects of her venues including marketing, client relations, vendor negotiations, staffing, and financial planning successfully building two brands known for hosting baby showers, weddings, corporate events, and private parties. Her unique background equips her with practical, on-the-ground insight into what it takes to keep venues active, profitable, and relevant in competitive markets.

Her entrepreneurial journey also reflects her strong leadership, adaptability, and resilience. Sandy has cultivated long-standing client relationships and developed programming strategies that consistently generate high occupancy and repeat business. She brings this same level of dedication and innovation to the Sunrise Theatre, enhancing its appeal as both a cultural landmark and a premier event destination.

Sandy’s work extends beyond transactional success; she is a community connector and experience curator. Her knowledge of vendor ecosystems, grassroots marketing, and customer service standards positions her to contribute meaningfully to audience growth, revenue diversification, and partner engagement.

Sandy Jean-Louis exemplifies the spirit of entrepreneurship and community partnership. Her ability to activate spaces, attract new audiences, and generate sustainable event-based income supports the Sunrise Theatre’s operational vision and long-term cultural impact in Fort Pierce.

Susan Hunt is an experienced Marketing & Events Coordinator, who brings a wealth of experience in marketing, public relations, fundraising, and event management across both nonprofit and for-profit sectors. Her strategic vision, deep community ties, and proven ability to drive audience engagement and revenue growth make her an essential part of the Sunrise Theatre's leadership team. With a strong background in venue operations and a passion for cultural programming, Susan plays a pivotal role in revitalizing the theatre's presence and programming in Fort Pierce.

Professional Experience and Leadership

In her current role as Events Coordinator, Susan is responsible for managing all private bookings, coordinating logistics for performances and community events, and cultivating key vendor relationships. Her attention to detail and client-first approach ensure exceptional experiences for both patrons and partners. Susan's ability to seamlessly execute high-impact events is rooted in decades of experience leading marketing, tourism, and public engagement efforts throughout the Treasure Coast.

As the former Director of Marketing & Development at the Sunrise Theatre, Susan increased season memberships by 26% through targeted campaigns and innovative outreach strategies. She also secured significant sponsorships and expanded regional media coverage, positioning the theatre as a premier destination for live entertainment. Her familiarity with the venue, audience base, and community landscape gives her a unique advantage in helping lead the theatre into its next chapter.

Susan also served as the Director of Marketing & Public Relations for Youth Guidance Mentoring Academy, where she designed and executed events that contributed to a 15–20% budget increase and led a public relations campaign that doubled the organization's media exposure. At the Indian River County Chamber of Commerce, she advanced local tourism as Director of Tourism, driving an 11.3% increase in tourism revenue by building partnerships with hotels, attractions, and business leaders.

In the private sector, Susan made a major impact as the General Manager and Marketing Director for Vero Fashion Outlets, where her strategic marketing and operational leadership helped raise the property's valuation from \$18.5 million to \$38 million. Her campaigns successfully repositioned the brand, drove significant foot traffic, and strengthened retailer performance and NOI.

As a Freelance Marketing & Events Consultant, Susan has developed marketing strategies and planned events for a wide range of businesses and organizations, consistently achieving measurable results in brand awareness and revenue.

Susan's expertise spans strategic marketing, sponsorship development, fundraising, public relations, community outreach, and venue management. Her creative energy, extensive local

network, and hands-on leadership style contribute directly to the Sunrise Theatre's success in expanding programming, attracting premier events, and increasing sustainable revenue.

With her dynamic background and unwavering commitment to Fort Pierce's cultural growth, Susan Belgam Hunt continues to be a catalyst for progress, connection, and community impact through the power of live events.

Jill Gleichman is an experienced Public Relations & Community Engagement Lead who brings over 20 years of experience in strategic communications, media relations, and event planning. With a strong background in both corporate and nonprofit publicity, Jill plays a central role in shaping the public narrative and elevating the Sunrise Theatre's brand throughout the Fort Pierce region and beyond. Her blend of creativity, strategy, and community focus makes her an essential driver of engagement, visibility, and cultural connection.

Professional Experience and Leadership

Jill leads all aspects of public relations, community engagement, and promotional outreach for the Sunrise Theatre. She is responsible for developing integrated communications strategies that increase public awareness, foster stakeholder relationships, and drive audience attendance. Her deep expertise in storytelling, brand positioning, and strategic messaging ensures that the theatre's programming and mission are consistently communicated with clarity and impact.

Throughout her career, Jill has designed and executed successful publicity campaigns for high-profile organizations, including Scholastic Books, Cotton & Company, and Audubon of Martin County. She has managed national author tours, developed press kits and media collateral, and secured coverage across major media platforms. Her skill in media coordination and campaign development has resulted in increased exposure and audience engagement for a variety of brands and cultural initiatives.

Jill's professional scope also includes sponsorship cultivation and event coordination, having worked closely with community organizations and corporate partners to support mission-driven programs and fundraising initiatives. Her ability to bridge storytelling with sponsorship and outreach supports the Sunrise Theatre's growth strategy by enhancing donor relations and expanding the theatre's regional profile.

In addition to her communications background, Jill brings a unique perspective to data-driven marketing through her work in sentiment analysis and AI ethics, providing the Sunrise Theatre with innovative tools to better understand and connect with its audiences. Her forward-thinking approach allows the theatre to adapt to emerging trends while preserving the authenticity of its community-focused mission.

As the Public Relations & Community Engagement Lead, Jill Gleichman plays a vital role in strengthening media relationships, activating the theatre's community presence, and ensuring

that its story resonates across diverse platforms. Her work is central to building a loyal and engaged patron base, forging meaningful partnerships, and securing the Sunrise Theatre's place as a premier cultural destination in the heart of Fort Pierce.

5.0 – Company Experience and Qualifications

Emprise Partners LLC is a locally-rooted, minority-owned business with a mission to transform spaces into vibrant community hubs through strategic venue management, operational excellence, and innovative programming. Founded and led by Ednel Saint Jean, a seasoned leader with deep ties to Fort Pierce and a proven track record of strategic leadership, Emprise Partners is dedicated to revitalizing cultural landmarks and maximizing their potential for community engagement and financial sustainability.

Emprise Partners, brings a wealth of management, operational, and facility oversight experience from diverse industries, positioning us as a capable and innovative concessionaire for the Fort Pierce Sunrise Theatre. We have successfully secured and managed large-scale government contracts, demonstrating our ability to deliver high-quality services while adhering to public sector compliance and operational standards.

5.1 – Government Contracting Success & Facilities Management

Emprise Partners has demonstrated proven success in facility and service-based government contracts, currently managing:

- A four-year janitorial services contract in Ogden, Utah, where we oversee cleanliness, facility upkeep, and staff coordination for municipal spaces.
- A multi-award in which we were entrusted with managing contracts across several different states. This experience demonstrates our ability to coordinate, oversee subcontractors, and ensure consistent service quality across multiple locations.

These contracts reflect the company's capacity to manage complex operational logistics, maintain high service standards, and ensure regulatory compliance—skills directly transferable to Sunrise Theatre operations.

5.2 – Theatre/Venue Experience

Emprise Partners is strategically onboarding key personnel with direct, hands-on experience in theatre and venue operations to ensure a seamless transition and immediate impact. This includes a former Marketing Director of the Sunrise Theatre, who brings deep institutional knowledge of the venue, its audience, and community engagement strategies. Her insight will be instrumental in preserving continuity in programming, marketing, and public relations. Paired with the expertise of Emprise Partners Strategic Partnerships & Event Consultant—an accomplished entrepreneur who has successfully operated multiple event venues—this dynamic team will drive innovation, expand private event revenue, and elevate the Sunrise Theatre's

regional presence. Together, they represent a powerful combination of institutional familiarity and entrepreneurial vision.

