



SOUNDSKILZ

Promotion Management Services for the Webb County Fairgrounds

Written Response to RFP 2026 014

Submitted to	Submitted by
Webb County Purchasing Department 1110 Washington Street Suite 101 Laredo Texas 78040	Soundskilz Inc Steve Clayton President 877 357 5459 sclayton@soundskilz.com

Issue	Submission deadline	Offer validity
RFP 2026 014	September 22 2026 at 4 00 PM Central Time	At least 60 calendar days after closing

**Webb County Fairgrounds
Facility Use Fee Schedule Form A**

Presented by: Soundskilz Inc.

Fairgrounds Concert Stage Venue

(i.e., Concerts, Festivals, and any other ticketed event using fairgrounds)

Webb County Fee	Price Per Ticket Sale	\$	2.00
Non-Profit Organization Fee	Price Per Ticket Sale	\$	1.00
Table Sales & Packages	Commission Percentage		10%

Pavilion Ticketed Events

(i.e., Dances, Comedy Shows, Wrestling, Circus, Boxing, Indoor Concerts, etc.)

Webb County Fee	Price Per Ticket Sale	\$	1.50
Non-Profit Organization Fee	Price Per Ticket Sale	\$	1.00
Table Sales & Packages	Commission Percentage		10%

Rodeo Arena

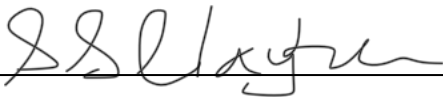
(i.e., Monster Trucks, Rodeos without Concerts/Entertainment, etc.)

Webb County Fee	Price Per Ticket Sale	\$	1.50
Non-Profit Organization Fee	Price Per Ticket Sale	\$	1.00
Table Sales & Packages	Commission Percentage		10%

In lieu of the Event Promoter/Lessee being charged a leasing fee for the facility, the County's contracted Promotion/Management Services Company shall collect the Facility Fee. Event Promoter/Lessee shall be responsible for liability insurance and security costs.

Authorized Representative Name (Print Name): Stephen J. Clayton

Title: President

Signature: 

Date: 9-20-26

Response Overview

Soundskilz Inc proposes to serve as Webb County's accountable promotion management partner for a year-round portfolio of live entertainment at the Webb County Fairgrounds. The approach combines artist and promoter negotiations, event production, marketing, ticketing, technical delivery, staffing, parking, security coordination, alcohol and concession interfaces, financial reporting, and post-event reconciliation under County approval and oversight. The operating plan is designed to build toward 25 live events per contract year while protecting County decision rights and making each event's commercial exposure visible before commitment.

Transmittal Letter

September 22, 2026

Webb County Purchasing Department
1110 Washington Street, Suite 101
Laredo, Texas 78040

Re: RFP 2026-014 Promotion Management Services for the Webb County Fairgrounds

Dear Evaluation Committee:

Soundskilz Inc respectfully submits this proposal to provide promotion management services for the Webb County Fairgrounds. We understand that Webb County is seeking an experienced partner to develop and deliver a varied calendar of live entertainment, working toward 25 events per year, across the Fairgrounds concert stage, indoor pavilion, rodeo arena, box office, concession, and entry facilities. The selected promoter will assume artist and event risk while producing revenue for the County through facility fees and negotiated participation in ticket sales, concessions, and sponsorships.

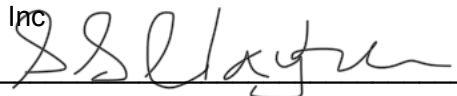
Soundskilz was established in 2000 and provides event planning, entertainment programming, artist and vendor coordination, ticketing and revenue management, marketing, technical production, staffing, site operations, safety planning, and financial reconciliation for public-sector and live-event clients. Our Texas presence and event work in Temple and Brownwood provide practical regional experience, while our broader municipal portfolio demonstrates the ability to manage complex public events with multiple agencies, vendors, performers, sponsors, and community stakeholders.

Our proposal gives Webb County a single accountable management structure, a controlled annual programming pipeline, written approval gates before any public announcement or commitment, and event-by-event commercial and operational plans. We will not announce an event, execute an artist agreement, place tickets on sale, or bind the County without the prior written authority required by Webb County.

This offer remains firm for at least 60 calendar days after the closing date. Final pricing is provided on the required Form A Fee Schedule, subject to completion and authorized signature before submission. We appreciate the opportunity to be considered and welcome the chance to discuss a sustainable entertainment program for the Webb County Fairgrounds.

Sincerely,

Steve Clayton
President
Soundskilz Inc

Signature:  Date: 9-20-26

1 Company Qualifications and Capacity

Company Profile

Soundskilz Inc is an event marketing and entertainment production company established in 2000 and incorporated in California in 2006. The company supports municipal festivals, ticketed entertainment, public celebrations, technical production, vendor and concession programs, sponsorship activation, staffing, logistics, safety planning, and post-event reconciliation. The company maintains its corporate office in Temecula, California, with satellite presence in New Braunfels, Texas, and Atlanta, Georgia.

Company fact	Response
Legal name	Soundskilz Inc
Year established	2000
Authorized negotiator and proposed signatory	Stephen Clayton, President
Primary contact	Steve Clayton 877-357-5459 sclayton@soundskilz.com
Core service model	Integrated event promotion, production, marketing, ticketing, venue operations, vendor management, and financial controls
Geographic relevance	Texas presence in New Braunfels; municipal event experience in Temple and Brownwood; national supplier and specialist network



Local Presence and Community Delivery

Soundskilz's ability to serve Webb County does not depend on maintaining a corporate residence within the County. Soundskilz routinely delivers municipal and large-scale public events in markets across the country, from West Palm Beach, Florida, to Huntington Beach, California, by combining consistent executive oversight with local and regional delivery teams. Soundskilz likewise does not maintain an office in the cities of Temple or Brownwood, Texas, yet has successfully developed and delivered municipal event programs in both communities. Webb County is within a comparable regional operating radius of

Soundskilz's New Braunfels office, providing a practical Texas base for leadership, planning, and mobilization.

Soundskilz typically hires locally for event staffing, operations, vendors, and specialized services, subject to applicable qualifications and procurement requirements. The company also seeks opportunities to partner with local nonprofit organizations when appropriate, creating meaningful community participation while strengthening local knowledge, workforce capacity, and event support. For Webb County, this model would combine Soundskilz's national operating experience with locally sourced personnel, vendors, and community partners under one accountable management structure.

