

A-1561
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**CITY OF ATLANTIC CITY
LICENSE AGREEMENT**

LICENSOR: CITY OF ATLANTIC CITY ("City")
LICENSEE: LATIN ERA PRODUCTIONS, LLC ("Licensee")
CONTACT: Soraida Batista
PHONE/EMAIL: 609-204-4055 / latineraproductions@yahoo.com
ADDRESS: 7057 Black Horse Pike
Egg Harbor Township, NJ 08232

DATE OF EVENT: 7/18/26 – 7/19/26 (2 days)

LICENSED AREA: Arkansas Avenue Beach
(As outlined on the plan attached as Exhibit A (the "Premises"))

NAME OF EVENT: ATLANTIC CITY BEACH FESTIVAL 2026
(collectively, the "Event")

THIS AGREEMENT, made and entered into by and between the CITY OF ATLANTIC CITY, a municipal corporation of the State of New Jersey, herein referred to as "City" located at 1301 Bacharach Boulevard, Atlantic City, New Jersey, 08401, and LATIN ERA PRODUCTIONS, LLC, located at 7057 Black Horse Pike, EHT, NJ 08232, hereinafter referred to as the "Licensee", pursuant to Resolution No. 199 adopted by City Council on March 18, 2026, a copy of which is attached hereto and made a part hereof.

1. TERM AND LICENSE FEE

- a. Term: Licensee will have full access to and use of the Premises required for the individual events as follows:
- Load-In / Set up: July 13-17, 2026
 - Event Date: July 18-19, 2026
 - Breakdown/Cleanup/Load-Out: July 20-21, 2026
 - The above dates are referred to as the "Term".
- b. Access to Premises: City shall grant Licensee access to the Premises prior to the Term for planning and preparation purposes as outlined above.
- c. Permits. Licensee shall be responsible, at its sole cost and expense, to acquire all mercantile, fire, health or construction permits that may be required. The Health Department Inspection fees shall be as required under the City Code. Such fees shall be payable in accordance with the standard Mercantile and Health Division process for issuing such permits. In accordance with the City Code Section 170-5(B), the fee for the Multiple Vendor Mercantile Permit to cover the Event, including the Licensee and all vendors at the Event varies depending on the number of vendors present and shall be determined closer to the Event date and invoiced by the City once finalized. Licensee agrees to submit payment based on the final number of vendors.

d. Site Fee. The Site Fee is \$2,500.00 per day on-site during the Event (not counting one (1) load-in and one (1) load-out day). Licensee agrees to pay a Site Fee to the City of \$10,000.00. The Site Fee shall be paid to the City at least seven (7) days prior to the Event and is non-refundable. The Site Fee does not include any applicable mercantile, fire, health or construction permit fees that may be required or any fees incurred for city services (Police, Fire, OEM, Public Works).

e. Security Deposit. Licensee shall also pay a security deposit equal to 30% of the estimated cost of Police/Fire/OEM/Public Works fees, based on the estimated number of attendees and as agreed with the Police/Fire/OEM/Public Works Departments. This security deposit is refundable if Event does not take place.

f. Obligations of Licensee - Licensee shall:

- Indicate that the Event has been hosted and supported by the City of Atlantic City in all media and marketing material produced by Licensee.
- With the approval of the appropriate City department, be responsible for the Event layout, & security plan.
- Pay for all actual police detail costs for police personnel support required for the Event as mutually determined and agreed by Licensee and City.
- Reimburse the City for all actual Office of Emergency Management (OEM), Public Works (PW) and/or Fire Department costs incurred by the City relating to the Event.
- Include language in all agreements between Licensee and vendors providing the City of Atlantic City with indemnification, defense, and a hold harmless clause along with a certificate of insurance naming the City as an additional insured or named insured as required by the City Risk Manager.
- Licensee acknowledges and agrees that Licensee will pay for any City services over and above the original estimated cost, should they be required.

g. Holding-Over. Should the Event time exceed the time allotted in section 1(a) above or should Licensee not vacate the Premises as outlined in Section 1(a), there shall be an additional charge to the Licensee, at the discretion of City, in the sum of Five Hundred Dollars (\$500.00) per day.

2. GENERAL ASSISTANCE FROM THE CITY

a. To the extent allowable by law, City will assist Licensee in securing all required permits and licenses necessary to put on the Event, including, without limitation, assistance related to any applicable mass gathering permit, zoning permissions, permissions to sell alcoholic beverages, sound ordinance requirements.

b. To the extent allowable by law, City agrees to fully cooperate with Licensee in its efforts to obtain incentives from various governmental and utility entities and any such incentives shall be passed on to Licensee in full.

c. At the request of the Licensee, The City will consult with the Licensee on the design and implementation of the transportation and parking plan for the Event.

d. The Premises will be operated and maintained in good clean working order and operating condition by City prior to the Term. Licensee represents that it has inspected the premises and the available utilities and accepts them "AS IS" except as set forth herein.

