



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
REGULAR MEETING

#19-0966

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

FROM: Chris Lagerbloom, ICMA-CM, City Manager

DATE: October 2, 2019

TITLE: Motion Approving Contract for Lease of Holiday Displays for the Central
Beach Area – South Florida Lighting Team, LLC d/b/a Miami Christmas
Lights - \$239,352 - **(Commission District 2)**

Recommendation

It is recommended that the City Commission approve a three-year contract, in substantially the form attached, for the lease of holiday displays from South Florida Lighting Team, LLC d/b/a Miami Christmas Lights (“MCL”) for the estimated three-year total of \$239,352, and authorize City Manager to approve two one-year renewal options, contingent upon approval and appropriation of funds.

Background

The major components of the displays will include a sand snowman outfitted with fishing gear and a wooden, illuminated “Fort Lauderdale Beach” sign; as well as two oversized, walk-through ornaments branded with “Happy Holidays Fort Lauderdale Beach.”

The sand snowman will be placed on a 20’ wide X 20’ deep X 16” high platform with a rope barrier similar to the rope and posts protecting the Fort Lauderdale Beach dunes. Uplights incorporated in the platform will illuminate the display during the evening. The walk-through ornament displays will be situated in between palm trees and facing the ocean.

The Procurement Services Division issued Request for Proposals (“RFP”) No. 12321-795 for holiday display and walk-through displays for the upcoming holiday season. Interested firms were asked to submit proposals based on prior holiday seasons’ themes, ie, “Olas the Snowman”; and to provide prices for leasing walk-through displays for the Oceanside Park as an add-on option. The RFP stipulated that the display shall be installed by November 21, 2019 and that the contractor participate in the Holiday Lighting Ceremony on November 26, 2019. The display shall remain lit until January 3, 2020 and will be removed by January 6, 2020.

The background of the solicitation process includes the following:

- August 8, 2019 –RFP No. 12321-795 was issued.

- August 29, 2019 – The RFP closed with a total of ten proposals received from the following four firms, of which two are either a Minority-Owned Business Enterprise, Women-Owned Business Enterprise, or Small Business Enterprise:
 - RWS Entertainment Group
 - MCL
 - Tigo, Inc d/b/a Expose Yourself USA
 - Unique Rabbit Studios
- September 13, 2019 - The selection committee consisting of Anna McDiarmid, Beach Business Improvement District (“BID”), Vincent Ang, Beach Redevelopment Board member, Cija Omengebar, CRA Planner and Dan Bennett BID Manager (non-voting member), met with Adam Makerevich, 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%

- Based on final ranking it was determined that MCL (Option 4 – Fisherman) has met all requirements of the RFP specifications and has been deemed the responsive and responsible proposer recommended for award for the Beach holiday display.

This proposal is consistent with the legislative determinations of special benefit found in Ordinance C-06-34, Section 1.04(A)(2), by increasing the number of visitors to the BID. The holiday display complies with the Beach Community Redevelopment Plan goals and objectives by fostering family activities and recreation in the Central Beach area; and providing an opportunity to expand tourist-related activities on the beach. The display will also create and enhance a positive, visual and physical image of the Central Beach.

This contract will be funded by the Central Beach Community Redevelopment Agency (“CRA”) and the BID in Year 1, and solely by the BID for the remaining annual costs as follows:

Agency	FY	Payment
Central Beach CRA	FY20 (Year 1)	\$39,892
BID	FY20 (Year 1)	\$39,892
BID	FY21 (Year 2)	\$79,784
BID	FY22 (Year 3)	\$79,784
TOTAL:		\$239,352

Resource Impact

There will be a fiscal impact to the Central Beach CRA and the BID in the amount of \$79,784 in the accounts listed below. Future expenditures are contingent upon approval and appropriation of the annual budget.

Funds available as of October 1, 2019					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
135-MGR143502-3199	Business Improvement District	Services & Materials/ Other Professional Services	\$552,080	\$552,080	\$39,892
106-CRA070605-3199	Central Beach CRA	Services & Materials/ Other Professional Services	\$295,490	\$295,490	\$39,892
TOTAL AMOUNT ►					\$79,784

Strategic Connections

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

- 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 2: Facilitate a responsive and proactive business climate.

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

Related CAM

CRA CAM #19-0949

Attachments

Exhibit 1 – Solicitation
Exhibit 2 – Final Ranking
Exhibit 3 – South Florida Lighting Team, LLC Proposal
Exhibit 4 – RWS Entertainment Group Proposal
Exhibit 5 – Tiga Inc Proposal
Exhibit 6 – Unique Rabbit Studios Proposal
Exhibit 7 – Contract

Prepared by: Cija Omengebar, Central Beach CRA
Adam Makarevich, Finance
Linda Blanco, Finance

Department Directors: Donald Morris, Central Beach CRA
Linda Short, Finance