

Presented By

Brandano Displays, Inc.

Proposal For Holiday Lighting

RFP #005-18

Holiday Lighting

Key West Historic Seaport

Attention: Office Of The Clerk

1300 White Street

Key West, FL 33040

Presented By Brandano Displays, Inc.

1473 Banks Road

Margate, FL 33063

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Brandano Displays, Inc.

Key West Historic Seaport



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Brandano Displays, Inc.

Founded in 1976, Brandano Displays, Inc. is a full service decorating company specializing in providing illuminated Christmas décor for cities, towns, shopping centers, festivals, enclosed malls and commercial complexes. Brandano Displays, Inc. has produced exciting Holiday displays for over 2,000 clients nationally.

As manufacturers, we produce the highest quality decorations and displays while providing competitive prices. All clients are provided with design and marketing services as well as installation assistance. Professional installation and maintenance services are available to all our customers.

Our client list includes the country's most popular Down towns, Shopping Centers, Attractions and Corporate parks. Each holiday season millions of people are enjoying our lighting and designs.

Whether a project is large or small, we always welcome the opportunity to present our company, our products and our services.



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EXECUTIVE SUMMARY

RE: Cover Letter/Executive Summary
RFP # 005-18
Holiday Lighting Key West Historic Seaport

Dear Karen:

I would like to thank you and the management of The Key West Historic Seaport for providing Brandano Displays Inc. the opportunity to respond to your RFP # 005-18 Holiday Lighting Key West Historic Seaport. The purpose of this letter is to provide you with a documentation of capabilities of our company and an Executive Summary.

A Special Note

We have a team of installers that live in Key West that will be working on your project exclusively. These Installers represent over 15 years of experience installing and maintaining Lighted Commercial Christmas Décor.

Brandano Displays Inc. has been providing Holiday décor and related services to South Florida since 1992. Our manufacturing capability and close proximity to the metropolitan area has provided our customers with high profile traffic generating “state of the art” displays and lighting techniques at a fraction of the prevailing market cost.

Our daily maintenance schedule, hands-on management approach by principals and professional execution at installation has provided our customers a virtual problem free experience managing Decor over the years.

Company Overview and Capabilities

Founded in 1976, Brandano Displays, Inc. is a full service decorating company specializing in providing high profile traffic generating illuminated Christmas décor for cities, towns, shopping centers, festivals, enclosed malls and commercial complexes. Brandano Displays, Inc. has produced exciting Holiday displays for over 3,000 clients nationally.

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EXECUTIVE SUMMARY (Continued)

As manufacturers, we produce the highest quality decorations and displays while providing competitive prices. All clients are provided with design and marketing services as well as installation assistance. Professional installation and maintenance services are available to all our customers.

Brandano Displays Inc for over 30 years has set the bar for the highest industry standards in regard to designs, manufacturing standards, service and continued product reliability. Our unprecedented rate of customer retention is a result of this great service and attention to detail. Brandano Displays Inc currently retains copyrights to over 600 designs and retains the nation's largest Holiday Décor rental inventory valued at over \$8,000,000.

The principals at Brandano Displays Inc have been actively involved in our communities and understand first hand our customer's goals and objectives. We have been servicing Business Improvement Districts, Downtown Development Authorities and Community Redevelopment Agencies for 30 years and understand that our products have to create traffic and contribute to the economic impact goals of the investments to district.

We maintain corporate offices and 10,000 sq ft of warehousing and manufacturing space in Margate, FL. We also have 30,000 sq ft in Syracuse, NY. Our Syracuse distribution center services our customers in the northeast and the Midwest to meet our northern regional needs.

Several current full service traffic generating projects in your direct market area include The City of South Miami, The City of Lauderdale By The Sea, The Riverwalk Trust, The City of Deerfield Beach, Zoo Miami, The Galleria Mall, Main Street @ Miami Lakes, The City of Boca Raton, Hialeah Gardens, Fantasy of Lights at Tradewinds Park and The City of Delray Beach.

