



## THE CITY OF KEY WEST

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# EXECUTIVE SUMMARY

**TO:** Community Redevelopment Agency

**FROM:** Key West Bight Management District Board  
Karen Olson, Deputy Director Port & Marine Services

**DATE:** September 25, 2019

**SUBJECT:** Holiday Lighting Contract – Additional Displays

### ACTION STATEMENT:

Approving additional displays to Brandano Displays, Inc. Holiday Lighting Contract in the amount not to exceed \$17,881.

### BACKGROUND:

The Bight before Christmas is an annual event nationally advertised by the Tourist Development Council (TDC) drawing visitors from across the country. Each year Key West Historic Seaport staff and tenants had made a combined effort to provide holiday lighting and decorations in support of this important event.

Brandano Displays, Inc. was awarded a three-year contract through Resolution #18-216. The first-year award amount was \$59,827 with adjustments for CPI starting the second year along with the Bight Boards ability to add and/or deduct from previous years display in accordance with the CRA's final approved budget or approved budget amendment.

At their September 18, 2019 meeting, the Key West Bight Management District Board approved this item in the amount of \$15,381 plus an additional \$2,500 to use at the Seaports discretion for a total not to exceed \$17,881.

### PURPOSE & JUSTIFICATION:

At the August 2019 Key West Bight Management District Board meeting staff was directed to negotiate additional lighting displays pursuant to the Holiday Lighting contract. Staff has compiled a list of nine proposed contract additions as follows:

Item	Scene Location	Title	Cost
1	To Be Determined	Kissing Fish on the Reef	\$1,042
2	Lazy Way Lane	Penelope the Princess Clam	\$3,818

*Key to the Caribbean – Average yearly temperature 77° F.*

EXECUTIVE SUMMARY

3	Main Parking Lot Entrance	Conch Snails	\$2,300
4	Williams Street at service road	Animated Dripping lights on Mahogany	\$1,750
5	Margaret St RPZ at service road	Pirate at the Wheel	\$793
6	Margaret St RPZ at service road	Treasure Chest	\$845
7	Margaret and Caroline Streets	Coconut Palms	\$832
8	201 William, wall mount above ramp	Leaping Dolphin (Animated)	\$2,250
9	Greene Street behind sidewalk	Animated Dripping lights on Mahogany	\$1,750
			<b>\$15,381</b>

**FINANCIAL IMPACT:**

The Seaport budgeted for this additional work in account 405-7504-575-4800 Promotional Expenses.

**RECOMMENDATION:**

Key West Bight Management District Board recommends approving additional displays with discretionary funds to Brandano Displays, Inc. Holiday Lighting Contract in the amount not to exceed \$17,881.