

MIAMI CHRISTMAS LIGHTS



City of Fort Lauderdale

RFP # 745-11452

TITLE: Holiday Lights

August 17, 2014



PROPOSAL

PART VIII - PROPOSAL PAGES – COST PROPOSAL

Cost to the City: Contractor must quote firm, fixed, annual rate for all services identified in this request for proposal. This firm fixed annual rate includes any costs for travel to the City. No other costs will be accepted. This firm fixed annual rate will be the same for the initial contract period.

Failure to use the City's COST PROPOSAL Page and provide costs as requested in this RFP, may deem your proposal non-responsive.

TOTAL ANNUAL FIRM FIXED FEE (INITIAL CONTRACT PERIOD) \$\$244,080.00/ANNUALLY

Miami Christmas Lights payment terms are as follows:

- 30% due when surfboard and sandcastle custom décor is fabricated with sample pictures provided
- 70% due when décor installation is completed

PROPOSAL – MELE KALIKIMAKA BEACH



Project Description

“MeleKalikimaka Beach”, the theme for the City of Fort Lauderdale’s 2014 Holiday display is a fun in the sun, whimsical, community focused Holiday display. Not only will it boost the City of Fort Lauderdale’s traditional Holiday light display, but bring the community together with its creation. Most importantly, it will attract the attention of locals, out of state tourists and international visitors while creating an identity for the City of Fort Lauderdale.

The foundation of MeleKalikimaka Beach creates an engaging, awe-inspiring Holiday environment for the community. Residents and visitors viewing the MeleKalikimaka Beach display with its iconic sandcastle center piece with accompanying décor along A1A and Las Olas Boulevard will be drawn in to a beach inspired Holiday wonderland unmatched by surrounding municipalities. By utilizing, community school children, local businesses and members of the Fort Lauderdale local government to help design banner artwork, the display will provide the members of the Fort Lauderdale community a unique sense of comradery. Tourists will be welcomed to the City with an unforgettable Holiday memory that represents the City's beach inspired lifestyle.

The banners and surfboards will be visible during both day and night creating a constant Holiday atmosphere on the beach front. At night, the banners will be illuminated by Warm White LED lighting within the frame of a surf board portraying a fun in the sun, Holiday combination. The display will be immaculate and festive during both the daytime and evening.

Miami Christmas Lights will use its previous experience working with local schools and artists to manage the development of the artwork for the banners. Depending on the City's preference, Miami Christmas Lights can work with local schools, artists, charitable organizations, businesses and participating municipal leaders to create the art work. Each piece of art, will be uniquely designed and have a small section at the bottom where the creator will receive recognition for their artwork. Miami Christmas Lights will print and install the custom banners, handling the entire project for the City.

Miami Christmas Lights has created an Iconic display for the Las Olas Portal area including a one-of-a-kind sandcastle decorated with traditional wreaths, Warm White 5MM LED mini lights and a Holiday flag. The castle is complimented by two lobster playing cards in the sun, sand pale with shovel and an elf buried in the sand. On the north side of the Sandcastle, a holiday tree will be displayed decorated with various seashells and a starfish topper. In the background, six Medjool palm trees will be decorated with coastal inspired sand colored lights on the trunk and fronds with a white burst coordinating it with the MeleKalikimaka Beach theme.

MeleKalikimaka Beach will create a unique unmistakable Holiday identity for the City of Fort Lauderdale. Families will come to visit the beach inspired Holiday display for years to come, creating a tradition for residents and visitors alike. The theme is non-denominational in nature and draws inspiration from the beach and local community highlighting Fort Lauderdale's traditions during the Holidays. Miami Christmas Lights is excited to work closely with the City to bring this magical display to life and create a Holiday tradition for years to come.

AREA 1-Las Olas Blvd

Custom made surfboard banner enhancers with locally inspired banner artwork will be attached to the 25' dark metal poles along Las Olas.

The Artwork for the banner is created by the local community



10' Decorative lamp post along both sides of Las Olas Blvd will be decorated with a 4' illuminated surfboard silhouette with interior banner.



Area 2-Along A1A-12' lamp posts on both sides of the roadway

A1A east side (beach)-12' lamp posts with dual fixtures on top will be decorated with a 4' illuminated surfboard silhouette with interior banner.

A1A-West side of roadway-
25' Cement lamp posts

Custom made surfboard banner enhancers with locally inspired banner artwork will be attached to the 25' cement light poles along A1A.

The Artwork for the banner is created by the local community

AREA3- Las Olas Portal at the corner of A1A and Las Olas Blvd



Area Description-In the center of the display will be a 15' X 15' spectacular illuminated sandcastle with a "Fort Lauderdale Beach" flag swaying in the breeze on top. The walls, arches and castle tops will all be outlined in Warm White mini LED lighting. The walls will be adorned with traditional wreaths including red bows placed on all sides. Various figurines depict Holiday fun in the sun activities; such as two vacationing lobsters. On the opposite front side of the sandcastle, an elf playfully buried in the sand, wearing sun glasses while basking himself in the fabulous Fort Lauderdale beach sunshine. On the far side of the sandcastle, is a traditional Holiday tree trimmed with sea shells and topped with a starfish. Surrounding the sandcastle display will be a white picket fence to protect the display from the general public.

