

MEMORANDUM OF UNDERSTANDING

Between

TOWN OF EATONVILLE

&

Crush Gruuv Productions Inc.

Governing the Annual DROVILLE MUSIC FESTIVAL

Event Dates: February 21–22, 2026

WHEREAS, The Town of Eatonville seeks to expand its cultural programming and attract regional visitors through signature public events that promote community, arts, and tourism; and

WHEREAS, This Memorandum of Understanding (MOU) establishes the terms and mutual understanding between Crush Gruuv Productions Inc. and the Town of Eatonville, Florida regarding the planning and execution of the DROVILLE MUSIC FESTIVAL, to be held annually in the Town of Eatonville; and

WHEREAS, The DROVILLE MUSIC FESTIVAL is a music and cultural event designed to showcase regional and national talent while providing economic and social benefits to the Town through tourism, small business participation, and cultural expression; and

WHEREAS, The Town of Eatonville acknowledges the value and potential of this event to enhance the Town's brand, boost local business, and create meaningful community engagement; and

WHEREAS, Both parties agree to collaborate in good faith to ensure a safe, successful, and well-organized event;

NOW, THEREFORE, THE PARTIES AGREE AS FOLLOWS:

1. GRANT OF AUTHORITY AND PERMISSION:

The Town of Eatonville grants Crush Gruuv Productions Inc. permission to organize and operate the DROVILLE MUSIC FESTIVAL in coordination with Town Administration, in designated areas approved for public events, including Hungerford Field (100 E. Kennedy Blvd) and adjoining roadways for vendor staging and pedestrian access.

2. ROLES AND RESPONSIBILITIES:

A. Town of Eatonville Responsibilities:

- Provide access to the venue.
- Provide the following support services (to be paid by Crush Gruuv Productions, Inc.)
- Public Works (sanitation, fencing, signage, recycling bins)
- Eatonville Police Department (traffic, safety coordination)
- Assistance with permitting and regulatory compliance
- Public Promotion via:
- Social media, digital newsletters, and robocalls
- Utility bill inserts and flyer distribution

B. Crush Gruuv Productions Inc. Responsibilities:

- Full event programming and production (entertainment curation, vendor management, branded activations)
- Oversee event setup, breakdown, and private security
- Media, marketing, and PR outreach
- Ensure:
- EMT presence and safety signage
- Compliance with noise, vending, alcohol, and Sunshine Law
- Alcohol sales only through properly licensed vendors (pending Town approval)
- Provide general liability and venue insurance, naming the Town as an additional insured

3. PUBLIC SAFETY AND COMPLIANCE

Coordination with Eatonville Police Department and Orange County Fire Rescue is required for public safety and emergency response.

All public safety plans, including evacuation procedures and signage, must be submitted for Town approval.

The Organizer shall comply with all Town ordinances and codes.

4. INSURANCE AND INDEMNIFICATION

The Organizer shall maintain a minimum \$1,000,000 general liability insurance policy, naming the Town of Eatonville as an additional insured.

The Organizer agrees to indemnify and hold harmless the Town against all claims arising out of the event.

5. TRAFFIC AND MUNICIPAL SUPPORT

A traffic management plan must be submitted in coordination with Eatonville PD and, if needed, Orange County.

Municipal support services (Public Works, EMS, sanitation, fencing) may be provided in-kind, pending Council approval.

6. FINANCIAL ARRANGEMENTS / FEE WAIVERS

Crush Gruuv Productions Inc. may request from the Town:

Facility rental fee waivers, sponsorship, and cultural arts grant consideration. All financial support and waivers are subject to approval by the Town Council.

7. ENVIRONMENTAL RESPONSIBILITY

Organizers will deploy waste and recycling bins in collaboration with Public Works. A clean-up crew will be assigned to restore event grounds within 24 hours of the event's conclusion. Sustainable practices are encouraged for vendors.

8. MARKETING AND PROMOTION

Both parties will collaborate on promotion. Event branding will appear on, Town website and social media, Town newsletter, flyers, and other official materials. All promotional materials must meet Town branding guidelines.

9. COMMUNICATION & COORDINATION

Designated contacts from each party will hold regular planning meetings. A post-event debrief meeting shall occur within 60 business days to assess operations and discuss improvements. The Organizer will provide a Post-Event Impact Report, including estimated attendance, economic impact, community feedback, and media engagement analytics.

10. TERM & TERMINATION

This MOU is effective upon signature and remains in effect through March 15, 2026, unless otherwise terminated. Either party may terminate this MOU with 30 days' written notice.

11. AMENDMENTS

All amendments to this MOU must be in writing and signed by authorized representatives of both parties.

12. SEVERABILITY

If any provision of this MOU is found to be invalid or unenforceable, the remaining provisions shall remain in full effect.

13. GOVERNING LAW

This MOU shall be governed by the laws of the State of Florida.

IN WITNESS WHEREOF, the undersigned parties have executed this Memorandum of Understanding: FOR CRUSH GRUUV PRODUCTIONS INC. SIGNATURES:

Lorenzo Jorrin, CG Production / Authorized Representative

Date: _____

TOWN OF EATONVILLE:

Mayor/Authorized Representative

Date: _____

ATTEST:

Town Clerk

Date: _____