Emprise Partners leadership's combined experience in financial management, community engagement, and large-scale operations uniquely positions Emprise Partners to elevate the Sunrise Theatre. We understand the importance of:

- Diverse and Engaging Programming – Leveraging relationships and strategic marketing to attract high-caliber events.
- Operational Excellence – Implementing best practices in facility upkeep, vendor partnerships, and financial stewardship.
- Community Integration – Expanding Sunrise Theatre use for private events, corporate functions, and cultural experiences.

Emprise Partners track record of operational success, event execution, and government contracting reflects our ability to deliver a well-managed, financially sustainable, and culturally vibrant Sunrise Theatre for Fort Pierce.

6.0 – Company Overview & Stability

6.1 – Company History

Emprise Partners LLC is a government-certified contracting firm specializing in facilities management, operational support, and venue services. The company has secured multi-year federal contracts, demonstrating its ability to deliver high-quality execution and operational reliability. Emprise Partners focuses on a range of essential services including facility management, janitorial services, HVAC, waste management, plumbing, and other critical support functions. The company is fully registered on SAM.gov, compliant with all applicable government regulations, and certified as a minority-owned business.

6.2 – Growth & Stability

Emprise Partners has quickly earned the trust of federal agencies, securing multiple long-term contracts, affirming its reliability, performance, and long-term viability. Among its early successes, the company was awarded a five-year federal contract and a multi-award, four-year contract, positioning it as a competitive and dependable government partner. Emprise Partners has consistently delivered services on time, within budget, and in full compliance with federal standards, while building the internal infrastructure, personnel, and compliance systems necessary to support sustained growth and expansion.

6.3 – Financial Resources & Stability

Emprise Partners maintains stable, government-backed revenue streams through multi-year federal contracts, ensuring predictable cash flow and reduced financial risk. With access to over

\$200,000 in capital, the company is well-positioned to scale operations, absorb unforeseen costs, and invest in the resources necessary to manage the Sunrise Theatre effectively. Emprise Partners has demonstrated fiscal responsibility by operating efficiently, remaining profitable, and reinvesting into operational growth. Its strategic approach prioritizes long-term success over short-term gains, deliberately accepting low initial profit margins to establish credibility, strengthen relationships, and expand its government contract portfolio.

6.4 – Legal & Risk Mitigation

- No legal claims, pending disputes, or performance issues.
- Fully compliant with federal, state, and municipal contracting regulations.
- Proven track record of working in highly regulated government environments.

6.5 – Community Engagement & Local Impact

Emprise Partners recognizes the importance of community involvement and economic development in Fort Pierce. As part of our commitment, we plan to integrate the following initiatives:

- Local Economic Impact & Workforce Development
 - Emprise Partners is committed to local hiring and workforce development by prioritizing the recruitment of Fort Pierce residents for Sunrise Theatre staff, event coordination, and vendor roles. The company will collaborate with local colleges and technical schools to offer internships and hands-on training programs, fostering a pipeline of skilled talent. In addition, Emprise Partners actively supports minority- and women-owned businesses through strategic, long-term vendor and supplier partnerships, ensuring the economic impact of the theatre extends throughout the community.

 - Youth & Arts Engagement
 - Creating workshops and mentorship programs with local schools and arts organizations.
 - Exploring a Summer Theatre Program for youth interested in entertainment, performance, or venue management.

 - Nonprofit & Civic Engagement
 - Partnering with local nonprofits and civic organizations to host fundraising events and community Sunrise Theatre productions.
 - Offering venue space for community events, town halls, school performances, and cultural celebrations.
-

6.6 – Exceeding the City’s Expectations

In addition to fulfilling contractual requirements, Emprise Partners is committed to enhancing the Sunrise Theatre’s success by implementing strategies that drive revenue growth, operational excellence, and community engagement.

- **Driving Operational Excellence & Financial Growth**
 - Emprise Partners brings a transition strategy rooted in operational excellence, ensuring a seamless handover with minimal disruption. Led by seasoned executives, the focus will be on maximizing efficiency, reducing costs, and enhancing service delivery from day one. Simultaneously, we will implement a targeted revenue growth plan by expanding event programming to attract broader audiences, increasing ticket sales, and introducing new revenue streams such as sponsorships, advertising, and membership programs. Enhanced rental offerings for corporate events, weddings, and private functions will further optimize venue utilization and contribute to the long-term financial sustainability of the Sunrise Theatre.

- **Enhanced Community Engagement**
 - Increasing local arts and cultural programming to ensure the Sunrise Theatre reflects the diverse Fort Pierce community.
 - Strengthening partnerships with local businesses, schools, and nonprofits to position the Sunrise Theatre as a true community hub.

- **Technology & Modernization**
 - Implementing advanced ticketing systems for seamless reservations and purchases.
 - Utilizing digital marketing, social media engagement, and email campaigns to boost audience reach.
 - Introducing customer experience enhancements, such as an improved website and mobile-friendly services.

7.0 – Sunrise Theatre Operating Budget

Emprise Partners has developed a five-year financial model for the Sunrise Theatre that reflects operational discipline, sustainable growth, and community investment. The model is grounded in historical financials and reflects the application of private-sector management principles to improve revenue diversity, reduce inefficiencies, and ensure long-term viability.

Total projected revenue grows from \$3.94 million in Year 1 to \$5.28 million by Year 5, driven by expanded programming, enhanced marketing, sponsorships, private rentals, and community partnerships. Expense growth is controlled, increasing from \$2.67 million to \$3.14 million over the same period, allowing for service consistency and strategic reinvestment.

Net operating income ranges from \$1.27 million to \$2.14 million annually, supporting reinvestments in talent, technology, customer experience, and ongoing maintenance. The financial model includes contingency planning, risk mitigation strategies, licensing, and insurance coverage ensuring fiscal responsibility throughout the term.

Strategic Enhancements: Beyond operational revenue and cost controls, the model emphasizes local subcontracting, community engagement, and reinvestment in theatre systems and technology. This positions the Sunrise Theatre to evolve into a self-sustaining cultural and economic asset for Fort Pierce under consistent and accountable management.

7.1 – Financial Projections *(See attachment A for completed financial projections)*

7.2 – Negotiation Proposal

Purpose

Emprise Partners respectfully proposes a strategic partnership with the City of Fort Pierce to assume full operations of the Sunrise Theatre through a phased, performance-based concession model. This model is designed to deliver operational excellence, financial sustainability, and community impact while minimizing risk to the City.

Though the City has requested to transfer full operations to a large, capitalized vendor from day one, such a model often sacrifices transparency, long-term alignment, and community connection. Emprise Partners phased approach offers the City a transition plan that balances immediate stability with strategic growth.

As a locally rooted business with deep ties to Fort Pierce, Emprise Partners is uniquely equipped to reflect the culture, needs, and priorities of the community while maintaining full accountability through performance-based reporting and shared success. This model enables the City and FPRA to benefit financially and reputationally, while minimizing disruption and avoiding loss of public trust during a critical period of change.

In short: our proposal is operationally sound and strategically aligned with the City's redevelopment mission and desire for long-term sustainability.

Year One Funding Request

To ensure a successful transition and uninterrupted programming, Emprise Partners requests a one-time operating support allocation of \$2.7M for FY2025–2026, equivalent to the City's most recent expenditure on the Sunrise Theatre's operations.

