



MEMORANDUM

Date: August 8, 2024

To: Honorable Mayor and Commissioners

Via: Todd Stoughton
Interim City Manager

From: Christina Bervaldi
Director of Finance

Subject: **FILE ID 24-6211 Awarding Request for Proposals #24-007, Holiday Lighting – City Hall, Duval Street, Mallory Square, Caroline, Front, and Greene Streets**

Introduction

Staff respectfully requests the City Commission accept and approve the ranking made for RFP #24-007 Holiday Lighting – City Hall, Duval Street, Mallory Square, Caroline, Front, and Greene Streets and authorize the City Manager to negotiate and execute a five (5) year contract, subject to City Attorney review and approval, with the highest ranked proposer, the Brandano Displays, Inc in an amount not to exceed \$75,000 for year one. The City has the ability to add and/or deduct from displays in accordance with the City of Key West's final approved budget.

Background

Jointly with Port and Marine Services, the City Manager's Office and Community Services Department issued Request for Proposal (RFP) #24-007 – Holiday Lighting in efforts to solidify a contract to allocate for annual holiday lighting and décor for City Hall, Duval Street, Mallory Square, and the area of Front, Greene, and Caroline Streets.

On May 2, 2024, Request for Proposal (RFP) #24-004, Holiday Lighting, was formally advertised. The RFP solicited proposals from qualified, professional consultants to furnish the design, labor, materials, and equipment required to complete holiday lighting installations along with the maintenance and removal of request decorations and lighting. The due date and time for the receipt of proposals was established for June 5, 2024 at 3:00 p.m.

Addenda 1 was released on May 21, 2024 which provided answers to questions sent in by potential proposers.

Addenda 2 was released on May 30, 2024 which provided answers to additional questions sent in by potential proposers.

The following is a list of proposals received:

1. Brandano Displays, Inc.
2. Brite Nites, Inc.
3. The Coastal Christmas Lighting Company
4. Universal Concepts

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 work plan
- Availability and capability to perform the services described
- Price
- References

Criteria

Experience	25
Creativity	20
Approach	15
Availability	15
Price	15
References	10

Scoring

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				

Procurement

The City has tentatively budgeted \$75,000 for Holiday Lighting in the proposed FY 24/25 budget. The City will budget annually for this expenditure in General Fund account 001-1900-519-4800, Promotional Expenses.

Recommendation

The City Manager's Office requests the City Commission accept and approve the ranking made for RFP #24-007 Holiday Lighting – City Hall, Duval Street, Mallory Square, Caroline, Front, and Greene Streets and authorize the City Manager to negotiate and execute a five (5) year contract, subject to City Attorney review and approval, with the highest ranked proposer, the Brandano Displays, Inc in an amount not to exceed \$75,000 for year one. The City has the ability to add and/or deduct from displays in accordance with the City of Key West's final approved budget.