3. RIGHTS OF LICENSEE

a. Use: The Premises shall be used by Licensee for music festival type activities, including retail and food vendors and other activities appropriate for such a festival. The Licensee and all vendors shall comply with all applicable ordinances, licensing, and inspections.

b. Concessionaire's Permit: Licensee acknowledges that because the Event is located on property owned by a public entity, it shall be required to obtain a Special Concessionaire Permit from the New Jersey Division of Alcoholic Beverage Control (ABC). Pursuant to N.J.A.C. 13:2-5.2, issuance of a Special Concessionaire Permit is conditioned upon the alcoholic beverage concessionaire entering into an agreement with City authorizing the sale of alcoholic beverages. Licensee is free to choose in its discretion the vendors, including all food, non-alcoholic beverage, and merchandise concessionaire to operate at the Event. City acknowledges and agrees that Licensee may engage in the sale of alcoholic beverages to the general public for consumption on the Premises under the following terms:

- i. Grant of Concession Rights. Subject to the terms and conditions of this Agreement, City hereby grants, gives and concedes to the Licensee the right and privilege to sell and serve within all of the Premises, beer, ale, malt liquor, wines and spirituous liquors (collectively, "alcoholic beverages") during the Term. Licensee/Concessionaire acknowledges and agrees that the rights granted hereby relate to the Premises only, and nothing herein shall be construed to grant to Licensee any additional or ancillary rights outside of the Premises, or grant to Licensee any right to object to the grant of any alcoholic beverage concessions in any areas outside of the Premises or at any time outside of the Term.
- ii. Atlantic City Cooperation. Subject to the terms of this Agreement, City shall cooperate in procuring the Special Concessionaire Permit from NJABC, including, without limitation, the delivery of a letter of authorization in accordance with N.J.A.C. 13:2-5.2(c)1. The Special Concessionaire Permit shall be coterminous with the Term of this Agreement and, unless otherwise provided in writing by the City, the City's consent to this issuance of the Special Concessionaire Permit shall only apply to such Permit for the Term. The Licensee shall pay all reasonable and customary costs and expenses in connection with the application to NJABC and compliance with the Special Concessionaire Permit.
- iii. Compliance with Legal Requirements, Insurance Requirements and License Agreement. At all times during the Term, the Licensee shall comply with all of the following: (a) all laws, statutes, codes, ordinances, orders, regulations and requirements of any federal, state, county or local agency, department, commission, authority, court or tribunal and any successor thereto, of competent jurisdiction, exercising executive, legislative, judicial or administrative functions of or

pertaining to government, including without limitation the NJABC, now of hereafter in effect, (b) all requirements and conditions to maintain any insurance policies required pursuant to the terms of this Agreement, and (c) all of the terms and conditions of the License Agreement for the Event.

Other than generally applicable sales tax and business licenses taxes that may be applicable to such operations, no additional rent or other fee shall apply to such activities and Licensee shall retain all proceeds therefrom solely for its own account and without any financial obligation to City with respect thereto.

c. Food Vendors. Licensee will consider input from City of suggested food and other concessionaires that will add a local, Atlantic City flavor and feel to the Event.

d. Sponsorships. Licensee shall have the opportunity to sell sponsorship packages to third parties and retain all proceeds therefrom solely for its own account and without any financial obligation to City with respect thereto. Licensee's sponsorship agreements can include agreements to grant exclusive products rights, such as, without limitation, exclusive beverage pouring agreements, for the Event. Licensee shall have the right to temporarily cover any existing advertising signage located at the Premises during the Event, but the coverage of traffic or any other safety signs can only be done with City's prior approval. Licensee shall not cover any signage that is existing on the Premises as of the date of the execution of this Agreement, without the prior approval of the Atlantic City Solicitor's office, which approval shall not be unreasonably withheld.

e. Additional Taxes/Fees. No tax specific to the Event or the Premises will be charged to Licensee or the third parties it contracts with related to the Event and no permit, license or similar approval related to the Event will be conditioned upon a tax or fee of any kind specific to the Event, or festivals in general except those that currently exist and are required under this Agreement. The charges for any police and other public services required by the City as a condition to the Event are not included in the License Fee stated herein.

f. Ticket Sales. Licensee shall be permitted to charge for entry into the Festival and entitled to retain all revenue, if any, generated from that charge except as otherwise provided herein.

g. Construction of Temporary Facilities: Licensee shall have the right to construct temporary Event facilities including theatrical and support services facilities needed for the Event. The construction of any permanent facilities by Licensee shall be subject to the consent of the City. Licensee shall provide City with plans and specifications of any such permanent facility for City's review and approval at City's sole discretion.

h. Fencing: Licensee shall have the right to utilize fencing to ensure that only authorized persons may attend the Event. At the Licensee's discretion and as Licensee shall deem necessary for each Event, Licensee shall either repair existing permanent fencing or provide appropriate temporary fencing at the Premises to adequately surround and secure the Premises for Licensee's use.

i. Event Performances. The Licensee shall have full artistic control of its Event and performances and City affirms Licensee's right to free expression provided all other License obligations are satisfied.

j. Trash Removal. The City will provide waste containers and waste collection and removal each day of the Event as needed, in advance of and following the Event, to remove all waste created by the Event, including without limitation the waste created by concessionaires and third-party Licensees. The City shall provide such amount that shall be deemed adequate by the City's Director of Public Works, on the Premises each Event day for these purposes. The Licensee shall reimburse the City for the actual cost of the waste removal.