Revenue Sharing Model (Years 2–5)

Emprise Partners will assume 100% financial responsibility beginning October 1, 2026, and proposes the following revenue-sharing and performance incentive model:

Annual Gross Revenue	Base Payment to City/FPRA	City share of Net Income	Bonus pay to Emprise Partners LLC (% of Net Operating Income)
Under \$3M	\$50,000	0%	0%
\$3M - \$3.99M	\$50,000	3%	3%
\$4M - \$4.99M	\$75,000	5%	5%
\$5M - \$5.99M	\$100,000	7.50%	10%
\$6M+	\$125,000	10%	15%

This model ensures the City benefits immediately from a predictable base payment and grows alongside the Sunrise Theatre's success, while incentivizing Emprise Partners to scale operations responsibly.

Risk Management & Accountability

Emprise Partners proposes the following accountability framework:

- Comprehensive Insurance Coverage (In place prior to contract start date)
 - General Liability (\$1M per occurrence / \$2M aggregate)
 - Workers' Compensation
 - Liquor Liability (per Florida Series 11PA license)
 - Business Interruption Insurance
 - Errors & Omissions (E&O) / Management Liability

- Quarterly Performance Reporting – Emprise Partners will provide quarterly updates covering:
 - Financials (P&L, cash flow, budget variance)
 - Attendance and event performance metrics
 - Sponsorship activity
 - Marketing ROI and community engagement benchmarks

- Next Steps – Emprise Partners is prepared to:
 - Provide a certificate or letter of intent from its insurance broker
 - Begin contract negotiations immediately

- Launch operations by October 1, 2025, in alignment with the City's concession timeline

8.0 – Financial Report

Emprise Partners respectfully submits this letter as a formal explanation regarding the financial documentation requirement outlined in the City's Request for Proposal (RFP No. 2025-017) for the Sunrise Theatre Operations Concession.

We officially began operations in March 2024 and are currently in our first full year of business. As such, our company has not yet filed a federal tax return nor do we currently possess an audited financial statement.

However, in support of this proposal and in the spirit of full transparency, we are providing the following alternative documentation as a demonstration of our financial stability and our ability to fully perform the obligations outlined in the RFP:

1. 1099 NEC Records clearly showing payments from our two active federal contracts.
2. Copies of the active Federal contracts.
3. A Bank Letter on Official Letterhead verifying that our account is in good standing.

We are confident that this documentation provides a clear and accurate picture of Emprise Partners financial health and capacity to manage and operate the Sunrise Theatre. Our leadership team brings decades of combined experience in strategic operations, large-team management, and public sector contracting. Additionally, we are fully prepared to provide audited financials or tax returns as soon as they become available upon filing our 2024 return.

We appreciate your consideration and welcome the opportunity to discuss any of the included documents.

8.1 – 1099 NEC Documents (Exhibit B)

8.2 – Bank Letter (Attached: Exhibit C)

8.3 – Contract Details (Exhibit D)

9.0 – REFERENCES

Emprise Partners has extensive experience in venue operations, facility management, event planning, and government contracting. Below are references that demonstrate our ability to successfully operate and manage large-scale facilities, engage in sponsorship acquisition, and provide quality services to public and private entities.

Large-Scale Operations & Financial Management

Walmart Supercenter – Senior Store Manager

- Walmart, Inc.
- Scope of Services: Oversaw daily operations of a \$95 million Walmart Supercenter, managing a workforce of over 400 employees across multiple departments. Responsibilities included financial management, staffing, customer service, compliance, and logistics coordination.
- Relevance to RFP: Demonstrates expertise in high-volume operations, financial oversight, staff leadership, and customer engagement, all of which are critical for managing the Sunrise Theatre.
- Key Achievements:
 - Managed multi-million-dollar budgets and implemented cost-saving initiatives.
 - Increased revenue and streamlined operational efficiency through strategic planning.
 - Led cross-functional teams, ensuring high-quality service and performance.
- Contact Reference:
 - Jean-Price Brisard
 - Title: Former Market Manager
 - Phone: 678.516.1166

Venue & Event Management Experience

Guys with Ties, Orlando – Board Member & Director of Operations

- Guys with Ties Philanthropy, Inc. (Non-Profit Organization)
- Scope of Services: Directed venue selection, sponsorship acquisition, and event coordination for large-scale charity events. Established corporate partnerships, secured funding, and managed ticketing and audience engagement strategies.
- Relevance to RFP: Demonstrates a strong ability to attract sponsorships, manage event logistics, market and promote ticketed events, and maximize venue utilization, all of which align with the City's goals for the Sunrise Theatre.
- Key Achievements:
 - Secured corporate sponsorships and funding to support numerous large-scale fundraising events.
 - Managed venue logistics, coordinating marketing, ticketing, and vendor relations.
 - Developed strategic marketing campaigns that resulted in sold-out events and increased public engagement.
- Contact Reference:
 - Michael Stewart
 - Title: President
 - Phone: 386.690.0873

Government Contract Experience

- U.S. Department of Agriculture Forest Services
- Scope of Services: Provided janitorial and facility maintenance services for a government office building, ensuring compliance with public-sector service quality standards. Managed scheduling, staffing, and subcontractor oversight for daily operations.
- Relevance to RFP: Demonstrates government contracting experience, facility upkeep expertise, and compliance with public sector operational requirements, which are essential elements of managing a venue like the Sunrise Theatre.
- Key Achievements:
 - Successfully met or exceeded facility cleanliness and maintenance benchmarks set by the government agency.
 - Managed subcontractors and operations, ensuring high performance and regulatory compliance.
 - Delivered cost-effective, high-quality service within government contract parameters.
- Contact Reference:
 - Agency: USDA Forest Services
 - Elizabeth Hill
 - Title: Support Services Specialist
 - Phone: 385.405.7085
 - Email: elizabeth.hill1@usda.gov

- U.S. Department of Agriculture Forest Services – Multi-State Portable Sanitation Services
- Scope of Services: Under multiple contract awards across different states, Emprise Partners LLC provided ongoing portable toilet and handwashing station servicing for various USDA Forest Service sites. This included routine and emergency cleaning, sanitization, waste removal, and refilling of hygiene supplies, ensuring compliance with environmental and public health standards. The contract required coordination with USDA site leads, state-specific regulations, and logistical planning for servicing remote and high-traffic locations.
- Relevance to RFP: Demonstrates Emprise Partners' capacity to manage multi-site operations, subcontractor coordination, compliance with sanitation and safety protocols, and reliability in serving government agencies. This experience is transferable to maintaining cleanliness, health, and compliance standards at a large public venue like the Sunrise Theatre.
- Contact Reference:
 - Agency: USDA Forest Services
 - Anna Leitzke
 - Title: Contract Specialist
 - Phone: 612.428.0849
 - Email: anna.leitzke@usda.gov

Additional Business Qualifications & Experience

In addition to the above references, Emprise Partners brings:

- Proven Business & Financial Acumen: Extensive experience in managing multi-million-dollar budgets, financial planning, and operational logistics.
 - Marketing & Revenue-Generating Expertise: Success in securing sponsorships, increasing venue usage, and enhancing community engagement through strategic initiatives.
 - Government Contracting & Compliance: Established track record in contract performance, procurement processes, and regulatory compliance.
-

10.0 – Insurance Requirements

Emprise Partners acknowledges and understands the insurance requirements outlined in Exhibit G of the RFP. While we have not yet procured the specific insurance policies listed, we are prepared to obtain and maintain all required coverages upon award of the contract. We have an existing relationship with a licensed insurance broker who has reviewed the City's requirements and confirmed our ability to secure compliant policies, including Commercial General Liability, Workers' Compensation, Automobile Liability, and Liquor Liability. Certificates of Insurance and all necessary endorsements will be provided to the City of Fort Pierce prior to the commencement of operations.

