



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

#14-1039

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

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

DATE: September 3, 2014

TITLE: Motion to award a contract for holiday light display – Request for Proposal
(RFP) 745-11452 - \$244,080

Recommendation

It is recommended that the City Commission award a contract for holiday light display to South Florida Lighting Team, LLC (d/b/a Miami Christmas Lights) utilizing the City's contract (Form P-0001) in the amount of \$244,080.

Background

An RFP was issued for proposals to lease holiday decorations for the upcoming holiday season. Interested firms were asked to submit proposals for a holiday lighting scheme that is in keeping with the holiday season and is reflective of the Fort Lauderdale beach environment. The centerpiece will be an iconic display at the Las Olas Boulevard beach entrance. The RFP stipulated that the pole lights shall be installed by November 21, 2014 and remain up through January 5, 2015. The iconic display shall be installed by November 21, 2014 and remain up until February 25, 2015. The RFP also required that the selected contractor maintain the lights and displays throughout both periods. The contractor must participate in the annual holiday lighting ceremony on November 25, 2014.

Proposals were received from South Florida Lighting Team, LLC (MCL) and Randy Gillman Enterprises, LLC d/b/a Randy's Holiday Lighting (RHL). Proposals were evaluated on three criteria contained in the chart below. The selection committee consisting of Beach Redevelopment Advisory Board (BRAB) and Beach Business Improvement District (BID) Committee member Ina Lee, BID Committee member Eduardo Fernandez, Assistant City Manager Susanne Torriente, Parks and Recreation Department Facilities Manager Scott Sundermeier and Don Morris with the Department of Sustainable Development met and after reviewing both proposals decided to request best and final offers from both firms. The committee met again and ranked MCL as the highest ranked proposal at a cost of \$251,960.

The best and final proposal includes the following major components:

- A 15' X 15' sandcastle holiday display at the Las Olas Boulevard beach entrance. The sand castle will be constructed of industrialized foam (similar to the previous fish displays), and will be placed on a 48" platform. The platform will have a backlit "Fort Lauderdale Beach" on the front to allow for evening photo opportunities. The castle will be illuminated and decorated with beach-themed holiday decorations.
- The trees surrounding the sandcastle display in the plaza will be strung with holiday lights.
- Seven foot long custom made surfboard pole lights will be provided on the west side of SR A1A and will be provided on all City and Florida Department of Transportation (FDOT) owned lights from the entrance to the Fort Lauderdale beach parking lot to Sunrise Boulevard.
- Four foot long custom made surfboard pole lights will be provided on the east side of SR A1A on all City-owned lights, from the entrance to the Fort Lauderdale beach parking lot to Sunrise Boulevard. They will also be provided on the north and south sides of Las Olas Boulevard from Seabreeze Boulevard to State Road A1A.

The best and final proposal submitted by MCL included wrapping the decorative light poles along Las Olas Boulevard with garland and lighted wreaths. The committee requested that the garland and wreaths be exchanged with the custom made surfboard pole lights to match the rest of the beach. This exchange reduced the price to \$244,080.

The funding of the contract is proposed to be split evenly between BBID funds and the Beach Community Redevelopment Agency (CRA). Originally, both the BBID Committee and the Beach Redevelopment Advisory Board (BRAB) recommended approval of \$75,000 to fund one-half of the holiday lights and the holiday lighting ceremony as part of their overall budget recommendations.

At the August 18, 2014 BBID Committee meeting, the BBID Committee unanimously (6-0) recommended approval of providing the additional \$55,000 needed to fund the contract and the event. A request to provide an additional \$55,000 will be presented at the September 4, 2014 special BRAB meeting. Approval of the contract will be contingent upon approval of the City and CRA's FY 2015 budget and specifically expenditures for both the BID and the Beach CRA for this purpose.

		MCL	RHL
Evaluation Criteria	Weighed Factor	RANK	RANK
Cost to the City	30%	2	1
Experience, Qualifications, etc.	35%	1	2
Design Concept	35%	1	2
OVERALL RANKING		1	2

Resource Impact

There is no current fiscal year impact to the City. Future expenditures are contingent upon approval and appropriation of the annual budget.

Strategic Connections

This item is a *Press Play Fort Lauderdale Strategic Plan 2018* initiative, included in the Business Development Cylinder of Excellence.

- Goal 7: Be a well-positioned City within the global economic and tourism markets of the South Florida region, leveraging our airports, ports and rail connections;
- Objective 1: Define, cultivate and attract targeted and emerging industries.

This item advances the *Fast Forward Fort Lauderdale 2035 Vision. We Are Prosperous.*

Attachments

- Exhibit 1 – Bid Tabulation 745-11452
- Exhibit 2 – Final Rankings 745-11452
- Exhibit 3 – MCL Proposal
- Exhibit 4 – RHL Proposal
- Exhibit 5 – MCL Best & Final
- Exhibit 6 – RHL Best & Final
- Exhibit 7 – MCL Final
- Exhibit 8 – Kurt Stange Affidavit
- Exhibit 9 - Agreement

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Department Director: Greg Brewton, Sustainable Development