

## **Board Meeting Agenda**

October 21, 2025, 8:30 AM at H.T. Grill (indoor wine room), 1701 S Catalina Ave

#### **CALL TO ORDER**

- I. ROLL CALL
- II. CONSENT ITEMS
  - 1. Approval of Minutes from September 16, 2025 meeting (Secretary) (attachments item #1)
  - 2. Receive & file
    - a. Financial report (attachments item #2)

#### III. GUESTS

- 1. Redondo Beach Police Dept (Kyle Lofstrom)
- 2. Redondo Beach Public Works, Deputy Director (Mike Klein)
- 3. The Jool (Nic Gibbs)

#### IV. UPDATES

- 1. Farmers Market (attachments item #3)
- Social media (Kathleen Fisher)
- 3. Parklets (Cris Bennett)
- 4. Plants (Greg Gomez)
- 5. Holiday decor & lamppost banners (Mike Ward)
- 6. Events Director (Kim Judy)
  - a. Halloween 10.31.25, 3-8PM
  - b. 2025 Stroll 12.4.25
  - c. Next Merchant Mixer, November 19, 2025, 6-8 PM, location HT Grill

#### V. DISCUSSION & VOTING ITEMS

- 1. Events
  - a. Dine around RVA (Jeff Ginsburg, Victoria Tapp) (attachments item #4)
- 2. Marketing
  - a. RVA BID Awareness & Fundraising Campaign (attachments item #5)
- 3. Beautification
  - a. Planters (Greg Gomez)

## VI. ONGOING ITEMS

- 1. Digital directory touch screen (Jeff Ginsburg)
- 2. Retractable Bollards
- 3. RVA entry sign PCH; clean or replace
- 4. Beautification \$30k Project
- 5. Make more formal, a program focusing on Riviera Village sidewalk beautification
- 6. Permanent Parklets

- 7. Morgan Moore Memorial: \$1,125 in prepaid acct.
- VII. CITY LEADERSHIP UPDATES (City Council Member Brad Waller)
- VIII. PUBLIC COMMENT (Non-agenda items up to 3 minutes per individual)
- IX. ADJOURNMENT
  - 1. Next BID meeting (November 18, 2025)
  - 2. Any agenda questions or additions, please email <a href="mailto:coordinator@rivieravillage.net">coordinator@rivieravillage.net</a>

## **CURRENT BOARD ROSTER 2024-2026**

Name	License #	Address	Additional Role	Add'l Role2
Bass Lauren	318410	McGaughey & Spirito, 116 Avenue I	Insurance	
Bennett, Cris	302409	Good Stuff, 1617 S PCH	Parklets	
Diederich, Brian	308860	Riviera Funding, 1801 S Catalina Ave Ste201	SECRETARY	
Ginsburg, Jeff	309640	Plaza Riviera, 1611 S Catalina Ave Ste115	Bollards grant	Touch screen directory
Gomez, Gregory	327704	Property Owner, 1830 S Elena	VICE PRESIDENT	Plants maintenance
Judy, Kimberly	327316	Card De A, 265 Avenida Del Norte	Events Director	Farmers Market Summer Festival
Russomano, Ralph	1256290	HT Grill, 1845 S Elena Ave Ste30	TREASURER	
Sanford, Allen	331039	BeachLife Grotto, 1711 S Catalina	PRESIDENT	
Tap, Victoria	302312	Salon Riviera, 1807 S Catalina Ave		
Ward, Mike	290198	Village Runner, 255 Avenida Del Norte	Lamp Posts	

## **CURRENT VENDORS**

#### Insurance

Joanne Covarrubias License #OB26427 Bichlmeier Insurance Services, Inc. 310-376-8854 X229 | joannec@bisins.com

## Legal

Craig Weinstein LAW OFFICES OF CRAIG D. WEINSTEIN 2381 Rosecrans Avenue, Suite 405 El Segundo, California 90245 (310) 798-4940