Relevant Capabilities

- Entertainment strategy, calendar development, artist research, offer development, negotiation support, advancing, settlement, and program scheduling.
- Event concept development, promotion, regional media and public relations, digital campaigns, sponsor activation support, audience development, and community outreach.
- Ticketing configuration, inventory and access controls, box office operations, point-of-sale tools, sales reporting, settlement support, and data-informed campaign adjustment.
- Outdoor and indoor production using staging, audio, lighting, video, communications, temporary power, site infrastructure, and qualified specialty personnel.
- Site planning, staffing, credentialing, guest services, accessibility, parking, traffic, security, emergency action, vendor, concession, and alcohol-service coordination.
- Budgeting, procurement, cost tracking, invoice review, commitment logs, forecasting, event settlement, reconciliation, and audit support.

Soundskilz's prior response materials identify company-owned production inventory including StageLine mobile stages, concert audio systems, LED video systems, festival Wi-Fi, point-of-sale devices, radios, metal detection, crowd-control equipment, and event signage. The final equipment plan for each Webb County event will be matched to the venue, artist rider, attendance profile, and applicable engineering and safety requirements rather than assuming one standard configuration.

Scalable Delivery Model

Soundskilz combines a consistent executive and project-management core with event-specific producers, technical leads, stage managers, ticketing and marketing personnel, site supervisors, vendor coordinators, guest-services staff, security providers, and other qualified specialists. Soundskilz remains responsible for the integrated schedule, County communications, approved commitments, risk escalation, quality, reporting, and closeout whether a scope is self-performed or delivered by an approved subcontractor.

2 Understanding of Webb County's Objectives

The County is not seeking a single-event producer. It is seeking a commercial and operational partner capable of building a repeatable entertainment business at an existing public venue. The contract requires a minimum three-year term, with an optional two-year County renewal, with a goal of 25 live events annually. The promoter must bring programming, promotion, ticketing, production, staffing, parking, security, permits, and commercial risk together while preserving the discretion of Commissioners Court and the County's designated representative.

County objective	Operating implication
At least 25 live events per year	Maintain a rolling 12-month pipeline with alternate holds, venue diversification, and monthly booking decisions.
Events up to 10,000 outdoors	Scale artist offers, production, ingress, parking, security, medical, sanitation, and egress to the approved attendance and risk profile.
Indoor and outdoor programming	Use the concert stage, pavilion, rodeo arena, box office, beer stand, and concession interfaces as distinct products with appropriate formats and capacities.
County approval before commitment	Use written approval gates before offers become binding, contracts are signed, events are announced, or tickets go on sale.
County revenue and promoter risk	Present event-level pro formas and settlement reports that distinguish County revenue, promoter exposure, taxes, fees, chargebacks, and approved operating costs.
Community awareness and attendance	Build a bilingual, regional marketing plan focused on Webb County, Laredo, nearby communities, cross-border audience dynamics where appropriate, and repeat patron data.

3 Proposed Promotion Management Approach

Annual Portfolio Planning

Within the first 30 days after notice to proceed, Soundskilz will establish a County-approved portfolio plan covering venue availability, audience segments, event formats, seasonal opportunities, financial thresholds, public-safety constraints, concession and alcohol interfaces, approval rights, and reporting. The portfolio will be reviewed monthly and maintained as a rolling 12-month calendar.

Planning horizon	Primary activity	County decision
12 to 18 months	Market scan, promoter and artist routing, recurring properties, seasonal holds, partner outreach	Portfolio direction and priority windows
6 to 12 months	Artist and event concepts, preliminary availability, pro forma, production concept, marketing strategy	Authorization to negotiate within approved parameters
3 to 6 months	Final offer package, contracts, permits, on-sale plan, staffing and production baseline	Written approval before commitment or announcement
0 to 90 days	Campaign execution, ticket pacing, advancing, readiness reviews, onsite delivery	Change approvals and operational readiness
0 to 30 days after event	Settlement, reconciliation, KPI review, lessons learned, corrective action	Acceptance and portfolio adjustment

Event Approval Gates

1. Concept Gate: audience, venue, date, artist or event type, preliminary attendance, strategic fit, and conflicts.
2. Commercial Gate: event pro forma, ticket architecture, County fee and revenue treatment, artist guarantee and backend, promoter risk, sponsorship and concession assumptions, and downside scenario.
3. Commitment Gate: County written approval of the negotiated package before Soundskilz executes any binding agreement or obligation.
4. On-Sale Gate: approved event name, creative, ticket map, prices and fees, refund terms, marketing plan, operational feasibility, and announcement schedule.
5. Readiness Gate: final production, safety, staffing, parking, security, medical, weather, TABC, concession, accessibility, and communications plans.
6. Closeout Gate: artist and vendor settlement, County revenue report, incident and attendance summary, invoice support, and improvement actions.

Artist and Entertainment Contracting

Soundskilz will source and evaluate artists, shows, promoters, and event concepts against County objectives, routing, audience demand, venue fit, production requirements, hold status, exclusivity, pricing, and risk. Negotiation files will document the approved offer parameters, material deal terms, rider exposure, deposits, cancellation and force majeure provisions, insurance, tax and withholding treatment, settlement basis, and required County approvals. Soundskilz will act only within its own contractual authority and will not bind Webb County without express written authorization.

Marketing and Audience Development

Each approved event will receive an integrated campaign tied to its on-sale date, sales curve, audience, and break-even milestones. The campaign will coordinate brand and creative approvals, bilingual content where appropriate, paid and organic social, email and patron data, public relations, radio and local media, community partners, artist channels, sponsor inventory, retargeting, promotions, and onsite conversion. Weekly sales and campaign reports will connect spend, reach, engagement, conversion, ticket velocity, geographic origin, and remaining inventory so the team can adjust early rather than wait for final settlement.

Ticketing Box Office and Revenue Controls

- Configure event manifests, ticket types, holds, access levels, table or package inventory, taxes, approved fees, refund rules, settlement accounts, and sales channels.
- Operate the existing main box office and event-day sales locations with documented cashless and exception procedures, access controls, supervisor reconciliation, and patron issue escalation.
- Provide scheduled ticket-sales dashboards and pacing reports, with County visibility into gross sales, adjustments, refunds, chargebacks, comps, holds, and net settlement.
- Coordinate scanning, credentials, will call, accessibility needs, fraud prevention, and backup entry procedures.
- Reconcile County facility fees and negotiated ticket participation against source transactions and the approved event agreement.