k. Utilities/Lighting. Licensee shall provide generators for electric. If applicable, Licensee shall provide a water meter for meter cost of water at the Licensee's cost. All necessary electrical connections must be made by a licensed electrical contractor. All electrical equipment shall be properly wired and meet fire underwriter's specifications.

l. Licensee shall provide City with an adequate number (not to exceed 25) of non-transferrable credentials for key City working personnel to attend the Event.

m. Licensee shall provide the Atlantic City Police Department a crowd control and security plan at least thirty (30) days prior to the Event for comment and approval, which approval will not be unreasonably conditioned, withheld or delayed.

n. Licensee will provide an emergency health team and vehicles as appropriate to an Event of this type and provide the City's Risk Manager with a certificate of insurance including the City of Atlantic City as an additional insured or named insured as required by the City Risk Manager.

o. City will provide Office of Emergency Management support for the needs of Event production and site use as necessary and, for each Event, shall move to the festival site and shall provide Licensee with the use of the City stage, bike racks and City picnic tables (to the extent that it has such picnic tables as of the date of each Event).

4. INTELLECTUAL PROPERTY:

a. No party hereto shall use any name, trademark, service mark, or logo of the other for any purpose, without the prior review of all proposed uses by the owner of the name, trademark, service mark or logo and the express prior written consent of such owner. Notwithstanding the foregoing, Licensee may use the official name of the Premises in accurate and truthful advertising solely as a means for identifying the location of the Event.

b. Licensee shall own all video, images, sound and other recordings ("Recordings") arising out the Event which it may exploit as it desires. Licensee will allow City to use the same to promote the Event, subject to prior approval of Licensee as to each use; however, any reuse, reprogram or distribution is subject to a separate license agreement and royalty rate.

c. Licensee will assume all costs arising from Licensee's use of patented, trademarked, franchised or copyrighted music material, devices, processes, or dramatic rights used by Licensee at the Event.

d. City agrees that it may not create a recording, either visual or audio of any kind of the Event.

5. INSURANCE

a. Before arriving on site and as a condition of this Agreement, the Licensee shall purchase and maintain insurance, in conformance with the provisions contained in this Agreement. This insurance will provide a defense and indemnify the City against any such claim, damage, loss or expense that is attributable to bodily injury, sickness, disease or death or to injury to or destruction of tangible property (other than the work itself) including the loss of use, which arises out of the Licensee's operations under this Agreement. This insurance shall apply regardless of whether the operations, actions, derelictions or failures to act from which the claim arises, are attributable to the Licensee, any of Licensee's officers, agents, subcontractors, employees, anyone directly or indirectly employed by any of them including anyone for whose acts of the aforementioned may be liable by operation of statute, government regulation, or applicable case law and the City, unless, caused by the sole negligence of the City.

b. Proof of this insurance shall be provided to the City thirty (30) days prior to the Event as set forth below. In no event shall the failure to provide this proof, prior to the commencement of work, be deemed a waiver by the City of the Licensee's insurance obligations set forth herein.

c. In the event that the insurance company (ies) issuing the policy (ies) required by this section deny coverage to the City, the Licensee will defend and indemnify the City at the Licensee's expense.

d. The Licensee must obtain the required insurance with the carrier rated A-VIII or better by A. M. Best. In the event the Licensee includes subcontracts any part of this Event, these insurance requirements apply to all subcontractors.

e. The Licensee shall maintain at least the limits of liability as set forth below:

i. *Commercial General Liability Insurance*

\$1,000,000.00 Each Occurrence (Bodily Injury and Property Damage)

\$2,000,000.00 General Aggregate

\$2,000,000.00 Products/Completed Operations Aggregate

\$1,000,000.00 Personal and Advertising Injury

Contractual liability that will respond to Indemnification shall be included in the policy. The General Liability and Umbrella/Excess Liability policy Aggregate Limits shall apply separately to the project/location as defined herein. As an alternative, the Licensee may provide Commercial General Liability Insurance with no aggregate.

ii. Liquor Liability Insurance; if selling or serving alcohol

\$ 1,000,000.00 per Occurrence

\$ 2,000,000.00 Aggregate

Licensee must confirm that the full limits are available and they have not been reduced by other claims. Vendors who only sell alcoholic beverages directly to Licensee and do not sell any alcoholic beverages at the Event shall not be required to maintain or produce liquor liability insurance related to this Event.

iii. Umbrella Liability Insurance

\$3,000,000.00 per Occurrence

\$3,000,000.00 Aggregate

Policy to apply excess of General Liability, Liquor Liability, Automobile Liability and Coverage B.

iv. Comprehensive Automobile Liability Insurance

\$1,000,000.00 Combined Single Limit Bodily Injury and Property Damage. Coverage must include all owned, non-owned and hired vehicles used by the Licensee.

v. Workers' Compensation and Employers' Liability Insurance

\$500,000.00 Each Accident

\$500,000.00 Each Employee for Injury by Disease

\$500,000.00 Aggregate for Injury by Disease

If the Licensee is a Sole Proprietor, Partnership or LLC, Insurance Policy and Certificate must indicate that the proprietor/partners/members are "included". This requirement does not apply if inclusion is not allowed by law. Licensee shall also require all Third Parties to provide workers compensation insurance for any obligation that such Third Parties may have with respect to statutory obligation of the NJ Workers Compensation or Occupational Disease Laws.

f. Other Conditions

The City, along with their respective elected or appointed officials, officers, agents and employees, shall be named as Additional Insureds for Operations and Products/Completed Operations on the Licensee's Commercial General Liability Policy, Liquor Liability, Business Auto Liability and Excess Policy all of which must be primary and noncontributory with respect to the Additional Insureds.

