

MEMORANDUM OF UNDERSTANDING
Between
Treadway Events & Entertainment, LLC
and
City of St. Helens

This Memorandum of Understanding ("MOU") is made and entered into on this ___ day of ____, 2025, by and between **Treadway Events & Entertainment, LLC**, hereinafter referred to as "Treadway Events," and the **City of St. Helens**, hereinafter referred to as "City."

Purpose

The purpose of this MOU is to outline the responsibilities, deliverables, and terms of engagement between Treadway Events and the City for the planning and execution of St. Helens Community Day, scheduled for June 28, 2025, at McCormick Park.

Scope of Services

Event Planning & Coordination

Treadway Events agrees to:

- Develop and execute an event plan, timeline, and task list.
- Coordinate with City departments and County agencies for logistical support and approvals.
- Ensure all necessary permits, including the Special Use Permit, are completed and submitted.
- Provide ongoing verbal and written reports to the City Administrator.
- Manage the event budget to ensure cost-effective execution.
- Solicit sponsorships to offset event expenses.

Marketing & Promotion

- Develop and implement a comprehensive marketing plan.
- Manage the City's social media and event accounts for promotional efforts.
- Create, print, and distribute event brochures and promotional materials.
- Execute advertising strategies to maximize community awareness.

Entertainment & Vendor Coordination

- Recruit and coordinate musical talent and entertainment.
- Coordinate vendor setup and placement, ensuring logistical efficiency.
- Work with Highway 30 Cruisers to organize and facilitate the Classic Car Show.

Operations & Logistics

- Procure, coordinate, and manage food services, including BBQ operations (procurement, cooking, and serving).
- Provide adequate staffing, including dedicated personnel for parking management, traffic flow, and event operations.
- Arrange and deploy directional signage to assist with pedestrian and vehicle navigation (including ADA accommodations and overflow lot coordination).
- Utilize, manage, and coordinate community volunteers.

Site Management & Clean-Up

- Ensure onsite waste management and clean-up services before, during, and after the event.
- Coordinate with City and Park staff to ensure minimum burden on City resources.
- Oversee event teardown and vendor departures.

Post-Event Reporting

- Submit a detailed final report to the City Administrator summarizing event outcomes, financials, and feedback.
- Conduct a post-event debrief with City officials and stakeholders.

Budget & Payment Terms

- Total Planning & Execution Fee: \$8,500.00
- Due Date: Due upon receipt
- Payment Method: Check payable to "Treadway Events," 465 NE 181st Ave #158, Portland, OR 97230

Terms & Conditions

The services outlined in this MOU are specifically for the planning and execution of Community Day and are entirely separate from any obligations under the existing tourism contract between Treadway Events and the City of St. Helens for other events.

The budget for Community Day is funded from sources other than the City's tourism fund, and all expenses related to this event are to be paid in full by the City. Treadway Events is entitled to the base planning fee as stated in this agreement.

Acceptance or payment under this MOU does not modify, impact, or create any obligation related to the separate tourism contract for other City events.

This MOU is effective as of the date of signing and shall remain in effect until the completion of post-event reporting and reconciliation, unless terminated earlier by mutual agreement of both parties.

Either party may terminate this agreement with **thirty (30) days written notice**, provided that all obligations up to the date of termination are met.

Signatures

By signing below, both parties acknowledge and accept the terms outlined in this MOU.

City of St. Helens

Authorized Representative: _____

Title: _____

Date: _____

Treadway Events & Entertainment, LLC

Authorized Representative: _____

Title: _____

Date: _____