Production and Venue Operations

Soundskilz will prepare an event execution package scaled to each event. The package will include venue plan, production schedule, artist advance, technical drawings and rider reconciliation, staffing plan, parking and traffic plan, security and medical plan, emergency action plan, communications plan, concession and alcohol coordination, permit tracker, run of show, contact list, weather triggers, and post-event restoration

requirements. The stage structure, indoor pavilion, box office, beer stand, concession stand, and main entrance shown in Exhibit A will be validated onsite before final design or commitment.

Workstream	Soundskilz responsibility	Control
Stage and technical	Audio, lighting, video, staging, rigging, power, communications, engineering and qualified technical labor	Rider review, drawings, inspections, test and show readiness
Staffing and guest services	Hiring, scheduling, training, supervision, credentialing, accessibility and issue resolution	Position plan, briefings, check-in, escalation and shift reports
Parking and traffic	Ingress and egress planning, staffing, signage, emergency access and patron communications	County and agency coordination; live monitoring and corrective action
Security and safety	Qualified provider management, screening, crowd management, artist security, emergency interfaces	Approved plan, command structure, incident documentation and after action
Alcohol and concessions	TABC authorization process when applicable, server and sales controls, concession-operator coordination	Permit approval, inventory and settlement controls, compliance checks
Permits and compliance	State and local permits required for Soundskilz's services and approved event scope	Permit matrix, owners, due dates and evidence before mobilization

Financial Reporting and Settlement

Soundskilz will use an event-level open-book structure showing the approved pro forma, committed artist and vendor costs, marketing spend, ticket and ancillary revenue, County fees and percentages, forecast, changes, settlement, and variance explanation. County-approved commercial terms will control each event. No County contingency, revenue, or obligation will be treated as available to Soundskilz without written authority.

- Pre-approval event pro forma with base, downside, and upside cases.
- Commitment register for artist, vendor, permit, marketing, and operational obligations.
- Weekly ticket and campaign pacing during on-sale periods.
- Event settlement package with ticket source data, refunds and chargebacks, artist settlement, concessions and sponsorship support, County fee calculation, and unpaid items.
- Monthly portfolio report covering calendar, pipeline, attendance, sales, County revenue, promoter exposure, operating issues, and decisions needed.

4 Proposed Personnel

The final team will pair an accountable project executive and day-to-day promotion manager with functional leads selected for the approved event calendar. The industry leader, Steve Clayton will head the project. Below is an executive org chart for reference.



Steve Clayton -



SPEAKING TOPICS ON FESTIVAL BUSINESS / ENTREPRENEURSHIP:

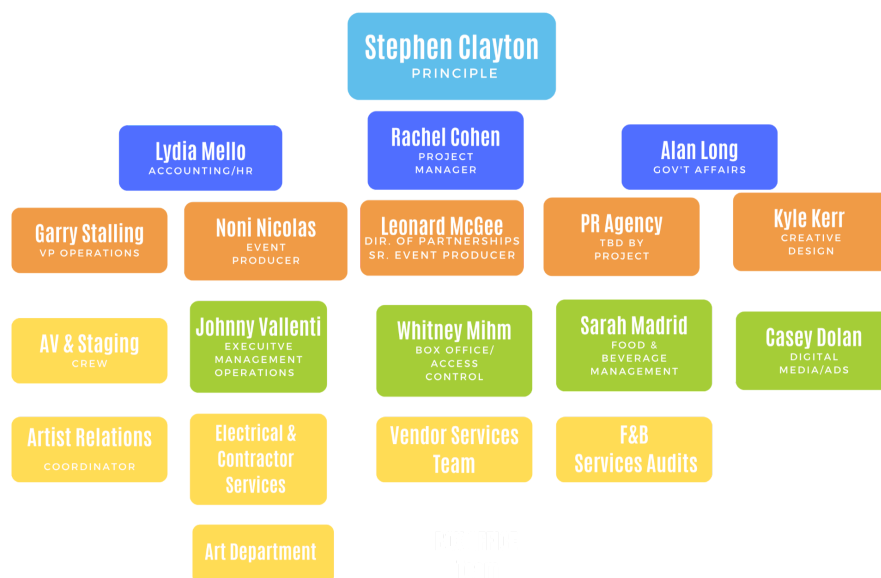
- Scaling & Growing Your Event Company
- Building the Right Event Concept for Your Property/ Venue Launching a New Festival Event Production
- Event Property/Venue
- Motivation & Business Coaching
- Sponsorship Brand Partnership
- Maximizing your event revenues
- Building the right event brand

As Seen At..



Proposed role	Named person	Relevant qualifications and Webb County responsibility
Project Executive and County Executive Liaison	Steve Clayton	Founder and President with more than 20 years in event strategy, production, talent, marketing, sponsorship, ticketing, vendor programs, public events, and destination-focused festivals. Executive accountability, County alignment, commercial escalation, and resource commitment.
Director of Partnerships and Senior Event Producer	Leonard McGee	More than 30 years in promotions and event production, including touring, artist management, venue selection, staffing, national activations, and multi-city programs. Supports booking, partnerships, event development, staffing, and show delivery.
Finance Human Resources and Cost Controls Lead	Lydia Mello EA	Company finance and human-resources lead responsible for company finances and post-event audit reporting. Supports budgets, commitments, payroll coordination, settlement, reconciliation, and documentation.
Promotion Manager and Day-to-Day Account Lead	Karsyn Clayton	Owns the annual programming pipeline, artist and promoter communications, County approvals, schedule, risks, event readiness, and monthly reporting.
Technical Production Lead	Garry Stalling	Owns production design, audio, lighting, video, rigging, power, engineering, OSHA-aligned work practices, inspections, and technical crews.
Marketing and Ticketing Lead	Kendall White	Owns event marketing, campaign optimization, ticket setup and pacing, patron communications, box office, and sales reporting.
Venue Operations and Safety Lead	John Valenti	Owns site operations, parking, staffing, security, medical and emergency interfaces, credentials, accessibility, alcohol and concessions coordination.

COMPANY ORGANIZATIONAL CHART



Management Cadence

- Monthly County portfolio review covering events, holds, approvals, commercial exposure, venue calendar, and performance.

- Weekly event production meeting once an event is approved for contracting or on sale.
- Formal event decision log, approval record, risk register, permit tracker, and change log.
- Final readiness review before mobilization and daily command briefing during multi-day or complex events.
- Post-event settlement and lessons-learned review with assigned corrective actions.

