



**City of Santa Ana**  
**20 Civic Center Plaza, Santa Ana, CA 92701**  
**Staff Report**  
**April 15, 2025**

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**TOPIC:** Entertainment Promoter for City Special Events

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**AGENDA TITLE**

Agreements with ARAS Enterprises, Inc., and GTE Agency, LLC dba Global Talent Entertainment for Entertainment Promoter Services (Specification No. 24-102) (General Fund)

**RECOMMENDED ACTION**

Authorize the City Manager to execute aggregate agreements with ARAS Enterprises, Inc. and GTE Agency, LLC dba Global Talent Entertainment to provide entertainment promoter services for an aggregate amount not-to-exceed \$300,000 annually for a three-year term beginning April 15, 2025 through April 14, 2028, and an additional \$600,000 for two, 1-year extensions, for a total aggregate agreement amount not to exceed \$1,500,000 (Core Agreement No. A-2025-XXX).

Vendor

ARAS Enterprises, Inc.  
Global Talent Entertainment

Location

Whittier, CA  
Long Beach, CA

**GOVERNMENT CODE §84308 APPLIES:** Yes

**DISCUSSION**

Request for Proposals (RFP) No. 24-102 was issued on December 5, 2024, via the City's online bid management and publication system. This RFP seeks entertainment promoters who will be responsible for securing talent for City events, managing event production, and overseeing all associated administrative functions, including deposits, invoicing, and insurance requirements. A summary of vendor participation and results is as follows:

34 Vendors notified  
1 Santa Ana vendor notified  
33 Vendors downloaded the RFP packet  
6 Proposals received  
1 Proposal received from Santa Ana vendor

Proposals were solicited, opened on January 9, 2025, and evaluated. Six proposals were submitted by the RFP deadline and four were determined to be responsive to the specifications. An evaluation committee reviewed and rated the proposals according to the criteria listed in the RFP. Staff recommends awarding aggregate agreements to the two highest-ranking firms: ARAS Enterprise and GTE Agency, LLC dba Global Talent Entertainment in order to increase the number of performers available to the City. Staff determined both firms can provide the high-quality entertainment that the City seeks for its special events, including the headliners for Fiestas Patrias. To accommodate the varying schedules of artists, it is crucial to have two separate vendors on standby. This strategy ensures that staff can quickly secure an alternative vendor if one artist is unavailable, allowing the City to consistently feature talent at events.

Pricing for talent will vary depending on the vendor, the event, and the specific talent and production required. Each proposal includes a pricing sheet, which can be found within the proposed agreements (ARAS pages 32-34 and Global Talent page 26).

#### **ENVIRONMENTAL IMPACT**

There is no environmental impact associated with this action.

#### **FISCAL IMPACT**

Funding is available in the FY 24-25 budget and funding for subsequent fiscal years will be included in the proposed budgets for City Council consideration. The table below reflects estimates of amounts to expend by fiscal year, actual amounts may vary from year to year, but will not exceed the agreement total of \$1,500,000 for the term of the agreement including extensions. The City is not obligated to use the full amount of the contract authorization.

<b>Fiscal Year</b>	<b>Accounting Unit-Account #</b>	<b>Fund Description</b>	<b>Accounting Unit, Account Description</b>	<b>Amount</b>
FY 24-25	01113230-62300	General Fund	PRCSA-Recreation and Community Services-Contractual Services Professional	\$30,000
FY 25-26	01113230-62300	General Fund	PRCSA-Recreation and Community Services-Contractual Services Professional	\$300,000
FY 26-27	01113230-62300	General Fund	PRCSA-Recreation and Community Services-Contractual Services Professional	\$300,000

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FY 27-28	01113230-62300	General Fund	PRCSA-Recreation and Community Services-Contractual Services Professional	\$300,000
FY 28-29	01113230-62300	General Fund	PRCSA-Recreation and Community Services-Contractual Services Professional	\$300,000
FY 29-30	01113230-62300	General Fund	PRCSA-Recreation and Community Services-Contractual Services Professional	\$270,000
Total				\$1,500,000

**EXHIBIT(S)**

1. Agreement with ARAS Enterprises Inc.
2. Agreement with Global Talent Entertainment

Submitted By: Hawk Scott, Executive Director of Parks, Recreation, and Community Services

Approved By: Alvaro Nuñez, City Manager