Financial Projections *EXHIBIT A*****

Categories	2025 / 2026	2026 / 2027	2027 / 2028	2028 / 2029	2029 / 2030
Charges for Services					
Ticket Sales	\$1,890,000	\$2,041,200	\$2,204,496	\$2,380,856	\$2,571,325
Ticket Sales - Rentals	\$945,000	\$992,250	\$1,041,863	\$1,093,956	\$1,148,654
Ticket Handling Fees	\$330,000	\$363,000	\$399,300	\$439,230	\$483,153
Sponsorship Fees	\$28,750	\$33,063	\$38,022	\$43,726	\$50,284
Memberships	\$156,800	\$175,616	\$196,690	\$220,293	\$246,728
Donations & Pledges	\$16,200	\$17,496	\$18,896	\$20,408	\$22,040
Total Charges for Services	\$3,366,750	\$3,622,625	\$3,899,267	\$4,198,469	\$4,522,184
Misc. Revenue					
Interest Earning	\$100	\$150	\$200	\$250	\$300
Rents and Royalties	\$240,750	\$257,603	\$275,635	\$294,930	\$315,575
Reimb. of Expenditures	\$45,000	\$47,000	\$49,000	\$51,500	\$54,000
Events	\$33,000	\$36,300	\$39,930	\$43,923	\$48,315
Packaged Sales	\$212,000	\$224,720	\$238,204	\$252,496	\$267,646
Misc. Revenues	\$40,000	\$45,500	\$51,000	\$56,500	\$62,000
Commission/Tips/Merch.	\$7,700	\$8,470	\$9,317	\$10,249	\$11,274
Late Payment Charges	\$100	\$250	\$250	\$500	\$500
Total Misc. Revenues	\$578,650	\$619,993	\$663,536	\$710,348	\$759,610
TOTAL RESOURCES	\$3,945,400	\$4,242,618	\$4,562,803	\$4,908,817	\$5,281,794

Categories	2025 / 2026	2026 / 2027	2027 / 2028	2028 / 2029	2029 / 2030
Budgeted Staffing Level					
President / CEO	1	1	1	1	1
Managing Partner	1	1	1	1	1
Public Relations Specialist	1	1	1	1	1
Events Coordinator	1	1	1	1	1
Strategic Partnership & Events Consultant	1	1	1	1	1
Executive Director	1	1	1	1	1
Marketing & Development Manager	1	1	1	1	1
Technical/Facilities Manager	1	1	1	1	1
Box House/Operations Manager	1	1	1	1	1
Total Budgeted Staffing Level	9	9	9	9	9
Personnel Services					
Salaries and Wages	\$551,302	\$561,991	\$573,001	\$584,341	\$596,021
Accrued Compensation	\$6,300	\$6,600	\$6,900	\$7,200	\$7,500
Overtime	\$5,200	\$5,400	\$5,600	\$5,800	\$6,000
FICA Taxes	\$42,175	\$42,934	\$43,707	\$44,493	\$45,294
Retirement Contributions	\$0	\$0	\$17,140	\$17,448	\$17,762
Life & Health Insurance	\$70,470	\$74,698	\$79,180	\$83,931	\$88,967
Dental Insurance	\$3,090	\$3,461	\$3,876	\$4,341	\$4,862

Categories	2025 / 2026	2026 / 2027	2027 / 2028	2028 / 2029	2029 / 2030
Workers' Comp	\$5,453	\$5,562	\$5,673	\$5,787	\$5,902
Total Personnel Services	\$683,989	\$700,646	\$735,076	\$753,341	\$772,309
Operating Expense					
Legal Fees	\$5,000	\$5,000	\$6,000	\$6,000	\$7,000
Accounting & Auditing	\$5,000	\$5,000	\$6,000	\$7,000	\$8,000
Misc. Contract Services	\$140,000	\$135,000	\$130,000	\$130,000	\$130,000
Custodial	\$55,000	\$57,000	\$59,000	\$61,000	\$63,000
House Crew	\$70,000	\$74,000	\$78,000	\$82,000	\$86,000
Support Staff	\$12,000	\$13,000	\$14,000	\$15,000	\$16,000
Temp. Employee Svc.	\$15,000	\$15,000	\$17,500	\$17,500	\$20,000
Security	\$33,000	\$34,500	\$35,000	\$35,500	\$41,000
Car Allowance	\$2,400	\$2,500	\$2,600	\$2,700	\$2,800
Travel & Education	\$8,000	\$8,500	\$9,000	\$9,500	\$10,000
Hospitality / Entertainment	\$2,500	\$3,000	\$3,500	\$4,250	\$5,000
Food	\$30,000	\$33,000	\$34,000	\$35,000	\$37,500
Transportation	\$1,500	\$2,000	\$2,500	\$3,000	\$3,500
Lodging	\$1,500	\$2,000	\$2,500	\$3,000	\$3,500
Communications	\$35,000	\$32,000	\$31,500	\$30,000	\$30,000
Freight and Postage	\$2,700	\$2,900	\$3,100	\$3,300	\$3,500
Utilities	\$200,000	\$210,000	\$215,000	\$220,000	\$225,000

Categories	2025 / 2026	2026 / 2027	2027 / 2028	2028 / 2029	2029 / 2030
Equipment Rental	\$17,000	\$18,000	\$19,000	\$20,000	\$21,000
Audio Gear	\$5,000	\$5,250	\$5,500	\$5,750	\$6,000
Backline	\$25,000	\$24,000	\$24,000	\$24,500	\$25,000
Lighting	\$1,000	\$1,100	\$1,250	\$1,300	\$1,450
Rigging	\$500	\$500	\$600	\$600	\$700
Visual	\$500	\$600	\$600	\$700	\$800
Theatre	\$1,500	\$1,600	\$1,700	\$1,800	\$2,000
Insurance & Fidelity Bond	\$15,000	\$15,750	\$16,500	\$17,250	\$18,000
Building Maintenance	\$15,000	\$16,000	\$17,000	\$18,000	\$19,000
A/C Maintenance	\$16,000	\$16,500	\$17,000	\$17,500	\$18,000
Building Repair Supplies	\$3,200	\$3,400	\$3,600	\$3,800	\$4,000
Theatre Supplies	\$3,000	\$3,200	\$3,400	\$3,600	\$3,800
Equipment Maintenance	\$1,600	\$1,700	\$1,800	\$1,900	\$2,000
Computer Maintenance	\$2,100	\$2,200	\$2,300	\$2,400	\$2,500
Software Maintenance	\$5,500	\$5,800	\$6,000	\$6,200	\$6,500
Reproduction	\$1,200	\$1,300	\$1,400	\$1,500	\$1,600
Outside Printing	\$2,000	\$2,200	\$2,400	\$2,600	\$2,800
Advertising	\$200,000	\$210,000	\$220,000	\$230,000	\$240,000
Cost of Events	\$1,100,000	\$1,150,000	\$1,200,000	\$1,250,000	\$1,300,000
Cost of Events/Rent Reimbursement.	\$500,000	\$525,000	\$550,000	\$575,000	\$600,000
Packaged Sales	\$50,000	\$52,000	\$54,000	\$56,000	\$58,000

Categories	2025 / 2026	2026 / 2027	2027 / 2028	2028 / 2029	2029 / 2030
Concession Supplies	\$10,000	\$10,500	\$11,000	\$11,500	\$12,000
Bad Debt Expense	\$500	\$750	\$1,000	\$1,000	\$1,250
Refunds	\$25,000	\$27,000	\$29,000	\$31,000	\$33,000
Settlement of Claims	\$1,000	\$1,250	\$1,500	\$1,750	\$2,000
License & Fees	\$2,500	\$2,600	\$2,700	\$2,800	\$3,000
Taxes	\$1,000	\$1,200	\$1,400	\$1,600	\$1,800
Contingency	\$25,000	\$27,000	\$29,000	\$31,000	\$33,000
Misc. Expense	\$2,000	\$2,200	\$2,400	\$2,600	\$2,800
Office Supplies	\$5,500	\$5,700	\$5,900	\$6,100	\$6,300
EDP Supplies	\$500	\$600	\$700	\$800	\$900
Misc. Equipment Expense	\$6,000	\$6,200	\$6,400	\$6,600	\$6,800
Cleaning Supplies	\$5,000	\$5,200	\$5,400	\$5,600	\$5,800
Books, Publications, Subs & Mbrshp	\$3,000	\$3,200	\$3,400	\$3,600	\$3,800
Total Operating Expense	\$2,670,700	\$2,783,900	\$2,897,050	\$3,011,100	\$3,137,400


