

May 15, 2014

Mr. Donald Morris  
CRA Director Beach District  
914 Northwest 6<sup>th</sup> Street Suite 200  
Fort Lauderdale FL 33311

RE: Holiday lighting Contract for the Fort Lauderdale Beach

Dear Don:

It was a pleasure speaking with this morning.

As per our conversation, I shared with you our concerns regarding the expectations of creativity and scheduling for the "Iconic Beach Display" that we have been providing for the last 4 winter seasons.

Each season we have created new designs with your committees input and direction staying within budget. We are a commercial Christmas decorating company and it is at the point now where we are getting out of our discipline and you may be better served with another contractor that specializes in non Holiday themed displays.

Regarding the tree lighting and pole decorations, everything has gone very smooth over the years without any problems. We use very expensive lights and components that hold up well in the sea side environment. We also provide daily maintenance to keep everything sharp looking.

We really expected to continue with the bottle art theme for the duration of the contract and not go off in another direction with the sailboats and animated music. Though we thought we had plenty of time, 4 days of wind and rain set us behind and we were embarrassed with the "helter- skelter" set up opening night.

At this point we are really busy with our traditional Christmas work and do not want to continue producing the Las Olas Beach Display, I feel that with the direction you are going, you will be best served with another contractor that can provide your display without being distracted with other seasonal commitments.

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Going forward, I would suggest that you split the contract so that the "Iconic Display" is separate from the "Holiday Themed" street displays. Commercial Christmas companies do not build these types of displays because they are complicated and they eat up to much time during their critical period.

We are very proud of the displays and services we have provided the Beach over the years and appreciate the work that you have provided our company and our employees.

Please feel free to contact me anytime with questions at (800) 777- 6903 or on my cell at (954) 461-6598. E mail [patbrandano@brandano.com](mailto:patbrandano@brandano.com)

Thanks and have a great day!

Very truly yours,

A handwritten signature in black ink, appearing to read 'Patrick J. Brandano', with a long horizontal flourish extending to the right.

Patrick J. Brandano