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EXECUTIVE SUMMARY (Continued)

High profile national accounts include Graceland, Bronx Zoo, Lincoln Park Zoo in Chicago, City of Milwaukee, Trump Towers in New York, City of Tempe in Arizona, San Diego Zoo, Kellogg World Headquarters in Battle Creek, Moody Gardens in Galveston and The Grand Geneva resort in Wisconsin.

Please feel free to contact me anytime with questions at (800) 777- 6903 or on my cell at (954) 461-6598. E mail patbrandano@brandano.com.

Best Regards,

Patrick J. Brandano
Brandano Displays, Inc.
C:954-461-6598
A:1473 Banks Road
Margate, FL 33063
W: www.BrandanoSF.com

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EXPERIENCE AND QUALIFICATIONS

RE: Experience and Qualifications
RFP # 005-18
Holiday Lighting Key West Historic Seaport

a) Project Manager and Manufacturing Manager

Patrick J. Brandano

Position: Partner, Executive Vice President

Education: AS Mohawk Valley Community College

Experience: Over 30 years experience in designing, manufacturing, installing and selling holiday lights.

Years with Company: 35+ Years

Andrea Brandano

Position: South Florida Operations and Service Manager

Education: AS Herkimer County Community College

Experience: Manufacturing, Installing and Maintaining Holiday Decorations

Years with Company: 10+ Years

b) Patrick Brandano has been designing, manufacturing and installing holiday lighting projects with budgets in excess of \$200,000 for over 30 years. Our manufacturing capabilities with disciplines in forming steel, electrical, wood and fabric provide our local customers with the convenience of a national company in their backyard.

Other similar sized local projects include The City of Deerfield Beach, the City of Delray Beach, and the City of South Miami.

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EXPERIENCE AND QUALIFICATIONS

- c) Andrea Brandano has been supervising Holiday décor installation and maintenance for 10 years and brings excitement, youth and professionalism to each project providing customers a direct service contact available 24/7 throughout the entire season.
- d) Other management personal includes weld shop and assembly supervision representing over 18 years each with the company.
- e) The entire project will be micro managed by Patrick Brandano. The participation of a principal is paramount in facilitating design parameters, electrical issues and creating relationships with City representatives. An experienced staff of seasonal installers will install the displays under the direct supervision of Patrick Brandano.
- f) We will be on site with a crew for the lighting ceremony.
- g) The only necessary municipal staff will be our primary contact and electrical department contact.

City Of Delray Beach

The City of Delray Beach annual Holiday lighting from Atlantic Ave. to The Pineapple Grove Arts District to Martin Luther King Blvd has created a spectacle of Lights which draws traffic and tourism to the Local 5th Avenue in Delray Beach. Highlights of this installation include a 20' Beach Sphere Tree, Atlantic Avenue Starfish Pole Decorations, and also includes 5' Boulevard Wreaths with Red Velvet Bows.

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EXPERIENCE AND QUALIFICATIONS

Eco Fish Display, (Fort Lauderdale Beach) and other Iconic Displays

As featured in the Sun Sentinel, Fort Lauderdale's Mayor Jack Seiler set off a sensation on Fort Lauderdale beach in 2011 when he flicked on the switch signaling the start of the Holidays Tropical Style. Brandano Displays, Inc. custom designed using more than 20,000 recycled water bottles to construct a "fish-mass" tree. Surrounding the Eco Friendly display sat over 50,000 LED Lights along A1A and Las Olas Blvd. Also featured were 113 White and Blue Starburst and 44 Snowflakes with 300 lights a piece.



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EXPERIENCE AND QUALIFICATIONS



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REFERENCE #1

Name of Firm or Agency: City of Deerfield Beach

Address: 401A SW 4th St.

City/State/Zip: Deerfield Beach, FL 33441

Contact: Cassi Warren, CPSI, CPRP Title: Assistant Director of Parks and Recreation

Telephone: 954-480-4429 Email: CWarren@deerfield-beach.com

Scope of Work: Full Service Holiday Lighting and Décor since 2012. 2015, 2016 and 2017 we decorated multiple park locations within Deerfield Beach. Also, Light Pier and Displays along Ocean Ave.



