



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

#22-0288

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

FROM: Chris Lagerbloom, ICMA-CM, City Manager

DATE: April 5, 2022

TITLE: Motion Approving an Agreement for Fireworks Display, 4th of July to
Exposhow Inc. - \$113,600 - (**Commission Districts 1, 2, 3 and 4**)

Recommendation

Staff recommends the City Commission approve an agreement, in substantially the form attached, for the purchase of the annual “Fourth of July Fireworks Display” with Exposhow Inc., for an initial period of one year at a firm-fixed amount of \$113,600; and, authorize the City Manager to exercise four (4) options to renew for an additional one-year term, in the estimated annual renewal amount of \$113,600, for a potential five year agreement total amount of \$568,000, contingent upon appropriation of available funds.

Background

The Parks and Recreation Department is requesting approval of a one-year contract with four (4) options to renew for the purchase of a fireworks display for the 4th of July Spectacular Event on Fort Lauderdale Beach.

On December 22, 2021, the Procurement Services Division issued Request for Proposal (RFP) No. 12607-523 Fireworks Display, 4th of July, a total of two (2) firms submitted proposals for the fireworks display.

1. Pyrotecnico Fireworks, Inc.
2. Exposhow Inc.

Neither of the two (2) firms listed their status as a Disadvantaged Business Enterprise (DBE).

The proposal from Pyrotecnico Fireworks, Inc. was deemed non-responsive for failure to submit all of the required information pursuant to Section IV. of the RFP and therefore rejected. Exposhow Inc. was invited to present to the Evaluation Committee and answer questions on February 14, 2022. The Committee wanted the opportunity to assess Exposhow Inc. ability to provide services of the 4th of July fireworks display. The Evaluation Committee determined that Exposhow Inc. met the evaluation criteria as specified in the published RFQ and provided hereafter:

Evaluation Criteria	Weight (%)
Program Selection	40
Experience & Qualification	25
Estimated Cost to the City	30
Sponsorship Alternatives	5
TOTAL	100

Staff recommends to the City Commission to award a contract to Exposhows Inc.

Resource Impact

Funds for this agreement in the amount of \$113,600 are available in the FY2022 Budget in the account listed below:

Funds available as of February 17, 2022					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
001-PKR033401-3299	Community Events	Services-Materials / Other Services	\$1,054,324	\$801,644	\$113,600
TOTAL AMOUNT ►					\$113,600

Strategic Connections

This item is a 2022 Top Commission Priority, advancing the Parks and Public Places initiative.

This item supports the *Press Play Fort Lauderdale 2024 Strategic Plan*, specifically advancing:

- The Public Places Focus Area
- Goal 3: Building a healthy and engaging community.
- Objective: Offer a diverse range of recreational and educational programming

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

This item supports the *Advance Fort Lauderdale 2040 Comprehensive Plan* specifically advancing:

- The Public Places Focus Area
- The Parks, Recreation & Open Spaces Element
- Goal 1: Be a community where persons of all ages are able to partake in a fun and healthy lifestyle.

Attachments

- Exhibit 1 - Solicitation
- Exhibit 2 - Bid Tabulation
- Exhibit 3 - Agreement

Prepared by: Debbie Bylica, Rec. Program Supervisor, Parks & Recreation
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