



Report to City Council

TO: Mayor and City Council
Mayor and City Council Acting in its Capacity as
President and Members of the Board of Directors of
the Moreno Valley Community Services District (CSD)

FROM: Jeremy Bubnick, Parks & Community Services
Director

AGENDA DATE: June 3, 2025

TITLE: AUTHORIZATION TO AWARD AGREEMENT FOR
PROFESSIONAL SERVICES FOR STAGE, SOUND,
AND LIGHTING RENTALS TO BIG EAR AUDIO, LLC
DBA MORNINGSTAR PRODUCTIONS (REPORT OF:
PARKS & COMMUNITY SERVICES) (NOT
APPLICABLE)

TITLE SUMMARY: Authorize Agreement For Professional Services For Stage,
Sound, And Lighting Rentals To Big Ear Audio, LLC DBA
Morningstar Productions

DISTRICT: Not Applicable

Recommendation(s)

That the City Council and CSD:

1. Award a five-year Agreement to Big Ear Audio, LLC dba Morningstar Productions to provide professional services for stage, sound, and lighting rentals for Citywide special events and Amphitheater Rentals in an amount not to exceed \$632,530.95 for Fiscal Years 2025/26 through 2029/30; and
2. Authorize the issuance of annual purchase orders for Big Ear Audio, LLC dba Morningstar Productions each fiscal year of the Agreement term, subject to funds available in the City Council approved Operating Budget; and

3. Authorize the City Manager or designee to execute any subsequent amendments, purchase orders and/or change orders, contingent upon approved budget, with concurrence of the City Attorney.

SUMMARY

This report recommends approval of a five-year Professional Services Agreement with Big Ear Audio, LLC dba Morningstar Productions to provide professional services for stage, sound, and lighting rentals for Citywide special events and Amphitheater rentals for Fiscal Years 2025/26 through 2029/30 for an amount not to exceed \$632,530.95. Budget for services provided is included in Fiscal Years 2025/26-2026/27 Adopted Budget.

DISCUSSION

The Civic Center Amphitheater seats up to 600 (formal and informal) seating, hosts a large LED video wall as the backdrop of the stage, and features state-of-the-art audio/visual equipment. Operations of the Civic Center equipment require professional technicians experienced in technology and audio production services, including but not limited to large-scale audio and visual productions to provide quality sound that include Citywide events (including concerts, theatrical performances, media events, etc.) and Civic Center Amphitheater rentals.

On April 1, 2025, the Parks and Community Services Department advertised a Request for Proposals (RFP), to retain a vendor to provide stage, sound, and lighting rental services for Citywide events and Civic Center Amphitheater rentals. In response to the advertisement, two proposals were received by April 28, 2025. The staff selection team evaluated the proposals and ranked the firms as follows:

- Big Ear Audio, LLC DBA Morningstar Productions
- AKJOHNSTON Group

Staff recommends approval of an Agreement with Big Ear Audio, LLC dba Morningstar Productions as they are deemed to be the most qualified and cost-effective firm for completing the requested services. The scope of work for the vendor includes providing live, recorded, broadcast, and streaming production for audio and video, live lighting design and operation staging for public and private events, event management and tech set up, strike, and operation, and other A/V related tasks necessary to meet the needs of Citywide special events and Civic Center Amphitheater rentals.

ALTERNATIVES

1. Approve and authorize the recommended actions as presented in this staff report. *Staff recommend this alternative to ensure proper use and operation of the Civic Center Amphitheater state-of-the-art equipment.*

2. Do not approve and authorize the recommended actions as presented in this staff report.
Staff do not recommend this alternative.

FISCAL IMPACT

The Professional Services Agreement will be funded by Zone A (Fund 5011). Budget for services provided is included in the Fiscal Year 2025/26-2026/27 Adopted Budget. Funding for subsequent years subject to City Council approval of biannual budgets.

Below are the cost estimates for the five-year agreement per fiscal year.

Fiscal Year	2025/26	2026/27	2027/28	2028/29	2029/30
Estimated Annual Total	\$126,506.19	\$126,506.19	\$126,506.19	\$126,506.19	\$126,506.19

NOTIFICATION

Publication of the agenda.

PREPARATION OF STAFF REPORT

Prepared By:
Claudia Torres
Special Events & Facilities Division Manager

Department Head Approval:
Jeremy Bubnick
Parks & Community Services Director

Concurred By:
Jeanine Heynen
Sr. Management Analyst

CITY COUNCIL GOALS

Community Image, Neighborhood Pride and Cleanliness: Promote a sense of community pride and foster an excellent image about our City by developing and executing programs which will result in quality development, enhanced neighborhood preservation efforts, including home rehabilitation and neighborhood restoration.

Positive Environment: Create a positive environment for the development of Moreno Valley's future.

CITY COUNCIL STRATEGIC PRIORITIES

1. Economic Development
2. Public Safety
3. Library
4. Infrastructure

5. Beautification, Community Engagement, and Quality of Life
6. Youth Programs

Report Approval Details

Document Title:	STAFFREPORT_PCS_AVAGREEMENT.docx
Attachments:	- Agreement for Services_Big Ear Audio LLC.pdf
Final Approval Date:	May 28, 2025

This report and all of its attachments were approved and signed as outlined below:

Jeremy Bubnick

Natalia Lopez

Dena Heald

Launa Jimenez

Brian Mohan

Patty Rodriguez