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REFERENCE #1 (Continued)

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Address: 401A SW 4th St.

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Contact: Cassi Warren, CPSI, CPRP Title: Assistant Director of Parks and Recreation

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Scope of Work: Full Service Holiday Lighting and Décor since 2012. 2015, 2016 and 2017 we decorated multiple park locations within Deerfield Beach. Also, Light Pier and Displays along Ocean Ave.



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REFERENCE #2

Name of Firm or Agency: City Of Delray Beach, DDA

Address: 64-A SE 5th Avenue

City/State/Zip: Delray Beach, FL , 33483

Contact: Laura Simon Title: Executive Director

Telephone: 561-279-1380 Email: lsimon@downtowndelraybeach.com

Scope of Work: Full Service Design, Manufacturing and Installation of Holiday Displays and Pole Decorations including a 20' Sphere Tree. We also provide Year round Tree, Pole, and Café Lighting as well as Banner Programs throughout Delray Beach.



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REFERENCE #3

Name of Firm or Agency: City of Farmers Branch, TX

Address: 13000 William Dodson Pkwy

City/State/Zip: Farmers Branch, TX 75234

Contact: Meredith Dowdy Title: Special Projects Manager

Telephone: 972-919-2631 Email: meredith.dowdy@farmersbranchtx.gov

Scope of Work: Drive Through "Holiday Celebration". We design, manufacture and install displays.



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REFERENCE #4

Name of Firm or Agency: City of Oakland Park

Address: 3650 NE 12th Avenue

City/State/Zip: Oakland Park, FL 33334

Contact: Heidi M. Burnett, B.A., M.L.I.S. Title: Director of Parks & Leisure Services

Telephone: 954.630.4510 Email: heidib@oaklandparkfl.gov

Scope of Work: Full Service Holiday Lighting and Décor 2016 and Permanent Full Service Tree Lighting. We also Provide Permanent Year Round Tree and Café Lighting throughout The City of Oakland Park.



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PLAN AND APPROACH

Plan and Approach for the Design, Manufacture, Installation and Maintenance of Holiday Decor and Lighting for the Key West Historic Seaport:

General Information:

Our plan is to provide the City of Key West with a "Must See" Holiday lighting and Decor program designed with complementing nautical themes reflective of the community history and the branding of Old Historic Seaport. Being a tourist town, we have a new audience almost every night of the Holiday season. It is paramount that every display and feature is lighted and operating as designed at every location each night.

Our Proposal provides a response to the requested "base" program as well as a selection of fresh alternative designs we feel will be entertaining and exciting both day and night for guests and residents.

Decor will include a combination of lighted Pole trim, Architectural outlines, Tree Lighting, Lighted Garlands, Animation features and Nautical themed Sculptures. Sculpture designs can change from season to season keeping the event "fresh". The proposed selection can be substituted with designs of comparable value. We will provide a list of available designs each August 1 of the contract.

All components are provided with itemized pricing for your convenience. All pricing includes rental of the product, installation, maintenance while installed, dismantling, transportation and storage. All displays are manufactured in house and feature the most current LED and electrical technology available.

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PLAN AND APPROACH

Communication: Communication between Brandano Displays and the City is critical throughout the entire process from Design confirmation, to infrastructure development, to installation and management, to Dismantling and packing away of the displays. A chain of command will be established between Brandano executives and City representatives to insure a smooth and pleasant experience. Access to a Brandano Displays principal will be available to the City on a 24/7 basis.

Project timeline: A project timeline will be created with target dates for completion of sequential tasks paramount to the ongoing success of the program. Inclusive but not limited to following:

- Final Budget
- Design Approval
- Installation and Dismantling Schedule

Safety: Brandano Displays is committed to the Safety of our employees as well as the people that are in their vicinity. Each employee is trained to work safely in areas with high pedestrian density to ensure a safe environment for all. We are also committed to provide our teams with the safest and most current tools and equipment available.