CORRECTED (if checked)

PAYER'S name, street address, city or town, state or province, country, ZIP or foreign postal code, and telephone no. U.S. DEPARTMENT OF AGRICULTURE FINANCIAL SERVICES DIVISION P.O. BOX 60000 NEW ORLEANS, LA 70160 800-421-0323 OPTION 1, OPTION 4		OMB No. 1545-0116 Form 1099-NEC (Rev. January 2024) For calendar year 2024	Nonemployee Compensation
PAYER'S TIN 720564834	RECIPIENT'S TIN *****1562	1 Nonemployee compensation \$ 9122.31	
RECIPIENT'S name EMPRISE PARTNERS LLC		2 Payer made direct sales totaling \$5,000 or more of consumer products to recipient for resale <input type="checkbox"/>	Copy B For Recipient This is important tax information and is being furnished to the IRS. If you are required to file a return, a negligence penalty or other sanction may be imposed on you if this income is taxable and the IRS determines that it has not been reported.
Street address (including apt. no.) 2257 FICUS ALLEY		3	
City or town, state or province, country, and ZIP or foreign postal code APOPKA, FL 32703		4 Federal income tax withheld \$	
Account number (see instructions) 100450503		5 State tax withheld \$	
		6 State/Payer's state no.	7 State income \$

Form **1099-NEC** (Rev. 1-2024) (keep for your records) www.irs.gov/Form1099NEC Department of the Treasury - Internal Revenue Service


THE ABOVE AMOUNT REPRESENTS NON-EMPLOYEE COMPENSATION TO YOU FOR THE FOLLOWING AGENCY OR AGENCIES:

Forest Service


**EMPRISE PARTNERS LLC
 2257 FICUS ALLEY
 APOPKA FL 32703**

4805T

CORRECTED (if checked)

PAYER'S name, street address, city or town, state or province, country, ZIP or foreign postal code, and telephone no. U.S. DEPARTMENT OF AGRICULTURE FINANCIAL SERVICES DIVISION P.O. BOX 60000 NEW ORLEANS, LA 70160 800-421-0323 OPTION 1, OPTION 4		1 Rents \$21422.52	OMB No. 1545-0115 Form 1099-MISC (Rev. January 2024) For calendar year <u>2024</u>	Miscellaneous Information Copy B For Recipient
		2 Royalties \$		
		3 Other income \$	4 Federal income tax withheld \$	
PAYER'S TIN 720564834	RECIPIENT'S TIN *****1562	5 Fishing boat proceeds \$	6 Medical and health care payments \$	
RECIPIENT'S name EMPRISE PARTNERS LLC Street address (including apt. no.) 2257 FICUS ALLEY City or town, state or province, country, and ZIP or foreign postal code APOPKA, FL 32703		7 Payer made direct sales totaling \$5,000 or more of consumer products to recipient for resale <input type="checkbox"/>	8 Substitute payments in lieu of dividends or interest \$	This is important tax information and is being furnished to the IRS. If you are required to file a return, a negligence penalty or other sanction may be imposed on you if this income is taxable and the IRS determines that it has not been reported.
		9 Crop insurance proceeds \$	10 Gross proceeds paid to an attorney \$	
		11 Fish purchased for resale \$	12 Section 409A deferrals \$	
	13 FATCA filing requirement <input type="checkbox"/>	14 Excess golden parachute payments \$	15 Nonqualified deferred compensation \$	
Account number (see instructions) 100450503		16 State tax withheld \$	17 State/Payer's state no. \$	

Form **1099-MISC** (Rev. 1-2024) (keep for your records) www.irs.gov/Form1099MISC Department of the Treasury - Internal Revenue Service

THE ABOVE AMOUNT(S) REPRESENT RENT, MEDICAL AND HEALTH CARE, OTHER INCOME, ROYALTIES OR BENEFICIARY PAYMENT(S) TO YOU FOR THE FOLLOWING AGENCIES:

Forest Service

**EMPRISE PARTNERS LLC
 2257 FICUS ALLEY
 APOPKA FL 32703**



150851



March 26, 2025

To Whom It May Concern:

This letter confirms that Ednel Saint Jean, Jean Saint Jean, and Johanne Norzelus from Emprise Partners LLC have a business checking account with Middlesex Federal Savings, the affiliated bank of Novo. Information regarding the account is as follows:

- Account title: Emprise Partners LLC
- Authorized signers: Ednel Saint Jean, Jean Saint Jean, and Johanne Norzelus
- Routing #: 211370150
- Account #: 102375632
- Business address: 2257 Ficus Alley, Apopka, FL 32703
- Account opened: March 5, 2024

This letter also confirms that the account is open and active in good standing.

If you have any further questions, please do not hesitate to email me at edite@novo.co

Regards,

A handwritten signature in blue ink that reads "Edite Bettencourt".

Edite Bettencourt
Business Banking Manager
Middlesex Federal Savings, F.A.
Team Novo

CONFIDENTIALITY NOTICE: This communication is intended only for the use of the individual or entity to which it is addressed and contains or may contain information that is privileged, confidential or exempt from disclosure under applicable law. If the reader of this communication is not the intended recipient, you are hereby notified that any dissemination, distribution, or copying of this communication is strictly prohibited. If you have received this communication in error, please disregard and destroy this communication and do not disseminate or retain any copy of this communication.

File 6310
Code:

Date: July 15, 2024

**To: Ednel Saint Jean, Emprise Partners LLC
2257 Ficus Alley
Apopka, FL 32703**

RE: 1284LL24P0055, Portable Toilets and Hand Wash Stations Rental Services

Your offer for the project mentioned above is accepted in the amount of **\$24,252.52**.

Purchase Order 1284LL24P0055 has been assigned to this award. Please refer to this award number on all future correspondence on this project.

The following documents are attached to this award letter:

- **Copy of the Purchase Order** – separate attachment, retain for your records.
- **Designation of Contracting Officer's Representative** –retain for your records.

There are multiple Contracting Officer's Representatives (COR's) for this project due to the purchase order being for multiple forests. A separate email with the list of the COR's for this project along with their contact information will be sent to the contractor within 1-2 business days of the award. Please contact the designated COR's for this project within **5 days** to set up a pre-work meeting for this project. Once work has started, you will have until **September 30th, 2024**, to complete the project.

Anna Leitzke has been designated as Contract Specialist (CS) for this contract. All documents requested in this letter shall be forwarded to the CS at **Anna.Leitzke@usda.gov**. You may reach the CS at **(612) 428-0849** or **anna.leitzke@usda.gov** for any questions that you have about the administration of this contract that the COR is unable to answer.

The COR and CS will be responsible for administering the performance of work under this contract. In no event, however, will any understanding, agreement, modification, change order or other matter deviating from the terms of this contract be effective or binding upon the Government unless formalized by proper contractual documents executed by the Contracting Officer. Proceeding with work that deviates from the contract terms and conditions could result in non-payment for the changed work.

