

# Brandano Displays, Inc.

Patrick J. Brandano  
Managing Partner

July 1, 2024

Karen Olson  
Deputy Director  
Port & Marine Services  
201 Williams Street  
Key West, FL 33040

RE: Historic Seaport RFP-24 #007 Holiday Decorating.

Dear Karen:

I hope this letter finds you well.

The purpose of this letter is to provide a list of products and services we are proposing for the 2024 Holiday Season updated today July 1, 2024.

The list provides for the same level of decorations and tree lighting as was provided for the 2023 Holiday Season. All tree lighting will be upgraded to 24 Volt and all the garland on the poles, railings and terminal building will be new in 2024.

The annual cost for these products and services is \$137,837.96.

We also provided a list of optional items in the event you would like to add these in the future. They are priced individually.

We have enjoyed working with you and the Historic Seaport Staff and are looking forward to the 2024 Holiday Season.

Please feel free to contact me anytime with questions at my cell at (954) 461-6598. E-mail [patbrandano@brandano.com](mailto:patbrandano@brandano.com)

Very truly yours,

A handwritten signature in black ink, appearing to be 'Pat Brandano', with a long horizontal line extending to the right.

Patrick J. Brandano

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Scene Location	Map Scene Area	Title	Description	2024 Pricing Total
<p><b>Note:</b> For the 2024 Holiday Season all designs and services are described below. Due to the expense of housing for our crews and the cost of lights and rental equipment some prices have increased significantly. Regarding display designs, we can create custom designs of equal size and scale for the pricing we have provided. This is significant for the designs on the Bath House, Canary and the Dockmaster building. We are proud to be your vendor and have the opportunity to work with the enthusiastic Key West staff at the Historic Seaport.</p>				
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 and green 24 Volt miniature lights. Ornamentation will include 18" red Christmas bows with 18" tails spaced approximately 7' apart.	\$ 7,415.00
<p><b>Decorative light Poles throughout Seaport:</b> Harbor Walk, D-Dock, Lazy Way Lane, Margaret St., Elizabeth Plaza, Margret Street Plaza, Margaret St. parking Lot, 201 Williams St.</p>	all	Garland, Lights and Bows for Decorative poles	70 Decorative poles will be decorated with a 18' Natural Pine 12' Diameter Branch Garland. Lighting will feature 24 Volt miniature lights with 5mm lens. bulbs will alternate RED, GREEN and WARM WHITE. Ornamentation will be a 18" wide Sumbrella Red Christmas loop bow with 18" tails.	\$ 19,575.50
Coconut and other varieties of Palm trees throughout Seaport: Elizabeth Street Plaza, Lazy Way Lane, Harbor Walk, Margaret St parking lot, Access Road	all	Palm tree Lighting	39 Coconut and 7 fan palm will be lighted throughout the Historic Seaport. Each <b>Coconut palm</b> trunk will be lighted with 560 pure white LED miniature lights. There will be a crown of 70 red lights at the top of each trunk and 6 fronds in each tree will be lighted with 300 Green LED miniature lights. Other palm trunks will be lighted with 560 pure white LED miniature lights and a crown of 70 red lights at the top, no fronds. All lights will be the co-axial weatherproof type.	\$ 27,514.11

**Holiday Lighting**  
**2024 Product and Services Selection**

**Key West Historic Seaport**  
**RFP 24 - #007**

**"Product Component and Pricing"**  
**July 1, 2024**

Scene Location	Map Scene Area	Title	Description	2024 Pricing Total
Greene Street between sidewalk and parking lot	1	Animated Dripping lights	Animated Mahogany Tree. The branches of the giant mahogany will feature 30 warm white animated drip lights( 20% Strobes)and the lower branches will be lighted with 1400 green miniature lights.	\$ 2,424.00
Green Street Parking Lot	1	Egrets of the Everglades	This fully illuminated display features two Egrets standing in a bed of Everglades grass. Each Egret is 6' high and 3'6" wide.	\$ 342.70
Green Street Parking Lot	1	tree lighting	4 Palm Trees will be lighted. Each <b>palm</b> trunk will be lighted with 560 pure white LED miniature lights. There will be a crown of 70 red lights at the top of each trunk. no fronds will be lighted. All lights will be the 24 Volt co-axial weatherproof type.	\$ 1,326.28
Elizabeth Square	2	Key West Historic Seaport, Social Media Logo Wreath	This free standing display features an oval wreath (7' 6" x 9'6") with a computer generated insert (4'6" High x 6'9" Wide) of the "Historic Seaport" Logo. Illuminated with 500 LED multi Colored miniature lights and ornamented with two 16" red Christmas loop bows.	\$ 1,187.95
Elizabeth Square	2	Santa Diving	This fully illuminated display features a Tropical Pelican perched and waiting. The display is 8' tall and lighted with LED lights.	\$ 800.00
#2 Day marker at Elizabeth Street	2	"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.	\$ 517.50
Coconut Palm trees at the Lazy way Shops	3	Palm tree Lighting, year-round	7 Coconut Palms will be lighted in front of the stores at Lazy Way Lane. Each <b>Coconut Palm</b> trunk will be lighted with 560 pure white LED miniature lights. There will be a crown of 70 Red lights at the top of each trunk. 6 fronds in each tree will be lighted with 300 green miniature LED lights for the holiday season. All lights will be the 24 Volt co-axial weatherproof type.	\$ 4,938.43