Employee Training: Our teams are made up of people experienced with the installation and maintenance of our products as well as basic construction practices. We train internally and balance our teams to insure experienced personnel are on each.

Reporting Methods and Invoicing: Invoicing and reporting will be as per city requirements.

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PRODUCT FEATURES

All of Brandano Displays, Inc.'s products are manufactured to the industry's highest standards at our Margate, Florida facility. Quality features include:

- All UL-listed electrical components
- All garlands are produced with ultraviolet inhibitors
- Bi-laminate metallic garlands designed to reflect sunlight and rays from lot pole fixtures
- Hot-rolled steel frames
- Mig weld application to ensure smooth clean weld surfaces
- 1" x 1" angle reinforcement material
- Chemical bath of frame before painting application
- White powder-coated backed paint for silhouette designs
- Structural reinforcement components of decorations painted black
- LED long life Blachere brand bulbs
- Three-prong, grounded straight Edison plug with 10' J cord lead. (Lead and plugs are black)
- Sockets are designed to drain and repel water
- Sockets are attached to frame with patented nylon clip. Clips provide the ability to enhance the distinct "lines" of the design and provide a clean alternative to tape, which will yellow and deteriorate when exposed to ultraviolet rays.
- All insulation on the 18-gauge wire and the sockets are produced with ultraviolet inhibitors. Socket and wire will be white with the exception of the lead and plug which will be black.
- 3-Season heavy weather warranty

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Map and Scene Locations



Elizabeth Street Plaza

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Plot Plan
by Brandano Displays, Inc.

April 3, 2018

 KEY:

 Display Location



Lazy Way Lane

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Plot Plan
by Brandano Displays, Inc.

April 3, 2018

 KEY:

 Display Location



William St. to Margaret St.
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Plot Plan
by Brandano Displays, Inc.

April 3, 2018

 **KEY:**

 Display Location



Margaret St. to Ferry Terminal

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Plot Plan
by Brandano Displays, Inc.

April 3, 2018

KEY:

● Display Location





"D" Dock

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Plot Plan
by Brandano Displays, Inc.

April 3, 2018

 KEY:

 Display Location

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Tree Lighting



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Garland Options



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Scene
#1



Scene
#2



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Scene
#3



Scene
#4



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Scene
#5



Scene
#6



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Scene
#7



Scene
#8



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Scene
#9 & #10



Scene
#797



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Scene
#13



Scene
#14



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Scene
#15



Scene
#15



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Scene
#15



Scene
#15



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Scene
#16



Scene
#17



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Scene
#18



Scene
#18



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**Scene
#19 & 20**



**Scene
#21**



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Scene
#22 & 23



Scene
#24



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Scene
#25



Scene
#25



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Scene
#25



Scene
#25



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Brandano Displays, Inc.

Disclosure Statement

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Base Component Pricing



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Key West Historic Seaport RFP #005-18

"Base Component Pricing"