File Code: 6310

Date: 05/02/2024

Emprise Partners LLC
ATTN: Ednel Saint Jean
2257 Ficus Alley
Apopka, Fl 32703

Phone: 561-660-0660
Email: info@emprise-partners.com

Ednel Saint Jean:

RE: Solicitation 1240LS24Q0031, **2024, Uinta-Wasatch-Cache NF, Ogden Ranger District Janitorial**

Your offer in response to the above referenced Forest Service solicitation 1240LS24Q0031 has been accepted. Award includes all items as identified below. Award is made as follows:

Base Year

Summer Schedule 2 days per week (April-October), 7 months @ \$1,116.60 per month \$ 7,816.20

Winter Schedule 1 day per week (November – March), 5 Months @ \$79.31 per month \$ 3,546.55

TOTAL AWARD AMOUNT: \$11,362.75

The total amount of award is \$11,362.75. The Purchase Order Number for this project is **1240LS24P0033**. Please reference this number on all correspondence. Enclosed is the award package for the above referenced contract. This package includes:

- SF-1449 (to be signed by you and returned)
- Copy of the Contract

Please return a signed copy of the SF-1449 within ten (10) days after receipt of this letter.

If you have any questions, please contact me at 385-270-7112 or arlen.fausett@usda.gov.

Best Regards,

Whit Fausett
Contract Specialist

cc: Charlotte Vanderbilt
Joseph Fisch, COR
Liz Allen
Chris Hansen
Contract File

Updates include the following (for quote purposes):

- Updated schedule of items to include a summer and winter schedule, to be priced separately.
 - Summer Schedule (Cleaning 2 mes per week), April-October
 - Winter Schedule (Cleaning 1 me per week), November-March
- Biweekly Services – Two times per week to read:
 - Two times per week (One time per week in winter)
- Removal reference to waxing of floors

Item 0001 – Base Year - May 1, 2024 – April 30, 2025					
Item	Supplies/Services	Qty	Unit/Issue	Unit Price	Total Price
1a.	Janitorial Services – Ogden Ranger District Summer Schedule (April-October 2X Weekly)	7	Month	\$1,116.60	\$ 7,816.20
1b.	Janitorial Services – Ogden Ranger District Winter Schedule (November-March 1X Weekly)	5	Month	\$ 709.31	\$ 3,546.55
Total Quote:					\$ 11,362.75

Item 0002 – Option Year 1 – May 1, 2025 – April 30, 2026					
Item	Supplies/Services	Qty	Unit/Issue	Unit Price	Total Price
2a.	Janitorial Services – Ogden Ranger District Summer Schedule (April-October 2X Weekly)	7	Month	\$1,148.76	\$8,041.32
2b.	Janitorial Services – Ogden Ranger District Winter Schedule (November-March 1X Weekly)	5	Month	\$ 729.74	\$3,648.70
Total Quote:					\$11,690.02

Item 0003 – Option Year 2 – May 1, 2026 – April 30, 2027					
Item	Supplies/Services	Qty	Unit/Issue	Unit Price	Total Price
3a.	Janitorial Services – Ogden Ranger District Summer Schedule (April-October 2X Weekly)	7	Month	\$ 1,181.84	\$8,272.88
3b.	Janitorial Services – Ogden Ranger District Winter Schedule (November-March 1X Weekly)	5	Month	\$750.76	\$3,753.80
Total Quote:					\$12,026.68

Item 0004 – Option Year 3 – May 1, 2027 – April 30, 2028					
Item	Supplies/Services	Qty	Unit/Issue	Unit Price	Total Price
4a.	Janitorial Services – Ogden Ranger District Summer Schedule (April-October 2X Weekly)	7	Month	\$1,215.88	\$8,511.16
4b.	Janitorial Services – Ogden Ranger District Winter Schedule (November-March 1X Weekly)	5	Month	\$ 772.38	\$3,861.90
Total Quote:					\$ 12,373.06

Item 0005 – Option Year 4 – May 1, 2028 – April 30, 2029					
Item	Supplies/Services	Qty	Unit/Issue	Unit Price	Total Price
5a.	Janitorial Services – Ogden Ranger District Summer Schedule (April-October 2X Weekly)	7	Month	\$1,250.89	\$ 8,756.24
5b.	Janitorial Services – Ogden Ranger District Winter Schedule (November-March 1X Weekly)	5	Month	\$794.62	\$ 3,973.10
Total Quote:					\$12,729.34

Total Quote, BASE YEAR – OPTION YEAR 4	\$60,181.85
---	--------------------

Indicate Ability to Perform Service Per the Schedule Outlined in the Performance Work Statement Y or N:	Y
--	----------



CITY OF FORT PIERCE
AFFIDAVIT REGARDING THE USE COERCION
FOR LABOR OR SERVICES

Vendor name: Emprise Partners LLC

Authorized Representative's Name and Title: Ednel Saint Jean, President

Address: 2257 Ficus Alley

City: Apopka State: FL Zip Code: 32703

Phone Number: 561.660.0660 Email Address: e.saintjean@emprise-partners.com

Section 787.06(13), Florida Statutes, requires all nongovernmental entities executing, renewing, or extending a contract with a governmental entity to provide an affidavit signed by an officer or representative of the nongovernmental entity under penalty of perjury that the nongovernmental entity does not use coercion for labor or services as defined in that statute. As the person authorized to sign on behalf of Vendor, I certify that the company identified does not:

- 1. Use or threaten to use physical force against any person;
2. Restrain, isolate, or confine or threaten to restrain, isolate, or confine any person without lawful authority and against her or his will;
3. Use lending or other credit methods to establish a debt by any person when labor or services are pledged as a security for the debt, if the value of the labor or services as reasonably assessed is not applied toward the liquidation of the debt, the length and nature of the labor or services are not respectively limited and defined;
4. Destroy, conceal, remove, confiscate, withhold, or possess any actual or purported passport, visa, or other immigration document, or any other actual or purported government identification document, of any person;
5. Cause or threaten to cause financial harm to any person;
6. Entice or lure any person by fraud or deceit; or
7. Provide a controlled substance as outlined in Schedule I or Schedule II of section 893.03, Florida Statutes, to any person for the purpose of exploitation of that person.

Under penalties of perjury, I declare that I have read the foregoing document and that the facts stated in it are true.

By: [Signature] EDNEL SAINT JEAN, PRESIDENT 03/26/25
Authorized Signature Printed Name and Title Date

STATE OF FLORIDA
COUNTY OF Seminole

Sworn (or affirmed) and subscribed before me by means of physical presence or online notarization

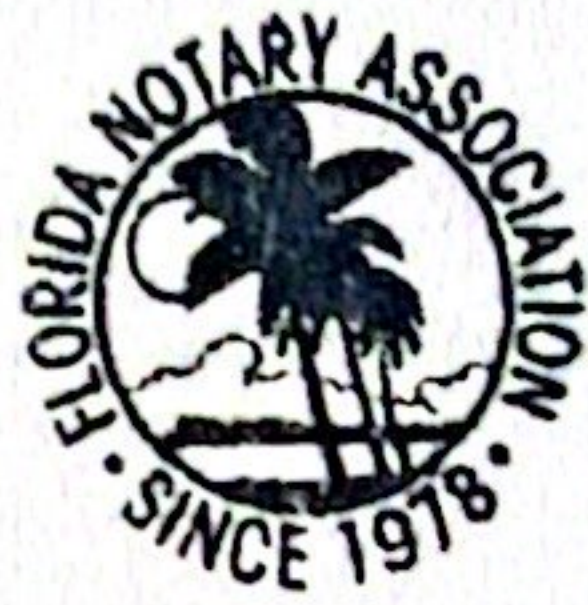
this 26th day of March, 2025 by Ednel Saint-Jean, who is