Encasing the entire display, there are 3-20' Medjool Palm trees on each side. They will be wrapped with golden brown 5MM LED mini lights with a burst of white lights at the top of the tree and the fronds will be lined again with golden brown mini lights.

Miami Christmas Lights
1330 West Ave - Suite 2012
Miami Beach, FL 33139

Ph: 305.432.2225
info@miamichristmaslights.com
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Customer Information	Proposal Information
City of Fort Lauderdale James Hemphill Las Olas & A1A Fort Lauderdale, FL 33301 Ph: 954-828-5143 Em: jhemphill@fortlauderdale.gov Budget: \$0.00	Estimate #: 14 - 309 Proposal Date: 08/05/2014 Decision Date: 08/25/2014 Desired Install Date: 11/21/2014 Desired Removal Date: 02/25/2015 Contract Expire Date: 2016 Deposit Method: Check

Item	Qty	Price	Total
- Las Olas Blvd Area	1	\$0.00	\$0.00
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- For the 10' lamp posts along Las Olas Blvd, 4' frame shaped like a surfboard outlined in WW C7s and with brackets attached to the lamp post. Banners- 2'- 3' tall attached with in the surfboard structure. The banners are customized to a saying or expression of happy holidays by the community	12	\$1,100.00	\$13,200.00
- For the 25' lamp posts along the North and South Sides of Las Olas Blvd 7' frame shaped like a surfboard outlined in WW C7s and with brackets attached 10' up on the lamp post. Banners-3' wide and 4' tall attached with in the surfboard structure. The banners are customized to a saying or expression of happy holidays by the community	15	\$1,500.00	\$22,500.00
- 12' double lamp posts along Rt A1A on the east side of the road, on the beach	1	\$0.00	\$0.00
- For the 101 lamp posts on the east side of A1A, 4' frame shaped like a surfboard outlined in WW C7s and with brackets attached to the lamp post. Banners- 2'- 3' tall attached with in the surfboard structure. The banners are customized to a saying or expression of happy holidays by the community	101	\$1,100.00	\$111,100.00
- For the 73 25' Concrete Poles along Rt A1A on the west side of the road 7' frame shaped like a surfboard outlined in WW C7s and with brackets attached 10' up on the lamp post. (10 poles owned by FPL Near 9th St are not to be decorated as per Scott Sundermier) Banners- 4' tall attached with in the surfboard structure. The banners are customized to a saying or expression of happy holidays by the community, rotating with concrete poles with banner only	65	\$1,500.00	\$97,500.00
- Iconic Holiday Display at the portal of Las Olas at the corner of A1A and Las Olas Blvd, on the Beach	1	\$0.00	\$0.00
- The Holiday Sandcastle on Fort Lauderdale Beach Sandcastle Structure 15' x 15' C7s around the structure Figurines	1	\$50,000.00	\$50,000.00
- 6-20' Medjools/ 3 on each side of the Sandcastle structure Wrap with Golden Brown 5MM LED Mini lights	6	\$300.00	\$1,800.00
Wrap top 12" of palm with intense Warm White LED "crown" of lights. Maximum of 10 strings of lights will be used per tree. - For the 6-20' Medjools/ 3 on each side of the Sandcastle structure	6	\$200.00	\$1,200.00
- For the 6-20' Medjools/ 3 on each side of the Sandcastle structure 11 frond package with Golden Brown color	6	\$300.00	\$1,800.00
- Platform for the sandcastle display 48' high	1	\$5,000.00	\$5,000.00
- Illuminate the "Fort Lauderdale Beach" test on the sandcastle.	1	\$1,000.00	\$1,000.00
		Sub Total	\$305,100.00
		20% Discount for a 3 year agreement - Discount	\$61,020.00
		Grand Total	\$244,080.00
		DEPOSIT AMOUNT DUE	\$122,040.00

Prices include all materials, which are supplied by Miami Christmas Lights and remain the property of Miami Christmas Lights, installation, maintenance, and removal. Customer is only responsible to supply adequate power sources.

Notes

Power

Outlet Location: By every tree and on every Lamp post
Circuit Breaker Location: TBD
Integrated Timers: No Timer Hours: N/A
Other Notes: TBD

Insurance

Miami Christmas Lights carries \$3,000,000/\$4,000,000 commercial liability and \$1,000,000 workers compensation insurance. For copies of either policy, please ask your sales representative.

Happy Holidays

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miamichristmaslights.com

305-432-2225