Base/ Alt	Scene Location	Map Scene Area	Title	Description	Special Pricing
Base	Ramps and Rails throughout Seaport	all	Natural Green Garland and Bows	500' of 12" Diameter branch type lighted Garland will be draped on rails and stairways throughout the Historic Seaport "Harbor Walk". Includes rails at the Public Restrooms, Turtle Museum and around "'D" dock. Lighting will feature a combination of Warm White and Red C-9 LED Bulbs spaced 12" apart. Ornamentation will include 16" red Christmas bows spaced approximately 10' apart. As an option LED miniature lights can be supplemented for the same cost.	\$3,750
Base	Decorative light Poles throughout Seaport: Harbor Walk, D-Dock, Lazy Way Lane, Margaret St., Elizabeth Plaza, Margret Street Plaza, Margaret St. parking Lot, 201	all	Garland, Lights and Bows for Decorative poles	70 Decorative poles will be decorated with a 20' Natural Pine 12' Diameter Branch Garland. Lighting will feature a C-5 style LED bulb and will alternate RED, GREEN and WARM WHITE. As a substitute LED miniature lights or Traditional C-7 can be used at no additional cost. Ornamentation will be a 16" wide Sumbrella Red Christmas loop bow with 16" tails.	\$10,640
Base	Coconut and other varieties of Palm trees throughout Seaport: Elizabeth Street Plaza, Lazy Way Lane, Harbor Walk, Margaret St parking lot, Access Road		Palm tree Lighting	39 Coconut and 7 fan palm will be lighted throughout the Historic Seaport. Each Coconut palm trunk will be lighted with 350 cool white LED miniature lights. There will be a crown of 50 red lights at the top of each trunk and 8 fronds in each tree will be lighted with 400 Green LED miniature lights. Other palm trunks will be lighted with 350 cool white LED miniature lights and a crown of 50 red lights at the top, no fronds. All lights will be the co-axial weatherproof type.	\$20,850
Base	#2 Day marker at Margaret Street	1	"2" Day marker and Egret	The day Marker will be outlined in Red Lights with the post wrapped in green garland with a red Bow. Standing next to the Day marker will be a fully illuminated Egret standing in a bed of Everglades grass. The Egret is 6' high and 3'6" wide.	\$450
Base	Lazy Lane East side of the Recording studio	6	Gumbo Limbo Tree on Lazy Lane	This Iconic Tree will be densely lighted with Blue lights on all the trunks and branches. 30 - 4' warm white Meteor shower light sets will hang randomly from the Branches,	\$1,750

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RFP #005-18****"Base Component Pricing"**

Base/ Alt	Scene Location	Map Scene Area	Title	Description	Special Pricing
Base	Williams Street Plaza	14	Western Union Sign at Williams Street	The Western Union Sign at Williams Street will be trimmed with 100' of 6" Diameter white garland and lighted with Blue C-5 LED Lights.	\$600
Base	Turtle Cannery	16	Roof line lighting for gable and Eaves	The cannery will be outlined with C-9 LED alternating red, Green and Warm White lights. 225' of lightline will be used, bulb spacing will be 12".	\$1,350
Base	#4 Day marker at Margaret Street	20	"4" Day marker and Pelican with Santa Hat Sculpture	The day Marker will be outlined in Red Lights with the post wrapped in green garland with a red Bow. Standing next to the Day marker will be a fully illuminated festive Pelican is sitting on a piling and showing off his Santa Hat. The display is 8' Tall and 4' wide and Lighted with LED C-7 bulbs.	\$450
Base	#5 Day marker at Grinnell Street	21	"5" Day marker and leaning elf	The day Marker will be outlined in Green Lights with the post wrapped in green garland with a red Bow. Standing next to the Day marker will be a fully illuminated Elf (7'H x 3'6"W) leaning on the pole.	\$700
Base	Ferry Terminal	22	Ferry Terminal hand rails	500' of lighted Red Garland will drape along the hand rails on all sides of the structure. Featured will be 9" Red garland lighted with C-9 alternating red and green lights.	\$3,000
Base	201 Williams Street Porch Overhangs	25	Roof line lighting for entrance Canopies	100' of C-9 lights will be attached to Canopy entrances. Lights will be Warm White and be spaced on 12" centers, white sockets will be used on white painted surfaces and green on the dark painted surfaces.	\$600
Base	Water Front Brewery	25	Royal Palm Trees	The 6 Royal Palm trees in front of the Brewery will be lighted. Each Royal palm trunk will be lighted with cool white LED miniature lights. There will be a crown of red lights at the top of each trunk and 8 fronds in each tree will be lighted with Green LED miniature lights. All lights will be the co-axial weatherproof type.	\$3,120
Total as Proposed					\$47,260

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Alt Component Pricing



Holiday Lighting**Key West Historic Seaport
RFP #005-18****"ALT" Component Pricing**

