



TO: CRA Chairman & Board of Commissioners
Fort Lauderdale Community Redevelopment Agency

FROM: Christopher Lagerbloom, ICMA-CM, Executive Director

DATE: October 2, 2019

TITLE: Motion Approving Funds for the Lease of Holiday Displays for the Central Beach Area – South Florida Lighting Team, LLC d/b/a Miami Christmas Lights - \$39,892– **(Commission District 2)**

Recommendation

It is recommended that the CRA Board of Commissioners approve funding in the amount of \$39,892 for the lease of holiday displays for the Central Beach Area from South Florida Lighting Team, LLC d/b/a Miami Christmas Lights (“MCL”), contingent upon approval and appropriation of funds.

Background

Request for Proposals (“RFP”) was issued for lease of a holiday display and walk-through displays for the upcoming holiday season. Interested firms were asked to submit proposals for a holiday display based on prior holiday seasons “Olas the Snowman” theme; and as an add-on option, to provide prices for leasing walk-through displays for the Oceanside Park.

The total cost of leasing the displays over three years is \$239,352 at annual cost of \$79,784. The Central Beach Community Redevelopment Agency (“CRA”) and the Beach Business Improvement District (“BID”) will split the cost in the first year (\$39,892 each); and the BID will fund the cost in the second and third years as follow:

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

The major components of the proposed displays include a sand snowman outfitted with fishing gear and a wooden beach directional sign displays the back-lit illuminated “Fort

Lauderdale Beach”; as well as two oversized and walk-through ornaments branded with “Happy Holiday’s Fort Lauderdale Beach”.

The sand snowmen will be placed on a 20 foot wide X 20 foot deep X 16 inch 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 ornaments displays will be situated in a guide walkway between trees and facing the ocean.

The displays shall be installed by November 21, 2019 and removed by January 6, 2020. Installation dates and removal deadlines in years two and three will be coordinated by City Staff.

The background of the solicitation process includes the following:

- August 8, 2019 –RFP 12321-795 was issued.
- August 29, 2019 – The RFP closed with a total of four firms submitting responses, some offering multiple options, totaling ten total unique proposals. The four firms are:
 - RWS Entertainment
 - MCL
 - Unique Rabbit Studios LLC
 - Tigo Inc., d/b/a Expose Yourself
- September 13, 2019 - The selection committee consisting of Anna McDiarmid, Beach Buisness Improvement District (“BID”) Committee member, Vincent Ang, Beach Redevelopment Board member, Cija Omengebar, CRA Planner and Dan Bernett 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
Understandsding of overall needs of the City	10%
Experience, qualifications and past performance of the proposing firm, including persons proposed for the project equirment 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 Central Beach holiday display.

The displays shall be installed by November 21, 2019 and shall be removed by January 6, 2020.

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. The Plan stipulates that the implementation of the Goals and Objectives can be achieved to a lesser extent by among other things, funding family-friendly events and other activities.

Resource Impact

There will be a fiscal impact to the Central Beach CRA in the amount of \$39,892 in the account listed below.

<i>Funds available as of October 1, 2019</i>					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
106-CRA070605-3199	Central Beach CRA	Services & Materials/Other Professional Services	\$295,490	\$295,490	\$39,892
TOTAL AMOUNT ►					\$39,892

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*.

Attachments

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

Prepared by: Cija Omengebar, Beach Community Redevelopment Agency
Adam Makarevich, Finance

Department Directors: Donald Morris, Beach Community Redevelopment Agency
Linda Short, Finance