It is expressly understood by the parties to this Agreement that it is the intent of the parties that any insurance obtained by the City is deemed excess, noncontributory and not co-primary in relation to the coverage (s) procured by the Licensee, any of its contractors, officers, agents, subcontractors, employees or anyone directly or indirectly employed by any of them or by anyone for whose acts any of the aforementioned may be liable by operations of statute, government regulation or applicable case law.

A Waiver of Subrogation clause shall be added to the General Liability, Excess Liability, and Automobile Liability policies in favor of the City and this clause shall apply to the City's elected or appointed officials, officers, agents and employees. It should also apply to the Licensee's

Worker's Compensation policy if allowed by state law. If the Licensee's or Licensee's Subcontractor's policy limits are greater than the minimum limits noted above, the minimum limits required are automatically adjusted to those greater limits. Prior to commencement of the Event, Licensee shall submit a Certificate of Insurance in favor of the City and as an Additional Insured Endorsement (in a form acceptable to the City) as required hereunder.

Thirty (30) days prior to the commencement of the event, Licensee shall submit all required certificates of insurance in favor of the City and as an Additional Insured Endorsement (in a form acceptable to the City) as required hereunder.

In any and all claims against the Additional Insureds by any employee of the Licensee, anyone directly or indirectly employed by the Licensee or anyone for whose acts the Licensee may be liable, the indemnification obligation shall not be limited by any limitation on the amount or type of damage, compensation or benefits payable by or for the Licensee under any policy related to the services contemplated in this Agreement.

The Licensee shall maintain in effect all insurance coverages required under this Agreement at the Licensee's sole expense and with a carrier(s) rated A-VIII or better by A. M. Best. In the event the Licensee fails to obtain or maintain any insurance coverage required under this Agreement, the City may, at its sole discretion, purchase such coverage as desired for the City's benefit and charge the expense to the Licensee, or, in the alternative, terminate this Agreement. In the event the coverage is cancelled or non-renewed, the insurance carrier(s) will provide thirty (30) days' advance notice of the cancellation or non-renewal.

g. All contractors, subcontractors or vendors (collectively referred to as Third Parties) retained by the Licensee shall have General Liability limits as detailed below. The limits apply in the aggregate. The failure of a Third Party to maintain the required limit shall not be considered a breach of this Agreement by the Licensee.

(1) Food Vendors	\$2,000,000.00
(2) Craft vendors	\$1,000,000.00
(3) Amusement ride operators	\$5,000,000.00
(4) Any animal attractions	\$2,000,000.00
(5) Security company	\$5,000,000.00
(6) Fireworks/pyrotechnics	\$5,000,000.00
(7) Equipment rental including installation	\$5,000,000.00
(8) Construction trades	\$2,000,000.00

6. INDEMNIFICATION

a. Licensee agrees to conduct its activities upon the Premises so as not to endanger any person lawfully thereon; and to indemnify, defend and save harmless the City, its respective directors, officers agents and employees, against any and all claims for loss, injury or damage to persons or property, including claims of employees of Licensee or any contractor or subcontractor, of Licensee arising out of the activities conducted by Licensee, its agents, employees, members,

alcoholic beverage servers or guests, excepting claims arising solely from the gross negligence or willful misconduct of City, its respective directors, officers, agents and employees. Licensee will not do, or permit to be done, anything in or upon any portion of the premises or bring or keep anything therein or thereon which will in any way conflict with the conditions of any insurance policy upon the Premises or any part thereof or in any way increase any rate of insurance upon the Premises.

b. Licensee agrees to pay promptly all taxes, excise or License Fees and to take out all licenses or permits for use of licensed space as required by Federal, State, or local laws or ordinances and Licensee agrees to provide evidence of same to City upon demand.

c. Licensee agrees that Licensee's use of premises shall abide by, conform to, and comply with all laws of the UNITED STATES and the State of New Jersey and the local rules, regulations, ordinances and licenses of the City. If the attention of Licensee is called to a violation on the part of Licensee or any personnel employed by said Licensee, Licensee will immediately desist from and correct such violation.

d. Licensee agrees that at all times it will conduct its activities with full regard to public safety and will observe and abide by all applicable regulations and valid requirements by duly authorized governmental agencies responsible for public safety to assure such safety where applicable.

7. RELATIONSHIP

Nothing in this Agreement is intended to, or shall be deemed to, constitute a partnership or joint venture, between the parties nor to create an agency partner relationship between parties. Neither party shall hold itself out as a partner, joint investor or agent of the other under this Agreement.

8. PREMISES DELIVERY AND RETURN

City will provide the Premises reasonably clean to Licensee at the beginning of the Term, free of all debris and hazards and with all lights fully operational. Licensee shall return the premises in the same, clean condition as provided by City at the end of the Term, ordinary wear and tear excepted. In the event that Licensee shall leave any property on the Premises after the expiration of the Term, City may, upon five (5) days written notice, dispose of said property as it may see fit whether by selling the same, destroying it, or otherwise arranging for its removal from the Premises, taking full title and using the property as a source of funds for the expense of such removal, storage or otherwise. The proceeds of any such sale may be retained as a consideration for the cost of removing the same.