Base/ Alt	Scene Location	Map Scene Area	Title	Description	Special Pricing
Alt #1	Dock Master Building	18	Kissing Fish on the Reef	The Eve of the Dock Master building will be lighted with animated blue and white Icicle lights. Featured at the building will be a pair of Kissing Tropical Fish. The fish will be glitter filled and lighted with colorful LED lights	\$3,500
Alt #2	Pump House	19	Pump House	The Pump House will be Sloppy outlined in 200'multi color C-9 lights. Features will include Wreaths with Sailboat Inserts at each of the 4 gables.	\$2,200
Alt #3	Top of Recording Studio	3	Female singers with man with Guitar	This creative display will surely delight our music lovers. In the display are two stylist singers and a guitar player. Musical notes will complement the final design.	\$2,500
Alt #4	Green Street Parking lot		Green Street Parking lot Poles	6 Decorative poles will be decorated with a 20' Natural Pine 12' Diameter Branch Garland. Lighting will feature a C-5 style LED bulb and will alternate RED, GREEN and WARM WHITE. As a substitute LED miniature lights or Traditional C-7 can be used at no additional coat. Ornamentation will be a 16" wide Sumbrella Red Christmas loop bow with 16" tails.	\$912
Alt #5	Ferry Terminal Parking lot		Ferry Terminal Parking lot Poles	6 Decorative poles will be decorated with a 20' Natural Pine 12' Diameter Branch Garland. Lighting will feature a C-5 style LED bulb and will alternate RED, GREEN and WARM WHITE. As a substitute LED miniature lights or Traditional C-7 can be used at no additional coat. Ornamentation will be a 16" wide Sumbrella Red Christmas loop bow with 16" tails.	\$912

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"ALT" Component Pricing

Base/ Alt	Scene Location	Map Scene Area	Title	Description	Special Pricing
Alt # 6	Lazy Way Lane at Williams Street entrance	13	Leaping Dolphin (Animated)	This scene features a 6 dolphin sequence; a 5' dolphin leaping from the water, arching and then re-entering the water with a splash. Patrons will be able to view this animation as they walk underneath this spectacular display. The display has a width of 25' and a height of 20'.	\$3,600
Alt # 7	Coconut Palm trees at the Lazy way Shops		Palm tree Lighting	5 Coconut Palms will be lighted in front of the stores at Lazy Way Lane. Each Coconut Palm trunk will be lighted with cool white LED miniature lights. There will be a crown of Red lights at the top of each trunk and 8 fronds in each tree will be lighted with Green LED miniature lights. All lights will be the co-axial weatherproof type.	\$2,080
Alt #8	Water Front Brewery	25	The Brewery entrance and Canopy	The Brewery entrance will feature 75' of Icicle lights on the Eves with an 8' Tall Anchor Display on the top	\$1,200
Alt #9	Ferry Terminal Dock	23	Ferry Terminal Dock hand rails	560' of lighted Red Garland will drape along the hand rails on all sided ramp/dock. Featured will be 9" Red garland lighted with C-9 alternating red and green lights.	\$3,600
Total as Proposed					\$20,504

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Brandano Proposed Options



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RFP #005-18****Brandano Proposed "Options"**

Base/ Alt	Scene Location	Map Scene Area	Title	Description	Special Pricing
Optional	Lazy Way Lane	2	Manatee Scene	This scene features a giant metal sculpture manatees (10'H x 8'6"W). The display is painted white and illuminated with clear lights.	\$990
Optional	Entrance to Lazy Lane at shops	4	Giant Tropical Fish Arch drive through Sculpture	This metal sculpture arch presents a school of tropical Fish plug. Patrons will be able to walk through the display. The sculpture is illuminated with multicolored lights.	\$3,841
Optional	Lazy Lane side of the Recording at Ground Level	5	Flamingo Scene	This major scene features six metal sculpture flamingos. Three designs are featured. One is walking, one is standing and the other is feeding. Scale is as follows: walking (6'H x 3'W), standing (6'H x 1'6"W) and feeding (4'6"H x 3'6"W). The units are painted white and illuminated with pink bulbs. The scene has a display width of 31'.	\$2,047
Optional	Lazy Way Lane	7	Pirate at the Wheel Sculpture	This metal sculpture features a giant pirate (9'H x 5'W) handling a ship's wheel. Completing this display is a parrot perched on the shoulder of the pirate. This display is painted white and is fully illuminated.	\$793
Optional	Lazy Way Lane	7	Pirate with Cutlass Sculpture	This metal sculpture consists of a peg-leg pirate wielding a cutlass. This display is painted white and is fully illuminated. The unit has a height of 8'6" and a width of 6'.	\$793
Optional	Lazy Way Lane	7	Treasure Chest Sculpture	This display features a giant metal sculpture chest abundantly filled with treasure. This unit is 5' in height and 6' in width. The display is painted white and is fully illuminated.	\$845
Optional	Lazy Way Lane	8	Alligator biting an elf in the butt	This scene features an elf trying to run away from an alligator. The scene is 7' high and 15'6" wide and fully illuminated.	\$943
Optional	Lazy Way Lane	8	Elf wrestling an alligator	This fully illuminated display features an elf wrestling an alligator. This scene has a height of 7' and a width of 9'6".	\$635