personally known or

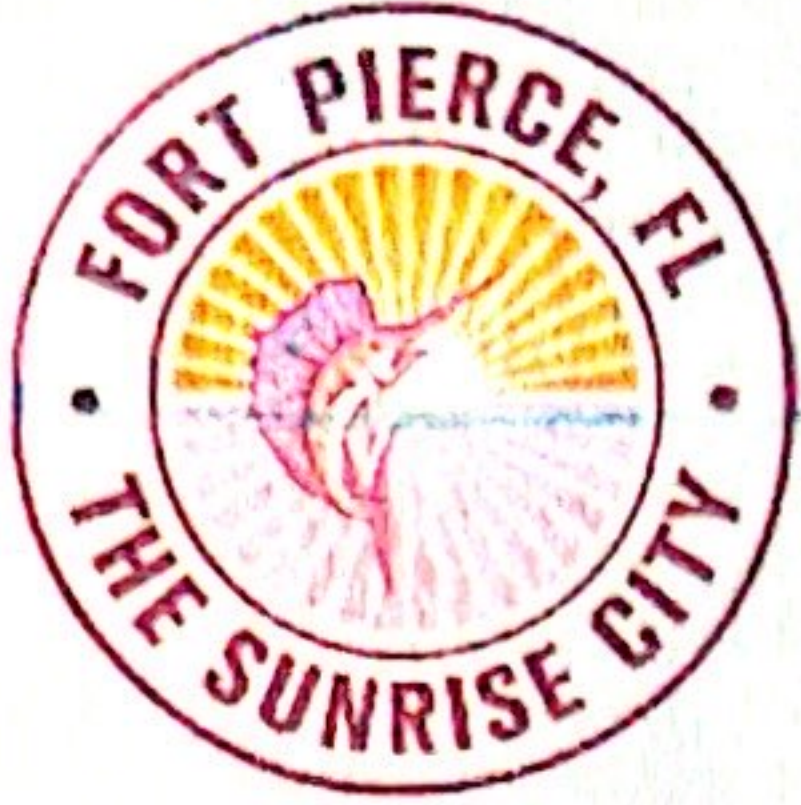
produced identification (ID produced: FL DL 5532-200-86-442-0).

Notary Public Signature: Heaven Turner (Seal)

Print Name: Heaven Turner My Commission Expires: April 7, 2025



Heaven Turner
Notary Public
State of Florida
Comm# HH114749
Expires 4/7/2025



PUBLIC ENTITY CRIMES AFFIDAVIT

SWORN STATEMENT UNDER SECTION 287.133(3)(a),
FLORIDA STATUTES, ON PUBLIC ENTITY CRIMES

THIS FORM MUST BE SIGNED IN THE PRESENCE OF A NOTARY PUBLIC OR OTHER OFFICER AUTHORIZED TO ADMINISTER OATHS.

1. This sworn statement is submitted with RFP No. 2025-017 for **Fort Pierce Sunrise Theatre Operations Concession**
2. This sworn statement is submitted by Emprise Partners LLC

(name of entity submitting sworn statement)
whose business address is 2257 Ficus Alley, Apopka, FL 32703

and (if applicable) its Federal Employer Identification Number (FEIN) is _____
86-2311562 (If the entity has no FEIN, include the Social Security Number
of the individual signing this sworn statement: _____.)
3. My name is Ednel Saint Jean my relationship to the entity
(please print name of individual signing)
named above is President/Owner.
4. I understand that a "public entity crime" as defined in Paragraph 287.133(1)(g), Florida Statutes, means 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 agency or political subdivision of any other state or with the United States, including, but not limited to, any bid or contract for goods or services to be provided to any public entity or an agency or political subdivision of any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.
5. I understand that "convicted" or "conviction" as defined in Paragraph 287.133(1)(b), Florida Statutes, means a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in any federal or state trial court of record relating to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, nonjury trial, or entry of a plea of guilty or nolo contendere.
6. I understand that an "affiliate" as defined in paragraph 287.133(1)(a), Florida Statutes, means:
 1. A predecessor or successor of a person convicted of a public entity crime: or
 2. An entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The

Signature: [Handwritten Signature]

Date: 03/26/25

Date:
STATE OF Florida

COUNTY OF Seminole

PERSONALLY APPEARED BEFORE ME, the undersigned authority,

Ednel Saint-Jean who, after first being sworn by me, affixed his/her signature in (name of individual signing) the space provided above on this 26th day of March 2025.

Heaven Turner



Heaven Turner
Notary Public
State of Florida
Comm# HH114749
Expires 4/7/2025

NOTARY PUBLIC SEAL:

My commission expires: April 7, 2025

END OF SECTION

February 28, 2025



CITY OF FORT PIERCE

RFP NO.2025-017

FT. PIERCE SUNRISE THEATRE OPERATIONS CONCESSION


The purpose of this addendum is to extend the submission due date from March 5, 2025, to **3:00PM, March 27, 2025**

and provide an updated timeline as follows:

RFP Issue Date	January 28, 2025
Pre-Proposal Meeting	February 18, 2025
Deadline for Questions	March 18, 2025
Proposals Due/Opening	March 27, 2025
Evaluation Committee Process Completed	May 2025
Commission Approval Rankings	May 2025
Negotiations Commence	Immediately after Ranking Approval
Agreement Recommended to Commission	July 2025
Anticipated Start of Concession	August/September 2025

All other conditions of this bid remain the same.

Please acknowledge receipt of this addendum and include it with your submittal.

Signature:  Manual

Signature: Ednel Saint Jean
Typed or Printed

Company Name: Emprise Partners LLC

Address: 2257 Ficus Alley, Apopka, FL 32703

Date: 03/27/2025

/gc



CITY OF FORT PIERCE

RFP NO.2025-017

FT. PIERCE SUNRISE THEATRE OPERATIONS CONCESSION

ADDENDUM NO. 2

This addendum serves to modify and clarify the Request for by providing the detailed evaluation criteria, associated points, and responses to questions submitted by potential proposers.

Evaluation Criteria and Points

The following comprehensive evaluation matrix assigns numerical values to the specified criteria outlined in section 1.9 of the RFP.

Criteria	Description	Points
Relevant Experience and Organizational History	Evaluates the proposer’s demonstrated success in delivering services similar to those outlined in the RFP within comparable event venues. It also considers the proposer’s overall business history, including company longevity, growth, stability, and legal/claims history.	25
Team Qualifications	Evaluates the qualifications, experience, and professional backgrounds of the key project team members, as well as their ability to contribute to the success of the theatre.	15
Financial Projections and Economic Impact	Assesses the proposer’s projections related to exceeding the City’s expectations for revenue, operating profitability, and community economic impact as well as their overall financial stability and capacity to manage the theatre effectively.	15
Implementation Plan	Evaluates the proposer’s ability to effectively implement the scope of services through a clear and detailed plan. The evaluation will focus on the proposer’s approach to managing key resources related to physical maintenance, technology, financial management, marketing, event management, community engagement – and their ability to execute a sustainable programming strategy. Proposals will also be assessed on the detailed 30/90/120-day rollout plans, and evaluation of their in-house capabilities and reliance on subcontractors.	30
Alignment with Preferred Elements	Assesses the extent to which the proposer has incorporated or addressed the preferred elements outlined in § 1.3 of the RFP.	10

Questions and Answers

Budget Questions:

- **We see an approved 2023 annual budget, is it possible to receive a finalized 2023 budget. We see a proposed 2024 annual budget, is it possible to see the approved final budget for 2024.**
 - See attached approved budget from the FY 24/25 book. It includes the actual numbers from the 22/23 budget as well as the approved budget for 23/24.
- **What was the approved FPRA financial support for 2024/2025 and what of that amount remains**
 - The approved allocation from the FPRA for the Fiscal Year 2025 is \$500,000
- **What are the YTD ticket sales?**
 - Current YTD ticket sales on record are: \$1,452,848.77. That does not include the deferred revenue from Fiscal Year 2024 in the amount of \$504,391.14 OR the deferred revenue from Fiscal Year 2026 in the amount of \$20,766.81.
- **Does "packed sales" refer to F&B packaged goods?**
 - "Packed Sales" refers to the alcohol sales as well as other beverages and concession sales.
- **How long is your current credit card processing contract and who is it with?**
 - The Sunrise Theatre is contracting with the company Fortis for their credit card processing. It is on an annual lease that is currently set to expire on 2/6/26.