City will, at Licensee's request, accept delivery of property addressed to Licensee only as a service to Licensee, and Licensee will indemnify and hold harmless City for any loss or damage to such property in the receipt, handling, care, and custody of such property at any time, except for gross negligence or willful misconduct by City.

9. REPRESENTATION AND WARRANTY OF FITNESS

City does not make any representations or warranty of fitness. The property is Licensed to the Licensee in an "as is" condition.

10. FORCE MAJEURE

a. If the Event cannot take place, in whole or in part, because of an Act of God, National Emergency, war, labor dispute, fire, casualty or other unforeseen occurrence or any other cause beyond the control of either Party or which either Party is unable to avoid by exercise of due diligence, neither Party shall have any obligation or liability to the other relating to the Event as a result thereof. In such event, the Parties shall each work together in good faith to resume performance, including but not limited to rescheduling the Event, if, in the opinion of Licensee, resuming performance and/or rescheduling is commercially feasible.

b. In case the Premises or any part thereof shall be destroyed or damaged by fire or any other cause, or if any casualty or unforeseen occurrence shall render the fulfillment of this License by the City impossible, including but without limitation thereto, the requisitioning of the Premises by the United States Government or any arm or instrumentality thereof or the restriction of use of the Premises as proposed by Government Executive Order, law or regulation, then and thereupon, this Agreement will terminate and the Licensee shall not pay the fees required hereunder and the said Licensee hereby waives any claim for damages or compensation should this Agreement be so terminated. In the event of such cancellation, Licensee may, with the approval of the City, leave equipment, or show material on the premises, but Licensee assumes full responsibility in accordance with the above. Should it become necessary in the judgment of the City to evacuate the premises because of a bomb threat or for other reasons of public safety, the Term will be extended by the period of such evacuation and the Event may continue when the public safety concern is resolved. If it is not possible to complete presentation of the Event, rental shall be forfeited, prorated, or adjusted at the reasonable discretion of City based on the situation.

11. JURISDICTION/VENUE

The validity, interpretation and performance of this Agreement shall be governed by the laws of the State of New Jersey, without giving effect to the principles of comity or conflicts of laws thereof. The Parties hereto knowingly and voluntarily intend and agree that the mandatory, exclusive venue for any action in any way related to this Agreement or its enforcement shall be the state and federal courts in and for Atlantic City, New Jersey. All parties hereto hereby knowingly and voluntarily waive any and all objections to venue and personal jurisdiction in the foregoing, and submit themselves thereto. Each party hereby waives any right it may have to assert the doctrine of forum non-conveniens or similar doctrine or to object to venue with respect to any proceeding brought in accordance with this paragraph, and stipulates that the aforementioned courts shall have in personal jurisdiction and venue over each of them for the purpose of litigating any dispute, controversy, or proceeding arising out of or related to this Agreement.

12. LIMITATIONS IMPOSED BY LAW

All provisions of this Agreement are subject to all applicable requirements, limitations, and conditions of the federal, state and local codes, laws, ordinances, regulations and rules applicable to the Event. Further, it is understood and agreed that Licensee's use of any benefits received hereunder are subject to and must be utilized in accordance with all applicable federal, state, local, rules, regulations, laws, codes, ordinances.

13. RESERVATION OF RIGHTS

City and Licensee, reserves all rights not expressly granted to the other in this Agreement.

14. ENTIRE AGREEMENT/COUNTERPARTS

This document, including the cover page and the Exhibits contain the entire agreement of the parties relating to the subject matter contained herein. There are no promises, terms, conditions, rights or obligations other than those contained herein. This Agreement shall supersede all previous communications, representations, or agreements, whether verbal or written, between the parties hereto. This Agreement may be executed in several counterparts that together shall constitute but one and the same Agreement. An electronic or facsimile copy thereof shall be deemed, and shall have the same legal force and effect as, an original document. This is a severable agreement and, in the event that any part or parts hereof shall be held to be unenforceable, then it is the intention of the parties hereto that such part or parts shall be enforceable to the full extent permitted by law and, in any event, that all other parts of this Agreement shall remain valid and fully enforceable as if the unenforceable part has never been a part thereof. No party may assign this Agreement without the prior written consent of the other party.

15. NO CONSTRUCTION AGAINST DRAFTING PARTY

Each party to this Agreement expressly recognizes that this Agreement results from a negotiation process in which each party was represented by counsel and contributed to the drafting of this Agreement. Given this fact, no legal or other presumptions against the party drafting this Agreement concerning its construction, interpretation or otherwise accrue to the benefit of any party to this Agreement, and each party expressly waives the right to assert such a presumption in any proceedings or disputes connected with, arising out of, or involving this Agreement.

16. CONFIDENTIALITY

Except as required by law, this Agreement, the terms and conditions contained herein and details of ensuing negotiations will remain confidential among the parties to the transaction and no proposals, drafts or summaries of any kind will be distributed, copied or otherwise transmitted, orally or in writing, to any entity or person, except authorized employees or agents of the Licensee and City. This confidentiality provision shall not apply to any material or information that is or becomes generally available to the public because of disclosures that are required of the Licensor as a public entity.