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Brandano Proposed "Options"

Base/ Alt	Scene Location	Map Scene Area	Title	Description	Special Pricing
Optional	Lazy Way Lane	9	Penelope the Princess Clam and her Blue Reef Bottom Friends Checking out the Santa Diving	This major under the sea display features Penelope the Princess Clam (5 1/2' x 12 1/2'), Manny the Man-O-War (8' x 5'), Sally the Shrimp (7'x 3 1/2'), a Santa Diver (8' H x 10'), a tropical fish (2'x 5'), and two saltwater ferns at 5'. Penelope and her Blue Reef Bottom Friends checking out the Santa diver.	\$3,818
Optional	Lazy Way Lane	10	Submarine, US NAVY	This metal sculpture features a United States Navy Submarine as it checks out the marine life at the bottom of the ocean. This display is fully illuminated and has a height of 9' and a width of 10'	\$1,195
Optional	Lazy Way Lane	11	Fish School at Blue Reef Bottom	This major scene features Mrs. Fishman teaching her four fish students math at The Blue Reef Bottom. This colorful display is fully illuminated and has a dimension of H 10 1/2' x W 27'.	\$2,099
Optional	Williams Street Plaza	14	Western Union Sign at Williams Street	The Western Union Sign at Williams Street will feature an 8' Long Mermaid Display mounted above the <i>Western Union</i> . The poles and perimeter of the sign will be lighted with Blue miniature LED Lights. A 4' Anchor Display will be on each pole.	\$1,150
Optional	Public Restroom Rails	15	Tropical Fish Scene	This major scene features metal sculptures of five colorful fish. The fish vary in size and design. Sizes are: 6'H x 3'W, 5'H x 4'W, 5'H x 7'6"W. Each unit is painted white and illuminated with multicolored lights. This scene has a display width of 52'.	\$2,725
Optional	"D" Dock Poles (8)	15	Pole decorations for the 8 poles on "D" Dock	We are providing 3 options for the 8 poles on "D" dock; 1) lighted red garland with a green Seahorse, 2) lighted green garland with a gold Starfish and 3) Lighted Green Garland with a Sailboat. All will be glitter filled for daytime effect.	\$2,400

Holiday Lighting**Key West Historic Seaport
RFP #005-18****Brandano Proposed "Options"**

Base/ Alt	Scene Location	Map Scene Area	Title	Description	Special Pricing
Optional	East Side of Cannery Building	16	Sailboat with Elf, Snowman, Stockings and Packages:	This giant Holiday Vessel being piloted by an Elf is 20' Wide and 10' Tall. All the components will be outlined with C-7 LED bulbs and the ribbons and bows will be filled with LED miniature lights. Animation will include the stripes on the sail fading from red to green and packages and ribbons changing colors. The structure will be outlined in lights as well as the windows which will be animated changing colors between red, Green and cool white.	\$4,200
Optional	West side of Cannery Building	17	Swimming Turtle display, Animated	This selection of various sized swimming sea turtles will be mounted to the building and will randomly change colors from Green to Pink to blue to purple and to white. The rooflines of the building as well as the outlines of the window will be lighted. An audio component is also available to choreograph the design to a Christmas melody.	\$3,500
Optional	Access road and parking lot between Williams and Margret streets	24	Parking Lot Poles	The 7 poles within the Parking lot will each feature 2 decorations per pole one being a 6' Snowflake and the others being a Lighthouse, one being a Dolphin and one a Palm Tree. Each will be lighted with LED lights and Glitter filled for daytime effect. complementing the decorations will be a green garland pole wrap.	\$2,100
Total as Proposed					\$34,076