## **Digital Kiosk Maintenance**

Pat Dacy | 3V Signs | pat@3vsigns.com

## **Accounting & Bookkeeping**

Sara O'Conlon (Accountant) sara3trees@gmail.com (805) 620-7509

## **Parklet Cleaning**

John | info.pathtoclean@gmail.com

## **Farmers Market**

Lynda Habash | <a href="mailto:lhabash@ca.rr.com">lhabash@ca.rr.com</a> | 310-212-0180

#### **Plant Maintenance**

Lisa's Garden Therapy | Lisa | 310-504-0589 | lisa@lisasgardentherapy.com

## **RVA EVENT SCHEDULE**

Date	Event	Organizer	Details	Event Planner
4/16/2025	RVA Merchant Mixer	RVA	6PM-8PM BeachLife Grotto	RVA
6/27-29/2025	Summer Festival	RVA	Last weekend of June	VR Events
7/4/2025	31st Annual 4th of July 5k and Firecracker Dash / Village Runner	Village Runner	6:30AM - 11AM Catalina street closure	VR Events
8/23,24/2025	Sidewalk Sale	RVA	Discounted racks and tables on sidewalk	RVA
9/13/2025	LA Kings RB 5K	LA Kings	Catalina closed from Vista del Mar to Ave I. Ave I closed between Catalina & Esplanade	LA Kings
10/31/2025	Halloween Trick or Treat	RVA	3-8PM	Lynda Habash
11/19/2025	RVA Merchant Mixer	RVA	6PM-8PM HT Grill	RVA
12/4/2025	Holiday Stroll	RVA	5-9PM	Lynda Habash
6/11-7/19 2026	World Cup			

## **Attachments**

- 1 Previous meeting minutes 2 Treasurer report
- 3 Farmers Market
- 4 Dine-around
- 5 BID Marketing / Fundraising Campaign



## **Board Meeting MINUTES**

September 16, 2025, 8:30 AM at H.T. Grill (indoor wine room), 1701 S Catalina Ave

## **CALL TO ORDER**

## I. ROLL CALL

Kim Judy, Jeff Ginsburg, Ralph Russomano, Lauren Bass, Mike Ward, Cris Bennett, Allen Sanford, Greg Gomez, Victoria Tapp, Kathleen Fisher, Steve Aspel, Robin Garfield

## II. CONSENT ITEMS

- 1. Approval of Minutes from August 19, 2025 meeting (Secretary) (attachments item #1)
- 2. Receive & file
  - a. Financial report (attachments item #2)
  - b. Annual Report, City of Redondo Beach 2024-2025 "Agreement with\_Riviera Village Association" (attachments item #3)

#### III. GUESTS

- 1. Redondo Beach Police Dept (Kyle Lofstrom)
- 2. Redondo Beach Public Works, Deputy Director (Mike Klein)
- 3. Robin Garfield (NRBBA)

Robin, Garfield Consultants LLC (GC) outlined her services for planning and executing the 2026 Dine Around Riviera Village event. GC will handle strategic planning, budgeting, marketing, logistics, and on-site coordination, aiming to increase foot traffic and strengthen community relationships with local businesses. Full details provided in a forthcoming formal proposal to be reviewed at the 10.21.25 board meeting

Motion by Ralph Russomano, to spend \$10,000 on the proposed 2026 "Dine Around Riviera Village" event contingent on the estimate from Robin Garfield **2nd by Greg Gomez; All in Favor-APPROVED** 

#### IV. UPDATES

- Farmers Market (attachments item #4) Lynda reports status quo
- 2. Social media (Kathleen Fisher)

Running ads for Halloween, Google ad words

## 3. Parklets (Cris Bennett)

RBBC Brewing paid to current and would like to dismantle/give-up their parklet. Cris has walked it with the contractor. Include late fees for RBBC. Inform Michael Klein of Public works regarding bike parking. Locale90 \$1600 past due. Being handled today, except for Hook & Plow is still unpaid. Gelato (Ugo) will get a small slice of the adjacent parklet.

