

RFP NO. 625-11017  
HOLIDAY LIGHTS  
EVALUATION COMMITTEE MEETING 2 (FINAL)  
August 15, 2012

| PROPOSER                   | RANK | AVERAGE POINTS | TOTAL POINTS | PROPOSED PRICE |
|----------------------------|------|----------------|--------------|----------------|
| Brandano Displays Option C | 1    | 1.88           | 7.50         | \$132,432      |
| Miami Christmas Lights     | 2    | 2.00           | 8.00         | \$95,400       |
| Holiday Lighting Designs   | 3    | 2.58           | 10.30        | \$125,525      |
| Brandano Displays Option B | 4    | 2.98           | 11.50        | \$139,967      |
| Brandano Displays Option A | 5    | 3.03           | 12.10        | \$153,918      |

| PROPOSING FIRM                        | Ina Lee   |         |                |  |         |                |   |         |                |   | Scott Sundermeier |                |               |         |                |   |         |                |  |         | Tony Abbate    |   |         |                |   |         |                |               |         |                | Total Points Awarded | Average Points Awarded | Total Combined Points |               |         |                |               |         |                |   |      |     |   |      |     |   |      |      |      |       |      |      |      |
|---------------------------------------|---|---------|----------------|--|---------|----------------|---|---------|----------------|---|-------------------|----------------|---------------|---------|----------------|---|---------|----------------|--|---------|----------------|---|---------|----------------|---|---------|----------------|---------------|---------|----------------|----------------------|------------------------|-----------------------|---------------|---------|----------------|---------------|---------|----------------|---|------|-----|---|------|-----|---|------|------|------|-------|------|------|------|
|                                       | Experience, qualifications and past performance of the proposing firm including persons proposed for the project, equipment and resources |         |                | Proposed holiday lighting design concept and its relationship to the beach environment |         |                | Understanding of the overall needs of the City as presented in Cover letter of interest |         |                | Licenses, Certifications, Insurance, Financial capability |                   |                | Cost          |         |                | Experience, qualifications and past performance of the proposing firm including persons proposed for the project, equipment and resources |         |                | Proposed holiday lighting design concept and its relationship to the beach environment |         |                | Understanding of the overall needs of the City as presented in Cover letter of interest |         |                | Licenses, Certifications, Insurance, Financial capability |         |                | Cost          |         |                |                      |                        |                       |               |         |                |               |         |                |   |      |     |   |      |     |   |      |      |      |       |      |      |      |
|                                       | Weight Factor   | Ranking | Point Subtotal | Weight Factor  | Ranking | Point Subtotal | Weight Factor   | Ranking | Point Subtotal | Weight Factor   | Ranking           | Point Subtotal | Weight Factor | Ranking | Point Subtotal | Weight Factor   | Ranking | Point Subtotal | Weight Factor  | Ranking | Point Subtotal | Weight Factor   | Ranking | Point Subtotal | Weight Factor   | Ranking | Point Subtotal | Weight Factor | Ranking | Point Subtotal |                      |                        |                       | Weight Factor | Ranking | Point Subtotal | Weight Factor | Ranking | Point Subtotal |   |      |     |   |      |     |   |      |      |      |       |      |      |      |
| Miami Christmas Lights                | 0.2   | 2       | 0.40           | 0.2  | 2       | 0.40           | 0.1   | 2       | 0.20           | 0.1   | 2                 | 0.20           | 0.4           | 1       | 0.40           | 1.60  | 0.2     | 3              | 0.60   | 0.2     | 2              | 0.40  | 0.1     | 2              | 0.20  | 0.1     | 2              | 0.20          | 0.1     | 2              | 0.20                 | 0.4                    | 1                     | 0.40          | 1.40    | 0.2            | 3             | 0.60    | 0.2            | 2 | 0.40 | 0.1 | 2 | 0.20 | 0.1 | 1 | 0.10 | 0.4  | 1    | 0.40  | 1.70 | 2.00 | 8.00 |
