



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
CRA BOARD MEETING

#19-0947

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

FROM: Chris Lagerbloom, ICMA-CM, Executive Director

DATE: October 2, 2019

TITLE: Motion Approving Funding for the Purchase of Holiday Lights and
Decorative Services (Central Beach) – Light Er Up LLC – \$27,703 -
(Commission District 2)

Recommendation

It is recommended that the CRA Board of Commissioners approve funding for the purchase of holiday lights and decorative services for the Central Beach area with Light Er Up LLC. in the amount of \$27,703, contingent upon approval and appropriation of funds.

Background

On July 23, 2019, the City's Procurement Services Division issued Invitation to Bid No. 12312-793, see Exhibit 1. Four bids were received on August 6, 2019, and the bids were reviewed for compliance with the solicitation specifications. The bid submitted by Light Er Up LLC was deemed the lowest cost, responsive, and responsible bid and is recommended for award, see Exhibit 2.

This contract is for the purchase of holiday lights and decorative services. Decorative services include installation, maintenance, removal and storage services of the holiday lights. Holiday lights will wrap the roughly 107 City-owned light poles on the east side of State Road A1A, 6 Medjool palm trees in the Las Olas Boulevard Portal (The Hub), 56 Medjool palm trees located within the new Oceanside Park and on the north side of Las Olas Boulevard, and 93 Coconut palm trees also located within the new Oceanside Park. The City will own the lights and the contractor will install, maintain and store them during the off season for the duration of the approved contract. The total cost of the holiday lights and the services is \$55,406 in the first year, which will be split with the Beach Business Improvement District (BID) (\$27,703 each). In the second and third years, the BID will fund the total cost.

The first year includes initial purchase of 300 blue lights and 1,350 white lights for \$29,331, with an additional \$26,075 for decorative services which includes set-up, installation, maintenance, removal and storage of the holiday lights. In the second and third years the contractor will provide the aforementioned decorative services for \$26,075 each year.

The contract will be funded by the Central Beach CRA and the BID in Year 1, and solely by the BID for the remaining total annual cost as follows:

Agency	FY	Payment
Central Beach CRA	FY20 (Year 1)	\$27,703
BID	FY20 (Year 1)	\$27,703
BID	FY21 (Year 2)	\$26,075
BID	FY22 (Year 3)	\$26,075
TOTAL:		\$107,556

The lights will be installed by November 21, 2019 and remain up through to January 10, 2020.

The holiday lights comply with the Beach Community Redevelopment Plan ("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 lights will also create and enhance a positive, visual and physical image of the Central Beach. The Plan also stipulates that the implementation of the Goals and Objectives can be achieved by among other things, funding family-friendly events and activities.

Resource Impact

There will be a fiscal impact to the Central Beach CRA in the amount of \$27,703 in the account listed below.

Funds available as of October 1, 2019					
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	\$27,703
TOTAL AMOUNT ►					\$27,703

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 – Holiday Lights and Decorative Services (Central Beach) Solicitation
Exhibit 2 – Bid Tabulation

Prepared by: Cija Omengebar, FRA-RP, CRA Planner

Department Director: Donald Morris, AICP, Beach CRA Manager