17. RIGHT TO EJECT

City reserves the right to eject or cause to be ejected from the premises any person or persons at the Event which City determines to be (i) violating the law or (ii) a safety risk to the Event. City shall be liable to Licensee for any damages that may be sustained by Licensee through the exercise by City of such right.

18. DEFAULT

Licensee further covenants that, if any default is made in the payment of any amount due under this Agreement or any part thereof at the times above and herein specified, or if any default is made in any material covenant or agreement therein contained, and Licensee has not cured the default in a reasonable amount of time as specified in writing by City, this permit and the relationship of the parties at the option of the City shall cease and terminate and the relationships of the parties shall be the same in all respects as if said term had fully expired and the said City may re-enter the premises and hold the same, remove all persons therefrom and resort to any legal proceedings to obtain such possession. In case legal action is instituted by City to enforce compliance with the Agreement, City shall be entitled to the costs of the suit and reasonable attorney's fees.

City covenants that, if any default is made in any material covenant or agreement herein contained, and City has not cured the default in a reasonable amount of time as specified in writing by Licensee, City shall be responsible for all damages arising there from, if and only if the matter has been adjudicated in court of law and City has been found liable for such damages.

In case legal action is instituted by either party to enforce compliance with this agreement, the substantially prevailing party shall be entitled to the costs of the suit and reasonable attorney's fees.

19. CIVIL RIGHTS

Licensee agrees not to discriminate against any employee or any applicant for employment because of race, religion or national origin, or any other reason prohibited by law and further agrees to likewise not discriminate for those same reasons against any persons relative to admission, services or privileges offered to or enjoyed by the general public. To the extent permitted by law, Licensee will give preference to the residents of the City when hiring temporary personnel for the Event.

20. SUB-LICENSING.

The Licensee shall not sub-license the Premises without the City's written consent. In no way shall any sub-licensing reduce or limit Licensee's obligations to City under this Agreement.

ACCEPTANCE OF TERMS AND CONDITIONS:

The undersigned individuals each warrant that they are authorized to execute and deliver this agreement on behalf of the entity they are signing for.

This Agreement is effective as of the date of complete execution hereof.

ATTEST:

CITY OF ATLANTIC CITY

Paula Geletei
Paula Geletei, City Clerk

By: Marty Small
Marty Small, Sr., Mayor

DATE: 6/4/2026

ATTEST:

LATINERA PRODUCTIONS, LLC

By: 5/20/2026

By: Soraida Batista
Soraida Batista, Event Partner

The Agreement is approved as to form and execution.

Date: 5/26/26

By: Peter T. Sallata
Peter T. Sallata, Esq.
Assistant City Solicitor

STATE OF New Jersey)

) ss.

COUNTY OF Atlantic)

I CERTIFY that on May, 2026, 2026,
Soraida Batista, the Secretary or Assistant Secretary of the Corporation,
personally came before me, and this person acknowledged under oath, to my satisfaction, that:

- (a) this person is the secretary or assistant secretary of
Latin Era Productions LLC
(the corporation named in this document);
- (b) this person is the attesting witness to the signing of this document by the proper
corporate officer of the corporation;
- (c) this document was signed and delivered by the corporation as its voluntary act
duly authorized by a proper resolution of its Board of Directors and;
- (d) this person signed this proof to attest to the truth of these facts.

Signed and sworn to before me on

Soraida Batista
Secretary or Asst. Secretary

May 21, 2026

[Signature]