Talent Buying & Preferred Sub Contractor

Romeo Entertainment Group

Soundskilz often partners with preferred talent booking partner, Romeo Entertainment Group out of Nashville, TN. Romeo has booked for some of the best in the industry, including the State Fair of Texas and Cheyenne Frontier Days. with 90 Million Tickets Sold Some of our partners statistics and resume is listed below.



SAN DIEGO COUNTY FAIR-client since 2021

2260 Jimmy Durante Blvd

Del Mar, CA 92014

CapaCity: 8,000

REG books approx. 21 days of shows between the Grandstand (ticketed) and Free Stage. The fair has a very diverse line-up to try to reach all demographics. The entertainment budget is approx. \$2.5 Million. Here are the artists REG booked at the fair in 2023: Alabama, Best of Both Worlds-Van Halen Tribute, Boyz II Men, Carly Pearce, Core a tribute to Stone Temple Pilots, Dr. Crue, Eagle Eyes, Elle King, HIRIE, Hysteria, I Am King: The Michael Jackson Experience, Kalimba-Earth, Wind & Fire, Kevin Hart, Kiss the Sky-The Jimi Hendrix reexperience, L.A.vation, Lynyrd Skynyrd, Mariachi Rock Revolution, Nelly (REL), Nirvana Tribute-NIRVANISH, Randy Houser, Springsteen Experience, Stephen Marley, Super Diamond (Tribute), Switchfoot, Symphonic Sinatra (Tribute), Taken By the Sky-Fleetwood Mac Tribute, The Fab Four - The Ultimate Tribute, The Green, The Scarlet Opera, Train, Vegas McGraw, Woodie and the Longboards. This fair is part of the District Agricultural Association, giving REG familiarity with this California public run sector and contract requirements. REG also handles the correction of all artist contracts and on-site service representation for the duration of the fair.

COLORADO STATE FAIR- client since 1992

1001 Beulah Ave

Pueblo, CO 81004

CapaCity: 14,472

REG books approx. 8 days of entertainment in the Fair's Grandstand and Event Center. The fair books many different genres including Comedy, Classic Rock, Country and Hispanic, some hard tickets and some sold with the rodeo. Here are some artists REG booked in 2023 for the Fair: Ian Munsick, Chase Rice, Fluffy, Lady A, Pat Benatar & Neil Giraldo, Lil Jon, Chingy, Sawyer Brown, and Ned LeDoux. The fair's budget for entertainment is approx. \$1 Million.

MISSISSIPPI VALLEY FAIR-client since 1985

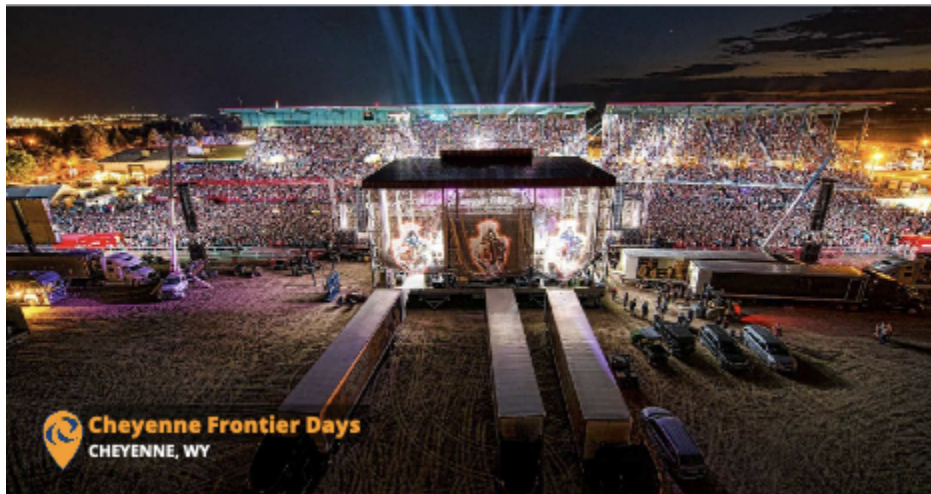
2815 West Locust St.
Davenport, IA 52804
CapaCity: 20,000

REG books 7 nights of entertainment at the fair which has a Pay One Price ticket. In 2023, REG booked some of the following artists: Tyler Farr, Limp Bizkit, Ludacris, Three Days Grace, and Hardy to name a few. The fair's entertainment budget is approx. \$1.5 Million.

Cheyenne Frontier Days in Wyoming -client since 1987

Cheyenne, WY
CapaCity: 25,000

REG books seven nights of ticketed entertainment, handles all contracts, advances all shows and provides on-site service representation and production management at the event with a talent budget of approx. \$15 million. 2023 line up consisted of Carly Pearce, Chase Rice, Cody Johnson, Eric Church, Five Finger Death Punch, Jon Pardi, Kip Moore, Levi Turner, Old Dominion, Papa Roach, Paul Cauthen, Tim McGraw, Whiskey Myers, and Zach Bryan.



State Fair of Texas- Client since 2022

Dallas, TX
CapaCity: 7500

REG books approx. 24 days of line-ups consisting of local, regional, and headline entertainment at the State Fair of Texas with an entertainment budget of approx. \$1 Million. The shows are free with fair admission. 2023 Artist line-up: 38 Special, Bowling For Soup, Braxton Keith, CeeLo Green, Charlotte Sands, Chrisette Michele, Clayton Mullen, Craig Morgan, Dallas Burrow, DJ/House Party, Experience Selena (Tribute / Selena), Forever Motown, Graycie York, Hairball, Holly Beth, Jake Worthington, JR Carroll, Katie Toupin, La Zenda Nortena, Lil Jon (Skam), Lonestar, Matt Hillyer, Matt Koziol, Outlaw Mariachi, Rathmore, Sabor Puro, Sazerac Jazz Band, Shane Smith and the Saints, South Texas Homies, The 40 Acre Mule, The Little Mermen, The Powell Brothers, The Red Jumpsuit Apparatus, UNT Four

O'Clock Lab Band, We The Kings, X Ambassadors, Yahritza y Su Esencia. REG processes all contracts on behalf of the fair and provides an on-site service rep for the duration of the fair.