Ralph: World cup, discuss a waiver on speakers and TVs on the parklets to show the games. Tenting an option? Fox Sports, 200 people at Terranea.

Motion by Ralph Russomano, to seek a temporary waiver from the City to add TV sound and potentially permitted tents on parklets for the duration of the World Cup. June 11 - July 19, 2026." 2nd Mike Ward All in Favor–APPROVED

- 4. Plants (Greg Gomez)
- 5. Holiday decor & lamp post banners (Mike Ward)

Mike is seeking a quote from company that lights Malaga Cove

Motion by Mike Ward to have Holiday lights from 11/1/25 to 1/1/26 not to exceed \$15k 2nd by Kim Judy All in Favor–APPROVED

- 6. Events Director (Kim Judy)
  - a. Summer Fest Recap (Mike Ward)

RVA made \$61,000, of which \$10,000 is still owed to the RVA. Coming soon from Anheuser Busch

b. Halloween 10.31.25, 3-8PM

**Motion** by Kim Judy to spend up \$17.5k for 2025 Halloween Trick or Treat and \$67.5k for 2025 Holiday stroll, 2nd by Jeff Ginsburg; All in Favor–APPROVED

- c. 2025 Stroll 12.4.25
- d. Next Merchant Mixer, November 19, 2025, 6-8 PM, location HT Grill

**Motion** by Victoria to have quarterly merchant mixers that expand to more employees 2nd by Mike Ward All in Favor–APPROVED

e.

## **V. DISCUSSION & VOTING ITEMS**

- 1. Events
  - a. Dine around RVA (Steve Aspel, Jeff Ginsburg, Victoria Tapp)
  - b. Motions for expenditures (attachments item #5

Motion Clear all old allocations from with the exception of \$7500 for shop, dine, relax lamppost banners by Allen Sanford, 2nd by Ralph Russomano; All in Favor–APPROVED

- c. Mission Statement (attachments item #6)
- d. Fundraising Campaign Project (attachments item #7)

#### VI. ONGOING ITEMS

- 1. Digital directory touch screen (Jeff Ginsburg)
- 2. Retractable Bollards
- 3. RVA entry sign PCH; clean or replace
- 4. Beautification \$30k Project

- 5. Make more formal, a program focusing on Riviera Village sidewalk beautification
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- 7. Morgan Moore Memorial: \$1,125 in prepaid acct.

## VII. CITY LEADERSHIP UPDATES (City Council Member Brad Waller)

Zoning was set-up so the ground floor was restaurants and retail services (doctors, dentists). Of late real estate offices have come to ground floor with a loophole by having a notary onsite, making it a "walk-in" service. The focus is to now zone to make offices on the 2nd floor. Public hearing next month

## VIII. PUBLIC COMMENT (Non-agenda items up to 3 minutes per individual)

## IX. ADJOURNMENT

- 1. Next BID meeting (October 21, 2025) 10:15am
- 2. Any agenda questions or additions, please email <a href="mailto:coordinator@rivieravillage.net">coordinator@rivieravillage.net</a>

## **CURRENT BOARD ROSTER 2024-2026**

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John | info.pathtoclean@gmail.com

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Lynda Habash | <a href="mailto:lhabash@ca.rr.com">lhabash@ca.rr.com</a> | 310-212-0180

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## <u>Attachments</u>

- 1 Previous meeting minutes
- 2 Treasurer report
- 3 City Annual Report
- 4 Farmers Market
- 5 Motions
- 6 Mission Statement
- 7 Fundraising Campaign