Under the Scope of Services tab regarding marketing:

- **Who will own the Sunrise Theatre . Com website and social media accounts? Are they to be transferred to the new operator or is it expected that the operator will create new accounts/websites?**
 - The ownership of the Sunrise Theatre website and social media accounts will be considered as part of the negotiation process.
- **Will the new operator receive the members and patrons email/marketing lists?**
 - This information is public record and therefore can be shared.
- **Would be possible to receive a list of current sponsors/donors and any term lengths/current contracts?**
 - This information is public record and therefore can be shared.

General Questions:

- **Status of roof and A/C repairs/replacement, and scheduled completion?**
 - The RFP for AC chiller replacement has closed, and the City is currently in the process of reviewing the submitted proposals. At this time, no roof repairs are scheduled but will be evaluated as part of future planning.
- **When was the last rigging inspection completed, can the last known report be sent for review?**
 - 2020. Report attached.
- **When was the last termite inspection done?**
 - 2019.
- **Who will manage the exterior of the building to ensure its up-keep, maintenance, and what exactly is within their purview?**
 - It is expected that the City, as the building owner, will remain responsible for the exterior upkeep of the Sunrise Theatre, including major building components as outlined in the City's Capital Improvement Plan (Exhibits C and D). This includes planned HVAC replacements and other

structural maintenance. Final responsibilities will be subject to negotiation with the successful proposer.


- **Can the City please clarify how the City would like vendors to submit proposals? The RFP tells vendors to submit via Demandstar on pages one and three, but on page fifteen vendors are told to also ship the following: “(1) original printed proposal, (5) printed copies and a digital copy on a flash drive one (1) electronic version on a USB drive, in a shipping envelope or box clearly labeled Proposal for Sunrise Theatre RFP 25-017...”**
 - Proposals should be submitted electronically via Demandstar website. Please disregard the instructions provided on page fifteen of the proposal document.

Clarifications

- **Liquor License**
 - The Theatre’s liquor license is good until March 31, 2026.
- **Post Remediation Verification Certificate, see attached**
- **Air Quality Report, see attached**

All other conditions of this bid remain the same.

Please acknowledge receipt of this addendum and include it with your submittal.

Signature:  _____
Manual

Signature: Ednel Saint Jean _____
Typed or Printed

Company Name: Emprise Partners LLC _____

Address: 2257 Ficus Alley, Apopka, FL 32703 _____

Date: 03/27/2025 _____

/gc

- Attachments:**
- Air Quality Results 12.31.24**
 - Budget FY 2025**
 - Post Remediation Verification Certificate**
 - Rigging Inspection Report**



CITY OF FORT PIERCE

RFP NO. 2025-017

FT. PIERCE SUNRISE THEATRE OPERATIONS CONCESSIONS

ADDENDUM NO. 3

The purpose of this addendum is to provide additional information to proposers, as well as respond to an inquiry received by a potential proposer.

QUESTION: What is Sunrise’s fiscal year? It looks like October 1, but can you confirm?

ANSWER: **October 1 - September 30**

QUESTION: Will the concessionaire take over the existing budget mid-year?

ANSWER: **No, they will not take over the existing budget mid-year, they will need their own finances to operate.**

QUESTION: In the proposal, should the year 1 budget be the remainder of 2024 - 2025 or should year 1 be 2025-2026?

ANSWER: **Based on the timeline in Addendum 1, the anticipated start of the concession agreement is August or September, which would require the year 1 budget be 2025-26 to begin on October 1, 2025.**

QUESTION: Will the FPRA financial resource continue year to year? If so, is it a set amount or does it change each year?

ANSWER: **The FPRA allocation will not remain for operating costs beyond this fiscal year.**

QUESTION: Is there a restricted fund that can be used toward operational expenses? If so, is it a set amount each year or is it need-based?

ANSWER: **There is not a restricted account to be used for operational expenses. Currently, there is a restricted account that is used for capital expenses and funds are generated from tickets sales. This is based on the City’s ticketing system and only used by the City.**

QUESTION: Are there committed city or state grants beyond this current year?

ANSWER: **No**

QUESTION: Will the concessionaire take over the existing operating bank account or begin their own?

ANSWER: **No, they will need their own bank account.**

QUESTION: In either instance, will the concessionaire begin with an operating cash balance?

ANSWER: **No**

QUESTION: Is there a mortgage or rent, or not applicable due to the building being city owned?


ANSWER: **The building is owned by the City and there is not a mortgage.**

QUESTION: Are there property taxes or not applicable due to the building being city owned?

ANSWER: **Property taxes would not be applicable to the concessionaire.**

All other conditions of this proposal remain the same.

Please acknowledge receipt of this addendum and include it with your submittal.

Signature:  _____
Signature: Ednel Saint Jean Manual
Company Name: Emprise Partners LLC Typed or Printed
Address: 2257 Ficus Alley, Apopka, FL 32703

Date: 03/27/2025

/lh



Date: 03/01/2025

**Rosaida Macias
Art Macias**

For Him Cleaning Services Corp.
115 NE Royce Ave.,
Port St. Lucie, FL 34983
forhimcleaning@gmail.com
772.233.9542

Subject: Letter of Intent to Engage in Vendor Services for Sunrise Theatre Operations

Dear Jason,

We are pleased to express our intent to engage **For Him Cleaning Services Corp.** as a trusted partner for **Cleaning** services for the **Sunrise Theatre Operations** in Fort Pierce, Florida.

We believe that partnering with a reliable and experienced service provider like **For Him Cleaning Services Corp** is critical to ensuring the highest standards of operation and service at the Theatre.

Scope of Services:

We anticipate the following services to be provided by **For Him Cleaning Services Corp.:**

- Perform cleaning throughout the entire facility on an agreed upon schedule upon being awarded the contract

Commitment to Partnership:

Emprise Partners is committed to forming a collaborative partnership with **For Him Cleaning Services Corp.** to ensure the success and operational excellence of the Sunrise Theatre. This Letter of Intent is non-binding but demonstrates our commitment to engaging in a mutually beneficial working relationship upon the successful award of the concession agreement.

Terms of Engagement:

- This LOI is subject to the successful award of the Sunrise Theatre concession agreement to **Emprise Partners**.
 - A formal contract detailing the scope, terms, and financial arrangements will be negotiated upon award of the concession.
 - **For Him Cleaning Services Corp.** agrees to provide a proposal with detailed pricing, service levels, and other relevant terms upon request.
-

Confidentiality and Non-Disclosure:

Both parties agree to maintain the confidentiality of proprietary information shared during the negotiation process and not to disclose it to any third parties without mutual consent.

Acknowledgment and Acceptance:

We kindly request you to acknowledge your interest and intent to participate in this partnership by signing below. This will allow us to include this commitment in our proposal to the City of Fort Pierce, showcasing our strategic alliances with reputable vendors.

Signed:

Emprise Partners LLC

By: 

Name: Ednel Saint Jean

Title: President

Date: 03/01/2025

Acknowledgment of Intent:

For Him Cleaning Services Corp.

Arturo Macias

By: _____

Name: Art Macias

Title: VP of OPS

Date: 03/01/2025