



CITY OF FORT LAUDERDALE  
City Commission Agenda Memo  
REGULAR MEETING

#17-1361

11-7-17  
PUR-9  
REVISED  
CAM

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

**FROM:** Lee R. Feldman, ICMA-CM, City Manager *L.R. Feldman*

**DATE:** November 7, 2017

**TITLE:** **REVISED PUR-9** - Motion to Approve Contract for Purchase of Holiday Displays – South Florida Lighting Team, LLC d/b/a Miami Christmas Lights - \$150,120

**Recommendation**

It is recommended that the City Commission approve a one-year contract, in substantially the form attached, with South Florida Lighting Team, LLC d/b/a Miami Christmas Lights for the purchase of holiday displays for \$150,120; and authorize the City Manager to approve three one-year renewal options contingent upon approval and appropriation of funds.

**Background**

Light Up Sistrunk is an annual effort 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 redevelopment efforts during a key season for retail activity. The highlight of this effort is an annual lighting ceremony that is the official commencement of Light Up Sistrunk and is identified by the same name. This free event features entertainment by local community talent and choirs, a children's village and play area, teen zone, Carter Park kids aftercare program, 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.

A Request for Proposals (RFP) was issued seeking 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 Community Redevelopment Agency (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:

- a. Lincoln Park located at 600 NW 19 Avenue: one non-illuminated display.
- b. Peter Feldman Park located at the 310 East Sistrunk Boulevard

- (NE 6th Street): one illuminated display.
- c. Provident Park located at 1412 West Sistrunk Boulevard (NW 6th Street): one non-illuminated display.
  - d. Sistrunk Park located at 200 West Sistrunk Boulevard (NW 6th Street): one non-illuminated display.

Additionally, interested firms were 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 six buildings, 147 gold lamp poles, 39 grey lamp poles, and two medians. The RFP stipulated that the decorations shall be installed by November 8, 2017 and remain up through January 8, 2018. The RFP also required that the selected contractor maintain the lights and displays and participate in the annual Light Up Sistrunk holiday lighting ceremony.

Consistency with the NPF CRA Community Redevelopment Plan: The NPF CRA Plan allows for the funding of art, public art, events, and other place-making activities at public venues as part of the overall quality of life programming designed to attract residents and businesses to locate to the CRA district. The 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

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The background of the solicitation process includes the following:

- September 27, 2017 – RFP 12058-582 was issued for holiday displays.
- October 3, 2017 – A pre-proposal meeting was held with four vendors in attendance.
- October 17, 2017 – The RFP closed with a single proposal from South Florida Lighting Team, LLC d/b/a Miami Christmas Lights. Purchasing staff contacted the other three vendors to inquire as to the reason they did not submit a proposal. All three vendors stated they did not have sufficient time to construct and install decorations for this holiday season. Miami Christmas Lights offered three options with a different selection of decorations for each option, ranging in cost from \$139,620 to \$157,620.
- October 25, 2017 – A request for a Best and Final Offer was issued to Miami Christmas Lights, based on a different menu of decorations offered.
- October 30, 2017 – Miami Christmas Lights submitted their Best and Final Offer at a final cost of \$150,120. Miami Christmas Lights has met all of the

specifications and has been deemed the single responsive and responsible proposer.

**Resource Impact**

Funds for this purchase in the amount of \$150,120 are available in the FY 2018 Budget in the accounts listed below:

Funds available as of October 31, 2017					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUBOBJECT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	PAYMENT AMOUNT
106-CRA060605-3299	NFP Redevelopment	Other Operating Expenses / Services & Materials	\$1,421,173	\$1,341,242	\$90,000
001-PKR033401-3199	Community Events	Services / Materials Other Professional Services	\$801,747	\$753,213	\$60,120
<b>PURCHASE TOTAL ►</b>					<b>\$150,120</b>

**Strategic Connections**

This item is a *Commission Annual Action Plan* priority, included within 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 2018* 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, leveraging our airports, ports and rail connections.
- 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 Prosperous*.

**Attachments**

- Exhibit 1 – Solicitation
- Exhibit 2 – Tabulation
- Exhibit 3 – Miami Christmas Lights Proposal
- Exhibit 4 – Best and Final Offer
- Exhibit 5 - Agreement

Prepared by: Thomasina Turner-Diggs, Community Redevelopment Agency  
AnnDebra Diaz, Finance  
Linda Blanco, Finance

Department Directors: D'Wayne Spence, Community Redevelopment Agency  
Kirk Buffington, Finance