# Start To Finish, Inc. January-September 2025 RVA Farmers Market Financials

January through September 2025

	Jan 25	Feb 25	Mar 25	Apr 25	May 25	Jun 25	Jul 25	Aug 25	Sep 25	TOTAL
Ordinary Income/Expense Income	2724.22	0.705.00	10 909 00	7,101.00	10,440.00	10.784.00	10.839.00	13,048,00	10,303.00	93,839.00
RVA Farmers Market	8,701.00	9,795.00	12,828.00	The second section of the second section of the second section						
Total Income	8,701.00	9,795.00	12,828.00	7,101.00	10,440.00	10,784.00	10,839.00	13,048.00	10,303.00	93,839.00
Expense Advertising and Promotions Social Media Tote Bags	375.00 0.00	375.00 0.00	375.00 1,645.55	375.00 0.00	375.00 0.00	375.00 0.00	375.00 0.00	375.00 0.00	375.00 0.00	3,375.00 1,645.55
<b>Total Advertising and Promotions</b>	375.00	375.00	2,020.55	375.00	375.00	375.00	375.00	375.00	375.00	5,020.55
Equipment-Tents Equipment Rental - Restrooms Graphics Design	0.00 743.80	0.00 743.80	0.00 1,859.50	703.96 557.85	0.00 743,80	0.00 743.80	0.00 743.80	0.00 929.75	0.00 743.80	703.96 7,809.90
tote Bags	85.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	85.00
Total Graphics Design	85.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	85.00
Insurance - Farmers Market Management Fee Office Supplies	0.00 1,520.00	0.00 1,520.00	0.00 1,900.00	0.00 1,900.00	0.00 1,520.00	0.00 1,520.00	0.00 1,520.00	3,039.00 1,900.00	0.00 1,520.00	3,039.00 14,820.00
Load Sheets	438.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	438.01
Total Office Supplies	438.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	438.01
Permit Fee Agricultural & Food Business License CDFA Quarterly Fee Public Health Permit	0.00 0.00 0.00 0.00	0.00 0.00 0.00 0.00	0.00 0.00 0.00 0.00	0.00 0.00 854.00 0.00	370.00 0.00 0.00 215.00	0.00 133.00 0.00 0.00	0.00 0.00 792.00 0.00	0.00 0.00 0.00 358.00	0.00 0.00 0.00 0.00	370.00 133.00 1,646.00 573.00
Total Permit Fee	0.00	0.00	0.00	854.00	585.00	133.00	792.00	358.00	0.00	2,722.00
Rent-Storage RVA/STF -30% RVA/STF -Quarterly Fee Squarespace Supplies and Materials Trash Services	401.50 1,105.32 0.00 0.00 99.80 840.00	401.50 0.00 0.00 0.00 0.00 0.00 880.00	401.50 0.00 2,500.00 0.00 0.00 1,050.00	401.50 0.00 0.00 0.00 0.00 840.00	391.50 0.00 0.00 0.00 0.00 0.00 840.00	391.50 0.00 2,500.00 0.00 60.00 1,000.00	391.50 0.00 0.00 0.00 0.00 1,000.00	391.50 0.00 0.00 0.00 0.00 1,250.00	391.50 0.00 2,500.00 276.00 0.00 1,000.00	3,563.50 1,105.32 7,500.00 276.00 159.80 8,700.00
Total Expense	5,608.43	3,920.30	9,731.55	5,632.31	4,455.30	6,723.30	4,822.30	8,243.25	6,806.30	55,943.04
Net Ordinary Income	3,092.57	5,874.70	3,096.45	1,468.69	5,984.70	4,060.70	6,016.70	4,804.75	3,496.70	37,895.96
Net Income	3,092.57	5,874.70	3,096.45	1,468.69	5,984.70	4,060.70	6,016.70	4,804.75	3,496.70	37,895.96



## Proposal for Dine Around Riviera Village 2025

Sept. 24, 2025

Dear Riviera Village Business Improvement District Board,

Garfield Consultants LLC (GC) is delighted to present this proposal for the 2026 Dine Around Riviera Village. Building on the success of the Dine Around Artesia series in North Redondo, this event will spotlight the unique restaurants and shops of Riviera Village while offering residents and visitors an inviting way to explore the neighborhood.

