



LAWRENCEVILLE

GEORGIA

AGENDA REPORT

MEETING: WORK SESSION, FEBRUARY 11, 2026

AGENDA CATEGORY: GENERAL CITY BUSINESS

Item:	2026 Event Entertainment Consultant Contract
Department:	Community and Economic Development
Date of Meeting:	Wednesday, February 11, 2026
Fiscal Impact:	Not to exceed \$230,000
Presented By:	Jasmine Jackson, Community & Economic Development Director
Action Requested:	Approve the 2026 Event Entertainment Consultant Contract in the not to exceed amount of \$230,000, with the final contract to be prepared by staff and submitted to the City Clerk for the City Attorney's review and approval prior to execution.

Summary: The Community & Economic Development Department is seeking approval of the 2026 Event Entertainment Consultant Contract with BrioLIVE. In its fourth year, BrioLIVE continues to support booking entertainment for major events such as Lawrenceville Boogie, Summer Concerts, Prelude to the Fourth, Cultura, and will add additional support for the Lawrenceville Arts Center. These events require additional assistance when booking live entertainment, such as tribute bands and national acts, for city-sanctioned events. BrioLIVE is a consultant group that has served cities in the southern region, assisting with booking talent to best promote and highlight community events.

BrioLIVE provides thorough quality service, has a point of contact for all scheduled events, and continues to diversify entertainment as organized by the Community & Economic Development Department. Contract to be reviewed by City staff (Community & Economic Development Department, City Clerk, Risk Manager, Legal, and BrioLIVE).

Authorization is sought for the approval of the 2026 Event Entertainment Consultant Contract in the amount, not to exceed \$230,000, with the final contract to follow and to be prepared by staff and submitted to the City Clerk for the Attorney's review and approval prior to execution.

Fiscal Impact: Not to exceed \$230,000

Attachment:

- 2026 Brio Live Contract.docx