



MEMORANDUM

Date: August 8, 2024

To: Community Redevelopment Agency

Via: Todd Stoughton, Interim City Manager

From: Karen Olson, Deputy Director Port & Marine Services

Subject: 24-6099 Awarding RFP #24-007 Holiday Lighting – Key West Historic Seaport

Introduction

Resolution approving the highest ranked respondent, Brandano Displays, Inc., for RFP #24-007 Holiday Lighting – Key West Historic Seaport and authorizing the City Manager to execute a five (5) year contract, subject to City Attorney review. Also authorizing the necessary budget transfer. The first-year award amount is in the negotiated amount of \$137,837.96 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.

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 made a combined effort to provide holiday lighting and decorations in support of this important event.

In 2014 the Seaport began utilizing a professional holiday lighting company to provide this service to reduce staff's involvement with the installation, maintenance and removal. Brandano Displays, Inc. has been contracted since 2018 to provide professional holiday lighting services to the Key West Historic Seaport. Seaport staff have negotiated pricing with Brandano Displays, Inc., ensuring the same level of holiday lighting and display coverage that visitors and locals alike have come to expect.

RFP #24-007 Holiday Lighting – Key West Historic Seaport was publicly advertised, and proposals received by four responsive vendors on June 5, 2024. City staff independently ranked the Vendors based on the following criteria:

- Specialized experience in the type of work to be performed, preferably including work in a city of similar size and geographic location
- Creativity/ quality of proposed design
- Quality of proposed approach/work plan
- Availability and capability to perform the services described in this RFP on a yearly basis
- Price
- References

SELECTION CRITERIA	POINTS ALLOWED	Brandano Displays					Brite Nites					Coastal Christmas					Universal Concepts				
		1	2	3	4		1	2	3	4		1	2	3	4		1	2	3	4	
Experience	25	25	25	25	25	0	20	25	15	10	0	15	20	10	3	0	25	25	20	21	0
Creativity	20	20	20	20	18	0	15	17	10	5	0	10	10	5	2	0	15	20	20	18	0
Approach	15	15	15	10	15	0	10	10	5	3	0	15	10	10	1	0	10	13	0	7	0
Availability	15	10	15	15	14	0	10	15	10	7	0	10	10	5	2	0	10	10	10	7	0
Price	15	5	10	5	5	0	15	15	5	12	0	5	5	10	12	0	5	12	5	15	0
References	10	10	10	10	10		10	10	10	10		10	10	10	10		10	10	10	10	
Total Score (Individual)	100	85	95	85	87	0	80	92	55	47	0	65	65	50	30	0	75	90	65	78	0
Total Group	400	352					274					210					308				
Final Scoring	100	88					68.5					52.5					77				
		Brandano Displays					Brite Nites					Coastal Christmas					Universal Concepts				

The Key West Bight Management District Board approved this item at their July 10, 2024, meeting through Resolution KWB #24-19.

Procurement

The Seaport budgets for this project annually in account 405-7504-575-4800 Promotional Expenses.

Recommendation

The City Manager’s Office and the Key West Bight Management District Board recommends the Community Redevelopment Agency approve the highest ranked respondent, Brandano Displays, Inc., for RFP #24-007 Holiday Lighting – Key West Historic Seaport and authorizing the City Manager to execute a five (5) year contract, subject to City Attorney review and authorizing any necessary budget transfer. The first-year award is in the negotiated amount of \$137,837.96 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.