Pendleton Whisky Music Festival, Pendleton Oregon



5 Technical and Regulatory Qualifications

Soundskilz's technical model combines internal equipment and production management with qualified engineers, riggers, electricians, security firms, traffic providers, and other specialty vendors. Each event's design will follow the applicable manufacturer requirements, engineering requirements, OSHA rules, fire and building direction, artist riders, and County approvals. Personnel performing regulated or credentialed work will be verified before mobilization; no unverified certification is claimed in this draft.

Requirement	Response method	Evidence before event
Safe audio lighting and video	Qualified technical lead; rider reconciliation; system design; labor plan; testing	Drawings, equipment list, test record, lead credentials
Stage production and rigging	Load review, engineered conditions as required, qualified rigging crew, weather limits	Engineering or manufacturer documentation, inspection and signoff
OSHA and worksite controls	Job hazard analysis, PPE, access control, toolbox talks, incident process	Safety plan, training and daily records
TABC authorization	Event-specific permit and operator coordination; qualified alcohol seller and server controls	Authorization, responsible parties, training and sales plan
Security and public safety	Event risk assessment, licensed provider, staffing matrix, command and emergency coordination	Approved security and emergency action plans
Insurance	Maintain required coverage and flow applicable requirements to subcontractors	Broker confirmation and certificates within five working days after award

Soundskilz confirms the RFP requirement of commercial general liability of \$1 million per occurrence and \$2 million aggregate, automobile liability of \$1 million combined single limit, statutory workers compensation with \$1 million employers liability, umbrella liability between \$5 million and \$10 million, and \$1 million fidelity coverage, together with specified additional-insured, waiver, notice, and loss-payee terms. Final compliance must be confirmed by Soundskilz's insurance broker before submission or clearly accepted for negotiation.

6 Relevant Experience and References

The following project set is selected for relevance to public-sector event promotion, ticketing, production, technical delivery, multi-vendor management, and municipal accountability. The County's separate form requires five complete references with direct contact details. Three contacts are presently supported; two additional government references must be selected and completed before submission.

Feels Like Home Music & BBQ Festival - <https://feelslikehomefest.com/>

City of Brownwood, Texas | Destination music and food festival

Now in its third festival year, this Texas municipal event property was developed by Soundskilz from concept through execution as a recurring destination festival designed to strengthen community identity, attract regional visitors, and create a marketable entertainment asset for the host community. With a 2025 3rd place award from Destinations Texas Annual Conference for Leisure and Tourism Promotion

Soundskilz's responsibilities span the full event lifecycle, including event concept and brand development, programming strategy, talent procurement, budget development and management, sponsorship support, marketing coordination, site planning, production management, vendor and concession coordination, guest experience, logistics, and event-day operations.

Rather than simply producing a single event, Soundskilz approached the project as the development of a sustainable municipal entertainment property—one capable of growing year over year while establishing its own recognizable identity, audience, partnerships, and economic activity.

The engagement requires close coordination between municipal leadership, public safety agencies, sponsors, artists, vendors, contractors, local businesses, and community stakeholders. Soundskilz serves as the central production and management partner, translating the municipality's objectives into an executable festival plan while maintaining oversight of programming, financial controls, operations, marketing, and the overall guest experience.

This experience is particularly relevant to Webb County's objective of building a recurring, marketable entertainment calendar. Soundskilz brings a proven framework for moving a municipal event from initial concept to an established annual property—creating programming that can attract visitors, engage residents, support local businesses, generate sponsorship opportunities, and strengthen the destination's identity over time.

Reference: Marshal McIntosh, City Manager |325-641-3745 | mmcintosh@Brownwoodtexas.gov



FEELS LIKE HOME

Festival

★ REVENUE ★

2025 ECONOMIC IMPACT REPORT

→

\$4.7⁺

MILLION

\$2⁺

MILLION

IN TOTAL

ECONOMIC

IMPACT

IN

DIRECT

SPENDING

★ FEELS LIKE HOME FEST.COM ★

SATURDAY, OCTOBER 3RD 2026 • BROWNWOOD EVENT CENTER

FEELS LIKE HOME

Festival

★ TOURISM ★

HIGH LEVEL STATS

→

55%

OF TICKET BUYERS

RESIDE OUTSIDE

BROWN COUNTY

500⁺

HOTEL ROOM

RESERVATIONS

GENERATED

BROWNWOOD TX

FEELS LIKE HOME

★ FEELS LIKE HOME FEST.COM ★

SATURDAY, OCTOBER 3RD 2026 • BROWNWOOD EVENT CENTER

FEELS LIKE HOME

Festival

★ TICKET SALES ★

TICKET SALES

BY LOCATION

Texas

→

SATURDAY, OCTOBER 3RD 2026 • BROWNWOOD EVENT CENTER • FEELS LIKE HOME FEST.COM

FEELS LIKE HOME

Festival

★ TICKET SALES ★

TICKET SALES

BY LOCATION

U.S.

SATURDAY, OCTOBER 3RD 2026 • BROWNWOOD EVENT CENTER • FEELS LIKE HOME FEST.COM

Tanglefoot Music and BBQ Festival

City of Temple, Texas | Municipal Music and Food Festival

Soundskilz developed the Tanglefoot Music and BBQ Festival as a new municipal event property for the City of Temple. Its responsibilities spanned event concept and brand development, programming, talent procurement, budgeting, sponsorship support, marketing, site planning, vendor coordination, production management, and event-day operations.

The event's national advertising campaign earned a Gold ADDY Award, demonstrating Soundskilz's ability to pair creative brand development with comprehensive event delivery. This Texas engagement is directly relevant to Webb County's goal of establishing a recurring, recognizable, and marketable entertainment calendar at the Fairgrounds. With a \$3.2MM budget and a \$1.5MM talent budget the year 1 festival brought in almost 8,000 participants from various destinations.

Reference: Amanda Weckbacher, Special Events Manager | 254-298-5774 | aweckbacher@templetx.gov



Upland Lemon Festival - <https://uplandlemonfestival.com/>

City of Upland, CA | Municipal Music and Food Festival

Soundskilz manages the Upland Lemon Festival from marketing strategy through onsite execution. The annual municipal festival welcomes approximately 100,000 attendees and features more than 50 performers across five stages, supported by approximately 250 food, retail, community, and specialty vendors.

Soundskilz's responsibilities include marketing and audience development, programming, talent coordination, vendor management, site and production planning, technical coordination, staffing, logistics, and event-day operations. Soundskilz is entering its sixth contract year and has received a five-year renewal, demonstrating the City's continued confidence in the firm's performance and long-term management capabilities.

