



TO: Honorable Mayor & Members
Fort Lauderdale City Commission

FROM: Lee Feldman, City Manager

DATE: October 2, 2012

TITLE: Motion to approve three year contract for the lease of holiday lights –
Request for Proposal (RFP) 825-11017 - \$132,682 annually

Recommendation

It is recommended that the City Commission approve a three year contract for the lease of holiday lights in the annual amount of \$132,682 for a total three-year amount of \$398,046 from Brandano Displays, Inc. and authorize the City Manager to execute two, one year renewals on behalf of the City contingent upon appropriation and approval of funds.

Background

An RFP was issued for proposals to lease holiday decorations for the upcoming 2012 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, including an iconic display at the Las Olas beach entrance. The RFP stipulated that the decorations shall be installed by November 21, 2012 and remain up through to January 2, 2013. The RFP also required that the selected contractor maintain the lights and displays and to participate in the annual holiday lighting ceremony.

Proposals were received from Miami Christmas Lights, Holiday Lighting Design and Brandano Displays, Inc. Proposals were evaluated on five (5) criteria, with the cost to the City having the most weight (40%). The selection committee included Beach Redevelopment Advisory Board members Ina Lee and Anthony Abbate, Beach Business Improvement District members Marcos Borrás and Kenyatta Allain, and Scott Sundermeier from the Parks and Recreation Department. The committee met twice, with the second meeting consisting of oral presentations by all three proposers. The committee ranked Brandano Displays, Inc. - Option C as the highest ranked proposal at a cost of \$132,682 annually.

The proposal includes providing 37 LED white snowflakes and 36 LED blue wave lights on the light poles on the west side of State Road A1A; 101 blue and white burst lights on the City-owned light poles on the east side of State Road A1A; 7 LED white snowflakes and 7 LED blue wave lights on the large cobra lights poles on Las Olas Boulevard; 12 blue and white burst lights on the Las Olas period poles; and 600 lights per tree on 29 trees on Las

Olas Boulevard. It also includes a giant 30' wide and 16' tall lighted 3-dimensional fish public art display at the Las Olas beach entrance.

The contractor also agreed to extend the non-holiday themed lighting from January 2, 2013 through to March 1, 2013 (the beginning of sea turtle nesting season). The non-holiday themed lighting includes the LED blue wave lights, the tree lights and the public art display at the Las Olas beach entrance.

On August 20, 2012, the Beach Redevelopment Advisory Board recommended approval to fund half of the holiday lighting contract. On September 10, 2012 the Business Improvement District (BID) Committee also recommended approval to fund half of the holiday lighting contract. The holiday lighting contract will be funded equally (\$66,341) from the Beach CRA operating budget and the BID operating budget.

Resource Impact

There is a fiscal impact to the City in the amount of \$132,682. (FY 2014 and 2015 expenditures are contingent upon approval and appropriation of funds.)

FUNDS AVAILABILTY LOCATION:

FISCAL YEAR	SUB FUND	FUND	FUND NAME	INDEX #	INDEX NAME	SUB OBJECT #	SUBOBJEC T NAME	AMOUNT
2013	106	01	FT LAUDERDALE COMMUNITY REDEVELOP AGENCY	EDV020101	BEACH REDEVELOPMENT	3299	Other Services	66,341.00
2013	135	10	BUSINESS IMPROVEMENT DISTRICT	EDV030101	BUSINESS IMPROVEMENT DISTRICT	3299	Other Services	66,341.00
							TOTAL	132,682.00

Attachment

Exhibit 1 - Final Ranking 825-11017

Exhibit 2 – Installation Map & Illustration

Prepared By: Kyle Carter, Procurement Specialist I

Department Director: Greg Brewton, Sustainable Development