



**CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING**

#25-0954

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

FROM: Rickelle Williams, City Manager

DATE: October 23, 2025

TITLE: Motion Rejecting the Sole Proposal for Fort Lauderdale Beach Wave Wall
Light Replacement - Request for Proposals (RFP) Event No. 482-2 –
(**Commission District 2**)

Recommendation

Staff recommends the City Commission reject the sole proposal received in response to Request for Proposals (RFP) Event No. 482-2 for Fort Lauderdale Beach Wave Wall Light Replacement.

Background

The Fort Lauderdale Beach wave wall is currently fitted with an embedded LED lighting system which covers approximately two (2) miles of wall along State Road A1A. The existing lighting system is inoperable and efforts to repair the system have been hindered by the unavailability of replacement parts as the original system is obsolete. The City is seeking to replace the wave wall lights with a new system with updated technology that would provide longevity for at least fifteen (15) years. The proposed project is planned for the entrance of Fort Lauderdale Beach Park to the south and extends north to NE 18 Street.

On June 19, 2025, the City, via the Procurement Services Division, issued RFP No. 482-2 for Fort Lauderdale Beach Wave Wall Light Replacement. The solicitation period for this event was extended twice to encourage broader participation and attract additional qualified proposers. The City conducted an extensive outreach effort which included notifying 435 suppliers and delivering the solicitation to 437 suppliers. The solicitation opened on August 5, 2025, and despite the City's efforts, only one (1) response was received as follows:

1. Iconic Media Systems LLC d/b/a Smart LED Concepts

During the analysis and due diligence process to determine responsiveness and responsibility of the proposal and proposer, staff noted that key project and submission requirements were not provided or were insufficient for the Evaluation Committee to conduct a proper evaluation. As a result, staff recommends rejecting the sole proposal.

A previous solicitation effort for the Fort Lauderdale Beach Wave Wall Light Replacement project, issued on April 19, 2024, yielded similar results and was unsuccessful in onboarding a third-party vendor (CAM #25-0358). City staff plan to install the new lighting system with internal personnel resources from the Parks and Recreation Department Facilities Division. City staff are currently researching available products and developing staffing schedules (via overtime) to determine the implementation approach and the overall timeline for the installation.

Resource Impact

There is no fiscal impact associated with this item.

Strategic Connections

This item is a FY 2026 *Commission Priority*, advancing Public Spaces and Cultural Initiatives.

This item supports the *Press Play Fort Lauderdale 2029* Strategic Plan, specifically advancing:

- The Public Places Focus Area, Goal 5: Build a beautiful and welcoming community.

This item advances the *Fast Forward Fort Lauderdale 2035* Vision Plan: We are Here.

This item supports the *Advance Fort Lauderdale 2040* Comprehensive Plan, specifically advancing:

- The Neighborhood Enhancement Focus Area
- The Urban Design Element
- Goal 2: Encourage urban design which responds to the climate and character of Fort Lauderdale, is pedestrian friendly, human-scaled and contains the infrastructure and amenities to create a vibrant public realm.

Attachments

Exhibit 1 – Solicitation

Exhibit 2 – Non-Responsiveness Memorandum

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