This sustained municipal partnership is directly relevant to Webb County's objective of building a recurring, diverse, and commercially marketable entertainment calendar at the Fairgrounds.



JOIN US FOR THE ANNUAL

UPLAND LEMON FESTIVAL

JUNE 5-7, 2026
IN HISTORIC DOWNTOWN UPLAND

WITH LIVE PERFORMANCES BY

FLASHBACK HEART ATTACK FRIDAY, JUNE 5TH	JOURNEY/USA THE ULTIMATE JOURNEY TRIBUTE SATURDAY, JUNE 6TH	UPTOWN FUNK TRIBUTE TO BRUNO MARS SUNDAY, JUNE 7TH
SO PETTY A TOM PETTY TRIBUTE SATURDAY, JUNE 6TH	JUST A GIRL A NO DOUBT TRIBUTE SATURDAY, JUNE 6TH	CHRIS ROSE A CRYSTAL BALL BAND TRIBUTE TO CREDENCE CLEARWATER REVIVAL SUNDAY, JUNE 7TH
DRESSED TO KILL CLASSIC KISS TRIBUTE SATURDAY, JUNE 6TH	LEMON IDOL PRESENTED BY OVATION SATURDAY, JUNE 6TH	STEVIE NICKS ILLUSION SUNDAY, JUNE 7TH

FEATURED ENTERTAINMENT

TOXIC HUNGER • THE PROJECT • YOUR GUILTY PLEASURE • MOHAVE BEACH BAND
PUMP 5 • MOON COLONY • MIDNIGHT CURFEW • ARTIFICIALLY HIP • BLUE HWY
VIPER & THE DECKHAND • VON SUTTON • DJ KERMIE • ILUVXO • 4 THE PEOPLE
MYKELE HILL • THE ANGRY BABIES • XNK • HARRY'S TRUCK • BLUE DUNE
T3RRIBLE HUMANS • IRIS • ROAMIN GYPSIES • PLANET CARAVAN
CHECKERED DAYDREAMS • DEAF BUTTERFLY • TRIBAL BEATS BELLY DANCE
SHORLINE KINGS • PRETTY OKAY • ON STAGE KARAOKE • AND MUCH MORE!

CARNIVAL RIDES • LIVE MUSIC & ENTERTAINMENT • FOOD & CRAFT VENDORS • AND MUCH MORE!

FOR MORE INFORMATION VISIT
UPLANDLEMONFESTIVAL.COM

CITY OF UPLAND

SOUNDKILZ



Reference: Mike Blay | City Manager | (909) 931-4110|

Pico Rivera FIFA Celebration Hub

City of Pico Rivera, California | June 26-27, 2026 | Approximately 30,000 attendees

Soundskilz served as the central planning and production partner for an open-streets and FIFA World Cup celebration program combining five large-format watch-party activations, stages, a carnival, vendors, soccer programming, temporary infrastructure, and approximately 15,000 attendees per day. Services included programming, broadcast and watch-party coordination, site logistics, vendor management, run of show, load-in through closeout, budget monitoring, and City coordination.

Reference: Javier Hernandez, Director of Innovation and Communications | jhernandez@pico-rivera.org | 626-536-1044

Huntington Beach Fourth of July

City of Huntington Beach, California | Multi-day annual civic program

Prior Soundskilz response materials describe an Agency of Record and prime production role covering planning, permits, staffing, budgeting, marketing, site and stage production, subcontractor oversight, and closeout for a multi-day program with parade, pier festival, 5K, carnival, fireworks, vendors, sponsors, and live performances. Current scale and performance metrics must be validated before final submission.

Reference: Chris Cole, Community Services Supervisor Specific Events | 714-536-5265 | ccole@surfcity-hb.org

7 Commercial Response

See attached Schedule A Form

8 Compliance Statements

Subject to completion of the County's required forms, authorized signature, and legal review, Soundskilz's response is based on the following statements:

- Soundskilz has reviewed the RFP scope and proposes to comply with the County approval restrictions in Section 3.0.
- Soundskilz will disclose all actual or potential conflicts and all relationships required by the RFP and Form CIQ; no unsupported no-conflict representation is made in this unsigned draft.
- Soundskilz is not relying on confidential treatment for the narrative in this draft. Any final proprietary pages will be identified specifically rather than through a blanket designation.
- Soundskilz will comply with applicable nondiscrimination and equal-employment requirements.
- Soundskilz will maintain event and subcontractor documentation needed to support County review, settlement, and audit.
- Required Texas certifications, the Webb County Ethics affidavit, proof concerning Webb County delinquent taxes, and any lobbying certification will be completed only after authorized legal and executive review.
- Soundskilz nor its executive team owe any taxes to Webb County. However, the Texas Notary would not be able to sign because it is asking for proof. Which was unable to be provided at the time of signature. Webb county may be able to provide proof before entering into a contract with Soundskilz.

9 Why Soundskilz

Soundskilz offers Webb County an integrated promoter and producer rather than a narrow booking agent or technical supplier. The proposed team can connect programming, talent negotiation, marketing, ticketing, physical production, guest operations, vendors, sponsors, finance, and post-event learning under one accountable structure. The company has built and operated public event properties, managed municipal stakeholder environments, and developed programming that connects live entertainment with local identity and economic activity.

The operating approach is deliberately controlled: every event begins with a documented case for venue fit and audience demand; commercial exposure is visible before commitment; County approval is required at defined gates; ticket and campaign performance is reviewed while there is still time to act; and settlement information is returned in a consistent event-level package. That discipline is essential to building a sustainable schedule of at least 25 live events per year without sacrificing safety, accountability, or County discretion.

Soundskilz is prepared to work with Webb County to finalize a practical contract, confirm the assigned team, complete site validation, and establish the first rolling entertainment calendar immediately after notice to proceed.

References Form

Please list at minimum five (5) local governmental entities where similar scope of services were provided.

THIS FORM MUST BE RETURNED WITH YOUR OFFER.

