



Staff Report

TO: Honorable Mayor and Members of the City Council
FROM: Doug Story, Director of Community Services
BY: Don Crow, Assistant Director of Community Services
DATE: May 5, 2026
SUBJECT: Award of Professional Services Agreement to Global Talent Entertainment for Entertainment Booking and Talent Management Services for the 2026/27 Special Events and Concert Series.

Description: Approval of a Professional Services Agreement with Global Talent Entertainment for entertainment booking and talent management services for the City's 2026/27 Concert Series and related community events, in an amount not to exceed \$300,000, for a term of July 1, 2026 through June 30, 2027.

Background and Analysis:

On February 24, 2026, The City of Beaumont issued a Request for Proposals (RFP) 26-06 seeking qualified firms to provide entertainment booking and coordination services for the City's 2026/27 **Beaumont Nights** summer concert series and related community events.

Beaumont Nights is one of the City's premier community event series, offering free, family-friendly entertainment that enhances quality of life, promotes community engagement, and activates City parks and public spaces. The event series features a diverse lineup of musical genres designed to appeal to a broad cross-section of the community.

In addition to the Beaumont Nights concert series, the selected consultant will support entertainment programming for several of the City's signature events, including:

- **Fourth of July Celebration** – a large-scale community event featuring a headlining performance and opening acts.
- **Día de los Muertos Celebration** – a culturally significant event incorporating traditional and contemporary musical performances.
- **Blizzard Bash** – the City's annual winter holiday event featuring seasonal entertainment and family-oriented programming.
- **Seasonal and specialty events**, including mariachi, holiday, and culturally themed programming throughout the year.

These events require coordinated booking of multiple performers, alignment with event themes, and careful management of artist logistics, contracts, and technical requirements.

The selected consultant will be responsible for identifying and securing appropriate talent, negotiating and executing performance agreements, coordinating artist logistics, and serving as the primary liaison between the City, performers, and production vendors. This comprehensive approach ensures that entertainment programming is professionally managed while allowing City staff to focus on overall event operations and delivery.

Following the release of the RFP, the City received two (2) proposals by the submission deadline. Proposals were received from:

- Global Talent Entertainment
- Soundskilz, Inc.

Staff conducted a thorough review of both proposals, including detailed evaluation and comparison of qualifications, project approach, and cost structure. As part of this process, staff analyzed each firm's experience with municipal concert programming, ability to provide artist procurement and coordination services, and overall alignment with the City's event delivery model.

Proposals were evaluated based on the criteria outlined in the RFP, which included:

- Understanding of the scope of services.
- Demonstrated experience and qualifications.
- Approach to performing the services.
- Cost and cost effectiveness.

Both firms demonstrated relevant experience in entertainment booking and event coordination. Soundskilz, Inc. is a national entertainment procurement and production firm with experience supporting large-scale festivals and municipal concert programs throughout the United States.

Global Talent Entertainment demonstrated strong experience with municipal concert programming, established relationships with artist agencies, and a clear understanding of the City's community-based event needs. Their proposal emphasized a streamlined approach to artist sourcing, contract negotiation, and coordination services tailored to municipal operations.

After review and scoring, staff determined that Global Talent Entertainment provided the best overall value to the City. Their proposal was more closely aligned with the City's

operational approach for community events and demonstrated a higher level of familiarity with the coordination requirements necessary to successfully deliver the Beaumont Nights series and related signature events.

Fiscal Impact:

The total not-to-exceed contract amount for entertainment booking and talent management services is \$300,000 for the term of the agreement.

Costs associated with this agreement generally fall into two categories:

1. Service Fees (Consultant Compensation)

Global Talent Entertainment proposes a flat service fee of approximately \$1,350 per event for booking, contracting, and coordination services. Based on an estimated number of events, total service fees are anticipated to be approximately \$21,600 annually.

2. Artist Performance Fees (Pass-Through Costs)

Artist performance fees will be presented to the City for review and approval on a per-event basis prior to booking. These costs are considered pass-through expenses and will vary depending on the selected performers and event programming.

The not-to-exceed amount of \$300,000 includes both consultant service fees and artist performance costs associated with the Beaumont Nights concert series and related community events, including the Fourth of July Celebration, Día de los Muertos, Blizzard Bash, and other seasonal programming.

Staff will program events and select entertainment within available appropriations to ensure total expenditures remain within the approved budget.

Sufficient funding is included in the Community Services Department budget for Fiscal Year 2026/27.

The estimated cost to prepare this report is \$320.

Recommended Action:

Approve and authorize the City Manager to execute a Professional Services Agreement with Global Talent Entertainment to provide entertainment booking and talent management services for the City's community events for a one-year term from July 1, 2026 through June 30, 2027, in an amount not to exceed \$300,000;

Authorize the City Manager to approve minor, non-substantive changes to the agreement, subject to City Attorney approval.

Attachments:

A. Professional Services Agreement