Our team will provide full-service planning and execution—including strategy development, budgeting, marketing, logistics, and on-site event coordination. We will collaborate closely with the Riviera Village BID, general business community and event committee to design an experience that draws new customers, increases foot traffic, and strengthens ongoing relationships between local businesses and the community.

With a proven track record of producing vibrant Dine Around events from 2023 through 2025, GC is ready to help you replicate and build upon that success. This proposal outlines the key areas where our expertise and oversight will support and elevate the 2026 Dine Around Riviera Village.

## **Garfield Consultants LLC will be responsible for:**

#### Strategic Planning

- Partner with the Board and committee to confirm event goals and key success metrics.
- Recommend and lock a preliminary event date—targeting late May 2026—and create a master project plan with milestones and deadlines.

## **Budget & Financial Oversight**

- Develop a detailed budget for Board approval.
- Track all expenditures, and collaborate with the treasurer for accurate reporting and payments.
- Establish ticket pricing and a sponsorship framework that maximizes revenue while remaining accessible to the community.

## Sponsorships & Revenue Drivers

Work with committee to secure sponsors

• Organize and manage raffle items and other incremental revenue opportunities designed to generate excitement and encourage repeat attendance.

## **Business & Community Engagement**

- Work closely with the committee to recruit and support participating restaurants, retailers, and service providers.
- Encourage each business to provide a "bounce-back" offer to foster return visits after the event.

## Marketing & Promotion

- Collaborate with designated PR and social media leads to create a robust marketing plan.
- Oversee design, production, and printing of the event map, promotional pieces, and signage.
- Support the development and maintenance of the event webpage. Set-up, manager and oversee the online ticketing platform.

## Event Logistics & On-Site Management

- Coordinate permits, registration processes, signage placement, and volunteer scheduling.
- Manage all day-of operations, including check-in, raffle logistics, and vendor support to ensure a smooth guest experience.

#### Team & Volunteer Coordination

• Lead regular committee meetings, provide status updates, and guide volunteers throughout the planning and execution phases.

## Riviera Village BID Responsibilities

- Governance & Approvals Review and approve the Garfield Consultants LLC (GC) contract, event budget, and any additional vendor contracts as needed.
- Financial Administration Disburse post-event stipends or reimbursements to participating businesses. Obtain event insurance naming Garfield Consultants LLC as additionally insured.
- Website & Ticketing Infrastructure Design the event webpage with creative direction from GC; GC will handle ongoing updates and manage the ticketing platform.
- Establish payment processing for online ticket sales (via a Stripe account or similar service). GC's preferred ticketing platform is Betterworld, which can be used if appropriate.
- Sponsorship & Community Outreach Assist in securing event sponsors by sharing contacts, including local business lists, email addresses, and phone numbers when available. Recruit 6–8 community members to serve on the event committee, supporting outreach, logistics, and the solicitation of in-kind donations.

**Event Fee: \$10,000** 

Bonus: 50% of net revenues above the budgeted goal as approved by the RVBID Board.

Please note: Riviera Village BID will be responsible for all payments and payment processing of credit cards prior to and at the event. GC to advise on processes.

Garfield Consultants LLC shall be reimbursed for any expenses incurred relating to work, which may include, but are not limited to: mailings, mileage, postage, printing, supplies, and parking. All expenses will be approved prior by the Riviera Village BID and paid within 15 days of receipt of invoices.

## Payments:

There are no refunds due to cancellation or postponement. Should a cancellation be necessary, and a new date is mutually agreed upon, there may be a portion of the contract that would apply to the new date, should the work not need to be duplicated.

Event payments will be as follows on the first of the month for which its due: (no other events will be scheduled on this date)

Should the revenue exceed the budgeted amount, Garfield Consultants LLC will be paid 50% of the total net revenue above the allocated budget.. Budget to be approved by Riviera Village BID..