| Holiday Lighting Designs              | 0.2   | 3       | 0.60           | 0.2  | 3       | 0.60           | 0.1   | 3       | 0.30           | 0.1   | 3                 | 0.30           | 0.4           | 2       | 0.80           | 2.60  | 0.2     | 2              | 0.40   | 0.2     | 5              | 1.00  | 0.1     | 3              | 0.30  | 0.1     | 3              | 0.30          | 0.4     | 2              | 0.80                 | 2.80                   | 0.2                   | 2             | 0.40    | 0.2            | 3             | 0.60    | 0.1            | 3 | 0.30 | 0.1 | 3 | 0.30 | 0.4 | 2 | 0.80 | 2.40 | 2.58 | 10.30 |      |      |      |
| Brandano Option A (Caribbean Holiday) | 0.2   | 1       | 0.20           | 0.2  | 1       | 0.20           | 0.1   | 1       | 0.10           | 0.1   | 1                 | 0.10           | 0.4           | 5       | 2.00           | 2.60  | 0.2     | 1              | 0.20   | 0.2     | 3              | 0.60  | 0.1     | 1              | 0.10  | 0.1     | 1              | 0.10          | 0.4     | 5              | 2.00                 | 3.00                   | 0.2                   | 1             | 0.20    | 0.2            | 1             | 0.20    | 0.1            | 1 | 0.10 | 0.1 | 1 | 0.10 | 0.4 | 5 | 2.00 | 2.60 | 3.03 | 12.10 |      |      |      |
| Brandano Option B (South Florida)     | 0.2   | 1       | 0.20           | 0.2  | 3       | 0.60           | 0.1   | 1       | 0.10           | 0.1   | 1                 | 0.10           | 0.4           | 4       | 1.60           | 2.60  | 0.2     | 1              | 0.20   | 0.2     | 4              | 0.80  | 0.1     | 1              | 0.10  | 0.1     | 1              | 0.10          | 0.4     | 4              | 1.60                 | 2.80                   | 0.2                   | 1             | 0.20    | 0.2            | 4             | 0.80    | 0.1            | 1 | 0.10 | 0.1 | 1 | 0.10 | 0.4 | 4 | 1.60 | 2.80 | 2.98 | 11.90 |      |      |      |
| Brandano Option C (Broward Beach)     | 0.2   | 1       | 0.20           | 0.2  | 1       | 0.20           | 0.1   | 1       | 0.10           | 0.1   | 1                 | 0.10           | 0.4           | 3       | 1.20           | 1.80  | 0.2     | 1              | 0.20   | 0.2     | 1              | 0.20  | 0.1     | 1              | 0.10  | 0.1     | 1              | 0.10          | 0.4     | 3              | 1.20                 | 1.80                   | 0.2                   | 1             | 0.20    | 0.2            | 1             | 0.20    | 0.1            | 1 | 0.10 | 0.1 | 2 | 0.20 | 0.4 | 3 | 1.20 | 1.90 | 1.88 | 7.50  |      |      |      |

| PROPOSING FIRM                        | Ken   |         |                |  |         |                |   |         |                |   | Marco   |                |               |         |                |   |         |                |  |         | Total Points Awarded | Average Points Awarded | Total Combined Points |   |               |         |   |               |         |                |               |         |                |               |         |                |               |         |                |      |      |      |      |
|---------------------------------------|---|---------|----------------|--|---------|----------------|---|---------|----------------|---|---------|----------------|---------------|---------|----------------|---|---------|----------------|--|---------|----------------------|------------------------|-----------------------|---|---------------|---------|---|---------------|---------|----------------|---------------|---------|----------------|---------------|---------|----------------|---------------|---------|----------------|------|------|------|------|