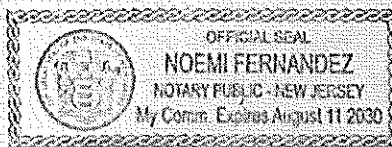
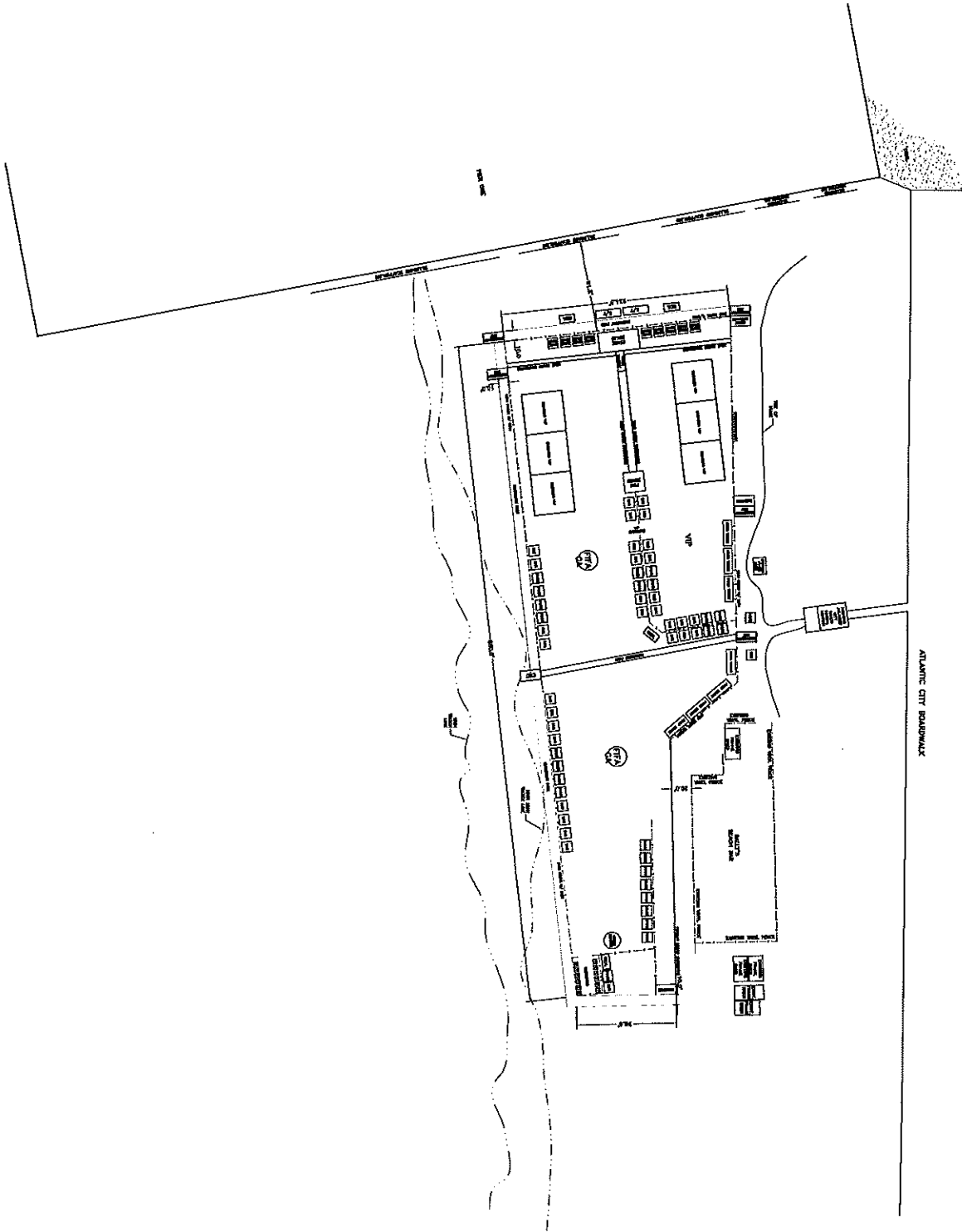


EXHIBIT "A"

[Site plan of Premises]



NORTH

PLANS FOR PERMIT PURPOSES ONLY

DATE	03-03-2015
SCALE	1"=40'
PROJECT	NEW IMAGE LIVE
CLIENT	ATLANTIC CITY, ATLANTIC COUNTY, NEW JERSEY
SHEET NO.	1
TOTAL SHEETS	1

**PLOT PLAN FOR
NEW IMAGE LIVE**
 N. ARKANSAS AVENUE BLOCK 1 LOTS 91-101
 CITY OF ATLANTIC CITY, ATLANTIC COUNTY, NEW JERSEY

ANDREW F. SCHAEFFER
 PROFESSIONAL ENGINEER

Schaeffer Nassar Scheldegg
 CONSULTING ENGINEERS, LLC
 Surveyors • Environmentalists • Planners
 1425 Camden Boulevard • Maple Landing • New Jersey
 Telephone: (609) 623-7400 • Fax: (609) 623-0853
 Certificate of Registration #24028101000

EXHIBIT B
MANDATORY EQUAL EMPLOYMENT OPPORTUNITY LANGUAGE
N.J.S.A. 10:5-31 et seq. (P.L. 1975, C. 127)
N.J.A.C. 17:27

During the performance of this contract, the contractor agrees as follows:

The contractor or subcontractor, where applicable, will not discriminate against any employee or applicant for employment because of age, race, creed, color, national origin, ancestry, marital status, affectional or sexual orientation, gender identity or expression, disability, nationality or sex. Except with respect to affectional or sexual orientation and gender identity or expression, the contractor will ensure that equal employment opportunity is afforded to such applicants in recruitment and employment, and that employees are treated during employment, without regard to their age, race, creed, color, national origin, ancestry, marital status, affectional or sexual orientation, gender identity or expression, disability, nationality or sex. Such equal employment opportunity shall include, but not be limited to the following: employment, upgrading, demotion, or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. The contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices to be provided by the Public Agency Compliance Officer setting forth provisions of this nondiscrimination clause.

The contractor or subcontractor, where applicable will, in all solicitations or advertisements for employees placed by or on behalf of the contractor, state that all qualified applicants will receive consideration for employment without regard to age, race, creed, color, national origin, ancestry, marital status, affectional or sexual orientation, gender identity or expression, disability, nationality or sex.

The contractor or subcontractor, where applicable, will send to each labor union with which it has a collective bargaining agreement, a notice, to be provided by the agency contracting officer, advising the labor union of the contractor's commitments under this chapter and shall post copies of the notice in conspicuous places available to employees and applicants for employment.

The contractor or subcontractor where applicable, agrees to comply with any regulations promulgated by the Treasurer pursuant to N.J.S.A. 10:5-31 et seq., as amended and supplemented from time to time and the Americans with Disabilities Act.

The contractor or subcontractor agrees to make good faith efforts to meet targeted county employment goals established in accordance with N.J.A.C. 17:27-5.2.