Independent Contractor Relationship: In accordance with the mutual intentions of both parties, this Agreement establishes between them an independent contractor relationship, and all of the terms and conditions of this Agreement shall be interpreted in light of that relationship. There is no intention to create by this Agreement an employer-employee relationship. This Agreement shall be deemed to have been executed and delivered within the State of California, and the rights and obligations of the parties hereunder shall be construed and enforced in accordance with, and governed by, the laws of the State of California without regard to principles of conflict of laws.

**Dispute Resolution and Legal Fees.** In the event of a dispute arising out of this Contract that cannot be resolved by mutual agreement, the Parties agree to engage in mediation. If the matter cannot be resolved through mediation, and legal action ensues, the successful party will be entitled to its legal fees, including, but not limited to its attorneys' fees.

**Severability**. In the event any provision of this Agreement is deemed invalid or unenforceable, in whole or in part, that part shall be severed from the remainder of the Agreement and all other provisions should continue in full force and effect as valid and enforceable.

## **Force Majeure**

Neither party shall be liable for failure to perform its obligations under this agreement if such failure results from circumstances beyond its reasonable control, including but not limited to acts of God, natural disasters, labor disputes, or government restrictions.

## Confidentiality

Both parties agree to maintain the confidentiality of proprietary or sensitive information exchanged in the course of planning and executing the event.

## **Governing Law**

This agreement shall be governed by and interpreted in accordance with the laws of the State of California. Any disputes shall be resolved in a court of competent jurisdiction in Los Angeles County, California.

## Insurance

The Riviera Village BID agrees to obtain and maintain, at its sole cost and expense, a comprehensive general liability insurance policy with coverage limits sufficient for the event. The policy shall name Garfield Consultants LLC as an additionally insured party. Riviera Village BID shall provide a certificate of insurance to Garfield Consultants LLC no later than thirty (30) days before the event date. This insurance shall cover all risks associated with the event, including but not limited to bodily injury, property damage, and any other liabilities arising from the event.

**Entire Agreement.** This document constitutes the entire agreement between Riviera Village BID and Garfield Consultants LLC and supersedes any prior written or oral agreements. Any amendments must be made in writing and signed by both parties.,

Robin Garfield

Robin Garfield

President, Garfield Consultants LLC

Approved by:

Chair, Board of Directors

Date

Riviera Village Business Improvement District



## Riviera Village Donation Campaign

# GRAND TOTAL \$4,799

PRE PRODUCTIO	N		
Task	Description		Number
Production Meetings	Thirty (30) minute meetings		2.00
		Total	\$399
		Totat	رروب

PRODUCTION			
Task	Description	Number	
Prime	One videographer for 8 hours with 4K camera, gymbal support, audio capture, and variable lenses. +\$200 per extra hour.	1.0	0

Total	\$1,500

POST PRODUCTION	N		
Task	Description	Number	
Short Form Ads	30-60 seconds long, dynamic text, scripted Three (3) rounds of revisions.		1.00

Total	\$900

MARKETING		
Item	Description	Number
Meta (Sub 5K spend): Mont	r Number of Months + \$500 set up fee	1.00

			Total		\$1,400
<b>DESIGN &amp; WEB</b>					
Task	Description			Number	
Design: Conversion Pa	ages				1.00
					<b>#</b> 600
			Total		\$600
DDODUCTION A	A LA CADTE				
PRODUCTION A				D	
Role/Rental	Description			Days	
			Total		
PACKAGES					
Packages	Description			Number	
			Total		
TD AVEL					
TRAVEL	<b>.</b>				
Travel	Description			Number	
			Total		
<b>TOTAL EXPENS</b>	ES				
Item		Cost			
Pre Production		\$399			
Production		\$1,500	Brand Voice Develo	nment +\$900	

Post Production	\$900	Brang voice הevelopment +סחה +סחר
Marketing	\$1,400	
Design & Web	\$600	
Production A La Carte		
Packages		
Subtotal	\$4,799	
Travel		
Grand Total	\$4,799	
Monthly		