|                                       | Experience, qualifications and past performance of the proposing firm including persons proposed for the project, equipment and resources |         |                | Proposed holiday lighting design concept and its relationship to the beach environment |         |                | Understanding of the overall needs of the City as presented in Cover letter of interest |         |                | Licenses, Certifications, Insurance, Financial capability |         |                | Cost          |         |                | Experience, qualifications and past performance of the proposing firm including persons proposed for the project, equipment and resources |         |                | Proposed holiday lighting design concept and its relationship to the beach environment |         |                      |                        |                       | Understanding of the overall needs of the City as presented in Cover letter of interest |               |         | Licenses, Certifications, Insurance, Financial capability |               |         | Cost           |               |         |                |               |         |                |               |         |                |      |      |      |      |
|                                       | Weight Factor   | Ranking | Point Subtotal | Weight Factor  | Ranking | Point Subtotal | Weight Factor   | Ranking | Point Subtotal | Weight Factor   | Ranking | Point Subtotal | Weight Factor | Ranking | Point Subtotal | Weight Factor   | Ranking | Point Subtotal | Weight Factor  | Ranking |                      |                        |                       | Point Subtotal  | Weight Factor | Ranking | Point Subtotal  | Weight Factor | Ranking | Point Subtotal | Weight Factor | Ranking | Point Subtotal | Weight Factor | Ranking | Point Subtotal | Weight Factor | Ranking | Point Subtotal |      |      |      |      |
| Miami Christmas Lights                | 0.2   | 4       | 0.80           | 0.2  | 4       | 0.80           | 0.1   | 5       | 0.50           | 0.1   | 4       | 0.40           | 0.4           | 1       | 0.40           | 2.90  | 0.2     |                | 0.00   | 0.2     |                      | 0.00                   | 0.1                   |   | 0.00          | 0.1     |   | 0.00          | 0.4     |                | 0.00          | 0.4     |                | 0.00          | 0.00    | 0.00           | 0.00          | 0.00    | 0.00           | 0.00 | 0.00 | 0.00 |      |
| Holiday Lighting Designs              | 0.2   | 1       | 0.20           | 0.2  | 3       | 0.60           | 0.1   | 4       | 0.40           | 0.1   | 5       | 0.50           | 0.4           | 2       | 0.80           | 2.50  | 0.2     |                | 0.00   | 0.2     |                      | 0.00                   | 0.1                   |   | 0.00          | 0.1     |   | 0.00          | 0.4     |                | 0.00          | 0.4     |                | 0.00          | 0.00    | 0.00           | 0.00          | 0.00    | 0.00           | 0.00 | 0.00 | 0.00 | 0.00 |
| Brandano Option A (Caribbean Holiday) | 0.2   | 4       | 0.80           | 0.2  | 2       | 0.40           | 0.1   | 5       | 0.50           | 0.1   | 2       | 0.20           | 0.4           | 5       | 2.00           | 3.90  | 0.2     |                | 0.00   | 0.2     |                      | 0.00                   | 0.1                   |   | 0.00          | 0.1     |   | 0.00          | 0.4     |                | 0.00          | 0.4     |                | 0.00          | 0.00    | 0.00           | 0.00          | 0.00    | 0.00           | 0.00 | 0.00 | 0.00 | 0.00 |
| Brandano Option B (South Florida)     | 0.2   | 4       | 0.80           | 0.2  | 3       | 0.60           | 0.1   | 5       | 0.50           | 0.1   | 2       | 0.20           | 0.4           | 4       | 1.60           | 3.70  | 0.2     |                | 0.00   | 0.2     |                      | 0.00                   | 0.1                   |   | 0.00          | 0.1     |   | 0.00          | 0.4     |                | 0.00          | 0.4     |                | 0.00          | 0.00    | 0.00           | 0.00          | 0.00    | 0.00           | 0.00 | 0.00 | 0.00 | 0.00 |
| Brandano Option C (Broward Beach)     | 0.2   | 1       | 0.20           | 0.2  | 2       | 0.40           | 0.1   | 1       | 0.10           | 0.1   | 1       | 0.10           | 0.4           | 3       | 1.20           | 2.00  | 0.2     |                | 0.00   | 0.2     |                      | 0.00                   | 0.1                   |   | 0.00          | 0.1     |   | 0.00          | 0.4     |                | 0.00          | 0.4     |                | 0.00          | 0.00    | 0.00           | 0.00          | 0.00    | 0.00           | 0.00 | 0.00 | 0.00 | 0.00 |