The contractor or subcontractor agrees to inform in writing its appropriate recruitment agencies including, but not limited to, employment agencies, placement bureaus, colleges, universities, labor unions, that it does not discriminate on the basis of age, creed, color, national origin, ancestry, marital status, affectional or sexual orientation, gender identity or expression, disability, nationality or sex; and that it will discontinue the use of any recruitment agency which engages in direct or indirect discriminatory practices.

The contractor or subcontractor agrees to revise any of its testing procedures, if necessary, to assure that all personal testing conforms to the principles of job-related testing, as established by

the statutes and court decisions of the State of New Jersey and as established by applicable law and applicable Federal court decisions.

In conforming with the applicable targeted employment goals, the contractor or subcontractor agrees to review all procedures relating to transfer, upgrading, downgrading and layoff to ensure that all such actions are taken without regard to age, race, creed, color, national origin, ancestry, marital status, affectional or sexual orientation, gender identity or expression, disability, nationality or sex, consistent with the statutes and court decisions of the State of New Jersey, and applicable Federal law and applicable Federal court decisions.

The contractor shall submit to the public agency, after notification of award but prior to execution of a goods and services contract, one of the following three documents:

Letter of Federal Affirmative Action Plan Approval

Certificate of Employee Information Report

Employee Information Report Form AA302 (electronically provided by the Division and distributed to the public agency through the Division's website at www.state.nj.us/treasury/contract_compliance)

The contractor and its subcontractors shall furnish such reports or other documents to the Division of Public Contracts Equal Employment Opportunity Compliance as may be requested by the office from time to time in order to carry out the purposes of these regulations, and public agencies shall furnish such information as may be requested by the Division of Public Contracts Equal Employment Opportunity compliance for conducting a compliance investigation pursuant to Subchapter 10 of the Administrative Code at N.J.A.C. 17:27.

Company Name: Latintira Productions LLC

Name: Soraida Batista

Title: Owner

Signature: Soraida Batista

Date: 5/18/2026

Resolution of the City of Atlantic City

No. 199

Approved as to Form and Legality on Basis of Facts Set Forth

Factual contents certified to by

Assistant City Solicitor /s/Peter Sallata

Business Administrator/s/ Anthony A. Swan,

Prepared by City Solicitor's Office

Council Members RANDOLPH, MARSHALL & BAILEY present the following Resolution:

RESOLUTION AUTHORIZING AN AGREEMENT WITH LATIN ERA PRODUCTIONS, LLC FOR A WEEKEND FESTIVAL CALLED "ATLANTIC CITY BEACH FESTIVAL" FROM JULY 11-12, 2026, AT ARKANSAS AVENUE BEACH

WHEREAS, LATIN ERA PRODUCTIONS, LLC has requested, and the City desires to grant, a license to use the Arkansas Avenue Beach for the **ATLANTIC CITY BEACH FESTIVAL FROM JULY 11-12, 2026**; and

WHEREAS, the proposed **ATLANTIC CITY BEACH FESTIVAL** will have a significant economic impact for the City; and

WHEREAS, the License Agreement requires **LATIN ERA PRODUCTIONS, LLC** to pay a site fee of \$15,000.00 (\$2,500.00 per day x 6 days on-site, not including load-in and load-out days, which are free, hereinafter the "Site Fee"), a Security Deposit, and also pay for all City services (Police, Fire, OEM, and Public Works) costs incurred (estimated costs are to be determined), all sums to be paid in advance in consideration for the City's services and use of City property; and

WHEREAS, the License Agreement, among other things, requires insurance and indemnification to protect the City against claims related to the use of the Beach for the **ATLANTIC CITY BEACH FESTIVAL**.

NOW, THEREFORE, BE IT RESOLVED, by the City Council and the City of Atlantic City that the Mayor is hereby authorized to execute and the City Clerk to attest to the License Agreement with **LATIN ERA PRODUCTIONS, LLC** for the **ATLANTIC CITY BEACH FESTIVAL FROM JULY 11-12, 2026**, and any ancillary agreement that may be required by the State of New Jersey for the issuance of an alcoholic beverage concessionaire license including a Concessionaire's Agreement in the form required by the State.

BE IT FURTHER RESOLVED, that the Mayor is hereby authorized to execute and the City Clerk to attest to any additional documentation required by any other governmental agency to advance the purpose and obligations set forth in the License Agreement.

May 26, 2026 10:36 AM

DO NOT USE SPACE BELOW THIS LINE													
RECORD OF COUNCIL VOTE ON FINAL PASSAGE													
COUNCIL MEMBER	AYE	NAY	N.V	A.B.	MOT.	SEC.	COUNCIL MEMBER	AYE	NAY	N.V.	A.B.	MOT.	SEC.
AHMED	X						KURTZ	X					X
BAILEY	X						LACCA	X					
CROUCH	X						MARSHALL				X		
DUNSTON	X						SHABAZZ	X				X	
RANDOLPH, COUNCIL PRESIDENT							X						
X-Indicates Vote NV-Not Voting AB-Absent MOT-Motion SEC-Second													

This is a Certified True copy of the Original Resolution on file in the City Clerk's Office.

DATE OF ADOPTION: MARCH 18, 2026

Paula Geletei

/s/ Paula Geletei, City Clerk