Base/ Alt	Scene Location	Map Scene Area	Title	Description	Special Pricing
Pricing for additional Components outside of initial order					
Optional	Ramps and Rails		Natural Green Garland and Bows	12" Diameter branch type lighted Garland will be draped on rails and stairways. Red C-9 LED Bulbs spaced 12" apart. Ornamentation will include 16" Red Christmas bows spaced approximately 10' apart. As an option LED miniature lights can be supplemented for the same cost.	\$7.50 per ft
Optional	Roof top and overhang lighting		Lights for Roof lines and Entrance Canopies	C-9 lights will be attached to Canopy entrances and roofs. Lights will be Warm White or Color of Choice and be spaced on 12" centers, white sockets will be used on white painted surfaces and green on the dark painted surfaces.	\$6.00 per ft
Optional	Decorative light Poles		Garland, Lights and Bows for Decorative poles	Decorative poles will be decorated with a 20' Natural Pine 12' Diameter Branch Garland. Lighting will feature a C-5 style LED bulb and will alternate RED, GREEN and WARM WHITE. As a substitute LED, color of choice, miniature lights or Traditional C-7 can be used at no additional cost. Ornamentation will be a 16" wide Sumbrella Red Christmas loop bow with 16" tails.	\$152.00 Each
Optional	Coconut Palm tree lighting with Fronds		Coconut Palm tree lighting with Fronds	Each Coconut Palm trunk will be lighted with 350 cool white LED miniature lights. There will be a crown of 50 red lights at the top of each trunk and 8 fronds in each tree will be lighted with 400 Green LED miniature lights. All lights will be the co-axial weatherproof type. (\$26 per 50 light set)	\$416.00 Each

Base/ Alt	Scene Location	Map Scene Area	Title	Description	Special Pricing
Pricing for additional Components outside of initial order Continued					
Optional	Palm Tree lighting without Fronds		Palm Tree lighting without Fronds	The Trunks of Fan palm and palms without lighted fronds will be lighted with 350 cool white LED miniature lights and a crown of 50 red lights at the top. All lights will be the co-axial weatherproof type. (\$26.00 per 50 light set)	\$208.00 Each
Optional	Royal Palm Trees		Royal Palm Trees, Lighting	Each Royal Palm trunk will be lighted with 500 Cool White LED miniature lights. There will be a crown of 100 Red lights at the top of each trunk and 8 fronds in each tree will be lighted with 400 Green LED miniature lights. All lights will be the co-axial weatherproof type. (\$26 per 50 light set)	\$520.00 Each
Optional	Ferry Terminal Red Garland		Lighted 9" Diameter Red Garland	9" Red Garland lighted with C-9 alternating red and green lights.	\$6.00 per ft
Optional	Labor rate outside of Contracted items		labor rate Lead Person	Incidental hourly labor rate outside of the contracted items, + 4 hours one way travel if necessary.	\$96.00 per hour
Optional	Labor rate outside of Contracted items		labor rate crew team member	Incidental hourly labor rate outside of the contracted items,+ 4 hours one way travel if necessary	\$75.00 per hour
Optional	Rental equipment		Lifts and other rented equipment	Special equipment as man lifts and box trucks rented for projects outside of contracted items will be the actual cost of the equipment from an approved vendor plus 10%.	Net cost + 10%
Optional	Optional Display Designs		Display Options	From season to season the proposed selection components can be substituted with designs of comparable value. We will provide a list of available designs each August 1 of the contract.	