REFERENCE ONE

Government/Company Name: City of Brownwood Texas

Address: _____

Contact Person and Title: Marshal McIntosh

Phone: 325-641-3745 Fax: _____

Email Address: mmcintosh@Brownwoodtexas.gov Contract Period: 2024-2026 Current

Description of Goods / Services Provided: Design and production of Feels Like Home Festival

REFERENCE TWO

Government/Company Name: City of Temple

Address: _____

Contact Person and Title: Amanda Weckbacher

Phone: 254-298-5774 Fax: _____

Email Address: aweckbacher@templetx.gov Contract Period: 2025

Description of Goods / Services Provided: Design and production of Tanglefoot Music Festival

REFERENCE THREE

Government/Company Name: City of Upland

Address: _____

Contact Person and Title: Mike Blay City Manager

Phone: (909) 931-4110 Fax: _____

Email Address: mblay@uplandca.gov Contract Period: 2022-Current

Description of Goods / Services Provided: Production of Upland Lemon Festival

REFERENCE Four

Government/Company Name: City of Pico Rivera

Address: _____

Contact Person and Title: Javier Hernandez

Phone: 626-536-1044 Fax: _____

Email Address: _____ Contract Period: 2026-2028

Description of Goods / Services Provided: Production of the FIFA and Olymics celebration hubs

REFERENCE Five

Government/Company Name: City of Huntington Beach

Address: _____

Contact Person and Title: Chris Cole

Phone: 714-536-5265

Fax: _____

Email Address: ccole@surfcity-hb.org

Contract Period: 2021-2023

Description of Goods / Services Provided: _____

Production of the HB4th of July, largest celebration west of Mississippi, over 500k attendees.

- ****Additional pages are permitted if more space is required****

Space intentionally left Blank

CONFLICT OF INTEREST QUESTIONNAIRE

FORM CIQ

For vendor doing business with local governmental entity

This questionnaire reflects changes made to the law by H.B. 23, 84th Leg., Regular Session.

This questionnaire is being filed in accordance with Chapter 176, Local Government Code, by a vendor who has a business relationship as defined by Section 176.001(1-a) with a local governmental entity and the vendor meets requirements under Section 176.006(a).

By law this questionnaire must be filed with the records administrator of the local governmental entity not later than the 7th business day after the date the vendor becomes aware of facts that require the statement to be filed. See Section 176.006(a-1), Local Government Code.

A vendor commits an offense if the vendor knowingly violates Section 176.006, Local Government Code. An offense under this section is a misdemeanor.

OFFICE USE ONLY

Date Received

1 Name of vendor who has a business relationship with local governmental entity.

NONE

2 ☐ Check this box if you are filing an update to a previously filed questionnaire. (The law requires that you file an updated completed questionnaire with the appropriate filing authority not later than the 7th business day after the date on which you became aware that the originally filed questionnaire was incomplete or inaccurate.)

3 Name of local government officer about whom the information is being disclosed.

Name of Officer

4 Describe each employment or other business relationship with the local government officer, or a family member of the officer, as described by Section 176.003(a)(2)(A). Also describe any family relationship with the local government officer. Complete subparts A and B for each employment or business relationship described. Attach additional pages to this Form CIQ as necessary.

A. Is the local government officer or a family member of the officer receiving or likely to receive taxable income, other than investment income, from the vendor?

☐ Yes ☐ No

B. Is the vendor receiving or likely to receive taxable income, other than investment income, from or at the direction of the local government officer or a family member of the officer AND the taxable income is not received from the local governmental entity?

☐ Yes ☐ No

5 Describe each employment or business relationship that the vendor named in Section 1 maintains with a corporation or other business entity with respect to which the local government officer serves as an officer or director, or holds an ownership interest of one percent or more.

6 ☐ Check this box if the vendor has given the local government officer or a family member of the officer one or more gifts as described in Section 176.003(a)(2)(B), excluding gifts described in Section 176.003(a-1).

7 Stephen J. Clayton
Signature of vendor doing business with the governmental entity

9-20-26

Date

CONFLICT OF INTEREST QUESTIONNAIRE

For vendor doing business with local governmental entity

A complete copy of Chapter 176 of the Local Government Code may be found at <http://www.statutes.legis.state.tx.us/Docs/LG/htm/LG.176.htm>. For easy reference, below are some of the sections cited on this form.

Local Government Code § 176.001(1-a): "Business relationship" means a connection between two or more parties based on commercial activity of one of the parties. The term does not include a connection based on:

- (A) a transaction that is subject to rate or fee regulation by a federal, state, or local governmental entity or an agency of a federal, state, or local governmental entity;
- (B) a transaction conducted at a price and subject to terms available to the public; or
- (C) a purchase or lease of goods or services from a person that is chartered by a state or federal agency and that is subject to regular examination by, and reporting to, that agency.

Local Government Code § 176.003(a)(2)(A) and (B):

- (a) A local government officer shall file a conflicts disclosure statement with respect to a vendor if:

- (2) the vendor:

(A) has an employment or other business relationship with the local government officer or a family member of the officer that results in the officer or family member receiving taxable income, other than investment income, that exceeds \$2,500 during the 12-month period preceding the date that the officer becomes aware that

- (i) a contract between the local governmental entity and vendor has been executed; or

- (ii) the local governmental entity is considering entering into a contract with the vendor;

(B) has given to the local government officer or a family member of the officer one or more gifts that have an aggregate value of more than \$100 in the 12-month period preceding the date the officer becomes aware that:

- (i) a contract between the local governmental entity and vendor has been executed; or
- (ii) the local governmental entity is considering entering into a contract with the vendor.

Local Government Code § 176.006(a) and (a-1)

- (a) A vendor shall file a completed conflict of interest questionnaire if the vendor has a business relationship with a local governmental entity and:

(1) has an employment or other business relationship with a local government officer of that local governmental entity, or a family member of the officer, described by Section 176.003(a)(2)(A);

(2) has given a local government officer of that local governmental entity, or a family member of the officer, one or more gifts with the aggregate value specified by Section 176.003(a)(2)(B), excluding any gift described by Section 176.003(a-1); or

(3) has a family relationship with a local government officer of that local governmental entity.

- (a-1) The completed conflict of interest questionnaire must be filed with the appropriate records administrator not later than the seventh business day after the later of:

- (1) the date that the vendor:

(A) begins discussions or negotiations to enter into a contract with the local governmental entity; or

(B) submits to the local governmental entity an application, response to a request for proposals or bids, correspondence, or another writing related to a potential contract with the local governmental entity; or

- (2) the date the vendor becomes aware:

(A) of an employment or other business relationship with a local government officer, or a family member of the officer, described by Subsection (a);

(B) that the vendor has given one or more gifts described by Subsection (a); or

(C) of a family relationship with a local government officer.

Offeror: Complete & Return this Form with Response Submission.

