



TO: CRA Chairman & Board of Commissioners
Fort Lauderdale Community Redevelopment Agency

FROM: Chris Lagerbloom, ICMA-CM, Executive Director

DATE: October 2, 2019

TITLE: Motion Approving Contract for Holiday Lighting and Decoration Services for the Northwest Progresso Flagler Heights Area – South Florida Lighting Team, LLC d/b/a Miami Christmas Lights - \$284,932 - **(Commission Districts 2 and 3)**

Recommendation

It is recommended that the Community Redevelopment Agency (“CRA”) Board of Commissioners approve a two-year contract, in substantially the form attached, for holiday lighting and decoration services for the Northwest Progresso Flagler Heights area with South Florida Lighting Team, LLC d/b/a Miami Christmas Lights (“MCL”) for a total of \$284,932 and authorize City Manager to approve three one-year renewal options, contingent upon approval and appropriation of funds.

Background

Light Up Sistrunk is an annual event during the months of November, December, and January to promote the Northwest Progresso Flagler Heights Community Redevelopment Area (“NPF CRA”), particularly Sistrunk Boulevard from Federal Highway to Northwest 24th Avenue. Holiday themed lighting, decorations, and displays are installed in parks and on light poles and buildings along the Sistrunk corridor to draw attention to the area’s redevelopment during a key season for retail activity. The highlight and official commencement of the event is Light Up Sistrunk, the annual lighting ceremony. This free event features entertainment by local community talent and choirs, a children’s village and play area, teen zone, food trucks, a local business and sponsor display area, photo opportunity with Santa, a toy giveaway, and other wonderful performances. The lighting event also provides the added benefit of drawing the community together to celebrate the history of the Sistrunk Boulevard corridor.

The City’s Procurement Services Division issued Request for Proposals (“RFP”) No. 12307-795 to seek a qualified, experienced and licensed firm to provide, design and install holiday displays, lighting, and decorations for the City’s Parks and Recreation Department and CRA. Interested firms were asked to submit proposals for design, installation and removal of holiday village themed displays at the following four parks located along Sistrunk Boulevard:

1. Lincoln Park, 600 NW 19 Avenue: one non-illuminated display.
2. Peter Feldman Park, 310 East Sistrunk Boulevard (NE 6th Street): one illuminated display.
3. Provident Park, 1412 West Sistrunk Boulevard (NW 6th Street): one illuminated display and one non-illuminated.
4. Sistrunk Park, 200 West Sistrunk Boulevard (NW 6th Street): one illuminated display and one non-illuminated display.

Interested firms were also asked to submit proposals for holiday village theme lighting along Sistrunk Boulevard from Federal Highway on the east, to Northwest 24th Avenue on the west, inclusive of 4 buildings, 152 gold lamp poles, 39 grey lamp poles, and two medians. The RFP stipulated that the decorations shall be installed by November 12, 2019 and remain up through January 8, 2020. The RFP also required that the selected contractor maintain the lights and displays and participate in the annual Light Up Sistrunk holiday lighting ceremony.

This project is consistent with the NPF CRA plan which identifies Sistrunk commercial revitalization. This comprehensive program to redevelop this commercial corridor of the City has the potential to serve as a major source of jobs. Per the CRA plan, the CRA will establish incentive programs to address redevelopment obstacles. The CRA five-year program, which is incorporated as part of the plan, identifies strategic objectives, goals and measurements that include targeting and attracting businesses, retail uses and industries to establish a presence in the redevelopment area and create jobs for area residents. In addition, it calls for investing in development projects that promote public private partnerships and investment in the redevelopment area.

The background of the solicitation process includes the following:

- July 10, 2019 – RFP 12307-795 was issued for holiday lighting and decoration services.
- July 31, 2019 – The RFP closed with total of seven proposals received, from the following four firms of which one is either a Minority Owned Business Enterprise, Women Owned Business Enterprise, or Small Business Enterprise.
 - MCL
 - Florida CDI, LLC d/b/a Christmas Designers
 - VPR Construction
 - Artistic Holiday Designs
- September 13, 2019 - The selection committee consisting of Jonelle Adderley, CRA Project Coordinator, Deborah Martinez, CRA Project Coordinator, and Melissa Doyle, Sustainability Program Manager, met with Adam Makarevich, Senior Procurement

Specialist, to evaluate and rank the firms based on the evaluation criteria shown below:

EVALUATION CRITERIA	WEIGHT
Understanding of overall needs of the City	10%
Experience, qualifications and past performance of the proposing firm, including persons proposed for the project equipment and resources	30%
Proposed Design	20%
Total cost to the City	40%
TOTAL	100%

The following responsive and responsible firms were shortlisted for oral presentations:

1. Florida CDI, LLC, d/b/a Christmas Designers
 2. MCL
 3. Artistic Holiday Designs
- September 13, 2019 – Oral presentation meetings were held with MCL and Christmas Designers presenting their proposals. Artistic Holiday Designs declined to attend due to manufacturing time constraints.

Based on final ranking it was determined that MCL (Option – “Happy Holidays”) has met all requirements of the RFP specifications and has been deemed the responsive and responsible proposer recommended for award.

Resource Impact

There will be a Fiscal Year 2020 impact in the amount of \$142,466 in the accounts listed below. Future expenditures will be \$142,466 in Fiscal Year 2021 (Year 2). Future expenditures are contingent upon approval and appropriation of the annual budget.

<i>Funds available as of October 1, 2019</i>					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
106-CRA060605-3299	NPF Redevelopment	Services & Materials/ Other Services	\$707,009	\$707,009	\$90,000
001-PKR033401-3199	Community Events/Parks	Services & Materials/ Other Professional Services	\$1,107,063	\$1,107,063	\$52,466
				AMOUNT ►	\$142,466

Strategic Connections

This item is a *Commission Annual Action Plan* priority included in the Policy Agenda advancing the Northwest Progresso Flagler Heights CRA – Capital Improvements and Housing Strategy.

This item is a *Press Play Fort Lauderdale Strategic Plan* initiative, included within the Neighborhood Enhancement Cylinder of Excellence, specifically advancing:

- Goal 7: Be a well-positioned City within the global economic and tourism markets of the South Florida region.
 - Objective 2: Facilitate a responsive and proactive business climate.
 - Initiative 1: Evaluate and expand our existing portfolio of business attraction incentives.

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

Related CAM

#19-0969

Attachments

Exhibit 1 – Solicitation
Exhibit 2 – Final Ranking
Exhibit 3 – South Florida Lighting Team LLC Proposal
Exhibit 4 – Florida CDI LLC Proposal
Exhibit 5 – VPR Construction Proposal
Exhibit 6 – Artistic Holiday Designs Proposal
Exhibit 7 – Contract

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