



**TO:** Honorable Mayor & Members of the  
Fort Lauderdale City Commission

**FROM:** Lee R. Feldman, ICMA-CM, City Manager

**DATE:** December 17, 2014

**TITLE:** Purchase and Installation of Marquee with Light-Emitting Diode (LED)  
Video Display - \$163,240

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**Recommendation**

It is recommended that the City Commission award the purchase and installation of a marquee with LED video display to Don Bell Signs LLC (Bell) utilizing the City's Contract (form P-0001) in the amount of \$163,240.

**Background**

The City and the Performing Arts Center Authority (PACA) are working together to jointly fund the construction, subsequent continuous maintenance and operation of an electronic marquee with LED video display. The LED video display will be located on the west lot of Holiday Park at the northeast corner of Federal Highway and Sandy Nininger Drive. The display will be used by both parties for advertisement of events held at War Memorial Auditorium and Parker Playhouse. The City and PACA are dividing the initial and ongoing expenses evenly on a 50/50 basis.

The new electronic marquee sign will replace the existing 1950's static marquees. These original marquees were severely damaged during Hurricane Wilma and the upper Parker Playhouse sections were torn off. Since that time, Parker Playhouse has used banners to announce the events at the theater creating a very unaesthetic look at the entrance to one of the City's premier parks.

Invitation to Bid 552-11495 was opened on November 5, 2014 with four bids received. Neon Sign Solutions provided a bid for a sign that did not meet the minimum pixel size requirements of 144H x 256W, as stated in the specifications, thereby providing for a smaller active LED screen than specified and has therefore been deemed non-responsive. The bid submitted by Bell has met all specifications of the solicitation and has been deemed the lowest cost and most responsive and responsible.

## **Resource Impact**

There will be a fiscal impact to the City in the amount of \$163,240.

<b>Funds available as of November 21, 2014</b>					
<b>ACCOUNT NUMBER</b>	<b>INDEX NAME (PROGRAM)</b>	<b>OBJECT CODE/ SUB-OBJECT NAME</b>	<b>AMENDED BUDGET (Object Code)</b>	<b>AVAILABLE BALANCE (Object Code)</b>	<b>PURCHASE AMOUNT</b>
331-P11646.331-6599	War Memorial Park Playhouse Marquee	Capital Outlay/ Construction	\$153,711	\$153,711	\$153,711
345-P11646.345-6599	War Memorial Park Playhouse Marquee	Capital Outlay/ Construction	\$65,000	\$55,056	\$9,529
				<b>PURCHASE TOTAL ►</b>	<b>\$ 163,240</b>

## **Strategic Connections**

This item is a Press Play Fort Lauderdale Strategic Plan 2018 initiative, included with in the Internal Support Cylinder of Excellence, specifically advancing:

- Goal12: Be a leading government organization, managing resources wisely and sustainably.
- Objective 1: Ensure sound fiscal management.

This item advances the *Fast Forward Fort Lauderdale Vision Plan 2035: We Are United*.

## **Attachments**

Exhibit 1 – Bid Tabulation 552-11495

Exhibit 2 – Agreement between the City and PACA

Exhibit 3 – Agreement between the City and Don Bell Signs

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