House Bill 89 Verification

I, Steve Clayton, the undersigned representative of (company or business name) Soundskilz, Inc. (heretofore referred to as company) being an adult over the age of eighteen (18) years of age, after being duly sworn by the undersigned notary, do hereby depose and verify under oath that the company named above, under the provisions of Subtitle F, Title 10, Government Code Chapter 2270:

1. Does not boycott Israel currently; and
2. Will not boycott Israel during the term of the contract.

Pursuant to Section 2270.001, Texas Government Code:

1. "Boycott Israel" means refusing to deal with, terminating business activities with, or otherwise taking any action that is intended to penalize, inflict economic harm on, or limit commercial relations specifically with Israel, or with a person or entity doing business in Israel or in an Israeli-controlled territory, but does not include an action made ordinary business purposes; and

2. "Company" means a for-profit sole proprietorship, organization, association, corporation, partnership, joint venture, limited partnership, limited liability partnership, or an limited liability company, including a wholly owned subsidiary, majority-owned subsidiary, parent company or affiliate of those entities or business association that exist to make a profit.

[Signature]
Signature of Company Representative

9-20-126

Date

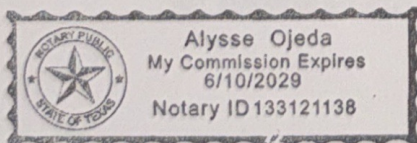
On this 22nd day of September, 2026, personally appeared

Stephen Clayton, the above named person, who after by me being duly sworn, did swear and confirm that the above is true and correct.

Notary Seal

[Signature]
Notary Signature

22 September 2026
Date

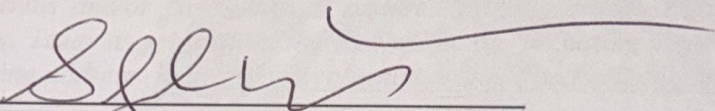


PROOF OF NO DELINQUENT TAXES OWED TO WEBB COUNTY

Name Stephen J. Clayton owes no delinquent property taxes to Webb County.

Soundskilz, Inc. owes no property taxes as a business in Webb County.
(Business Name)

Stephen Clayton owes no property taxes as a resident of Webb County.
(Business Owner)



Person who can attest to the above information

*** SIGNED NOTORIZED DOCUMENT AND PROOF OF NO DELINQUENT TAXES TO WEBB COUNTY.**

The State of Texas
County of Webb

Before me, a Notary Public, on this day personally appeared _____, know to me (or proved to me on the oath of _____ to be the person whose name is subscribed to the forgoing instrument and acknowledged to me that he executed the same for the purpose and consideration therein expressed.

Given under my hand and seal of office this _____ day of _____ 20__.

Notary Public, State of Texas

My commission expires the _____ day of _____ 20__.

(Print name of Notary Public here)

**WEBB COUNTY PURCHASING DEPT.
QUALIFIED PARTICIPATING VENDOR CODE OF ETHICS
AFFIDAVIT FORM**

STATE OF TEXAS *

KNOW ALL MEN BY THESE PRESENTS:

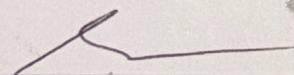
COUNTY OF WEBB *

BEFORE ME the undersigned Notary Public, appeared Stephen Clayton, the herein-named "Affiant", who is a resident of Comal County, State of Texas, and upon his/her respective oath, either individually and/or behalf of their respective company/entity, do hereby state that I have personal knowledge of the following facts, statements, matters, and/or other matters set forth herein are true and correct to the best of my knowledge.

I personally, and/or in my respective authority/capacity on behalf of my company/entity do hereby confirm that I have reviewed and agree to fully comply with all the terms, duties, ethical policy obligations and/or conditions as required to be a qualified participating vendor with Webb County, Texas as set forth in the Webb County Purchasing Code of Ethics Policy posted at the following address: <http://www.webbcountytexas.gov/PurchasingAgent/PurchasingEthicsPolicy.pdf>

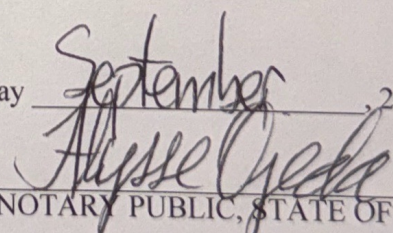
I personally, and/or in my respective authority/capacity on behalf of my company/entity do hereby further acknowledge, agree and understand that as a participating vendor with Webb County, Texas on any active solicitation/proposal/qualification that I and/or my company/entity failure to comply with the Code of Ethics policy may result in my and/or my company/entity disqualification, debarment or make void my contract awarded to me, my company/entity by Webb County. I agree to communicate with the Purchasing Agent or his designees should I have questions or concerns regarding this policy to ensure full compliance by contacting the Webb County Purchasing Dept. via telephone at (956) 523-4125 or e-mail to the Webb County Purchasing Agent to joel@webbcountytexas.gov.

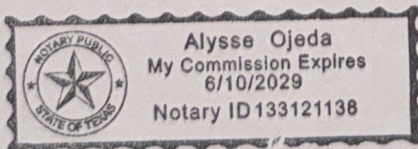
Executed and dated this 22 day of September, 2026.


Signature of Affiant

Stephen J Clayton
Printed Name of Affiant/Company/Entity

SWORN to and subscribed before me, this 22nd day of September, 2026


NOTARY PUBLIC, STATE OF TEXAS



Offeror: Complete & Return this Form with Response Submission.
Senate Bill 252 Certification

SB 252 CHAPTER 2252 CERTIFICATION I, Steve Clayton, the undersigned representative of Soundskilz, Inc. (Company or business name) being an adult over the age of eighteen (18) years of age, pursuant to Texas Government Code, Chapter 2252, Section 2252.152 and Section 2252.153, certify that the company named above is not listed on the website of the Comptroller of the State of Texas concerning the listing of companies that are identified under Section 806.051, Section 807.051 or Section 2253.153. I further certify that should the above-named company enter into a contract that is on said listing of companies on the website of the Comptroller of the State of Texas which do business with Iran, Sudan or any Foreign Terrorist Organization, I will immediately notify Mr. Jose Angel Lopez III, Webb County Purchasing Agent at (956) 523-4125 or via email at joel@webbcountytx.gov

Steve Clayton Name of Company Representative (Print)

Stephen J. Clayton Signature of Company Representative

9-20-26 Date