Scene Location	Map Scene Area	Title	Description	2024 Pricing Total
Lazy Lane side of the Recording at Ground Level	5	Exotic Bird Scene, five	This major scene features 5 Birds; a parrot (6'6"H x 3'W), a cockatoo (6'6"H x 3'W) and a toucan (5'H x 3'6"W) and two Marabou Storks. One stork is looking upwards and measures 8.5'H x 6.5'W. The other stork with its head looking towards the ground is 5'H x 6'W. This metal sculpture scene has a width of 30'.	\$ 2,400.00
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. The branches of the Gumbo Limbo will feature 30 warm white animated drip lights( 20% Strobes) and the lower branches will be lighted with 1400 Blue miniature lights.	\$ 2,424.00
Lazy Way Lane	7	Woody Wagon and Surfboards with Surf Board	This display features Santa's Woody Wagon with 2 Surfboards. The colorful beach design is 7' High and 13' Wide lighted with c-7 LED miniature lights.	\$ 2,332.00
Lazy Way Lane	10	Shrimp Lovers Scene (Animated)	This creative display will surely delight any true shrimp lover. In the display are two shrimp poised to kiss, as their antennas appear to move toward each other forming a heart. This colorful display measures 8'H x 12'W.	\$ 1,600.00
Williams Street Schooners Building Roof	14.1	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.	\$ 2,500.00
Williams Street Plaza, at Dock	14	Western Union Sign at Williams Street	The Western Union Sign at Williams Street will be trimmed with 100' of 12" Diameter Natural pine garland and outlined with Blue Miniature 5 MM LED Lights 24 Volt.	\$ 690.00
201 William, wall mount above ramp	14.1	Leaping Dolphin (Animated)	This scene features a 5 dolphin sequence; a 4' dolphin leaping from the water, arching and then re-entering the water with a splash. The display will be glitter filled and mount to the Wall. The width is 20' and a height of 12'.	\$ 2,500.00

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William St at the Western Union sign	14	16' New England Pine Tree, with Burst animated with music Animation and audio for tree.	16' New England Pine, Plush Branch Natural Needle frame tree. Pre lighted with 24 Volt multi colored miniature LED lights. A 3' star or burst on top is optional. Animated component for 16' Tree; with sequence to an 8 min selection of Holiday Themed Melodies. Animation will feature an 8 minute programed sequence of holiday melodies that will play on the half hour. In between sets the tree will go through a generic selection of animated sequences.	\$ 6,600.00
201 Williams Street and boardwalk Porch Overhangs	14.1	Roof line lighting for entrance Canopies	100' of Pure white 24 volt miniature lights will be attached to Canopy entrances. Lights will be Pure White and be spaced on 4" centers, white sockets will be used on white painted surfaces and green on the dark painted surfaces.	\$ 750.00
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'.	\$ 2,725.00
East side of Cannery Building	16	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.	\$ 3,500.00
Turtle Cannery	17	Roof line lighting for gable and Eves	Three sides of the cannery will be outlined with Pure white miniature lights, 24Volt LED 4" bulb spacing. 225' of lighting will be used, bulb spacing will be 12".	\$ 1,350.00
Dock D	17.1	Shark Scene, 285	This scene features two metal sculpture sharks. Each Shark is 5'6"H x 6'W. The scene has a width of 14' and is fully illuminated.	\$ 1,570.00

Scene Location	Map Scene Area	Title	Description	2024 Pricing Total
Dock Master Building	18	Swordfish 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 Giant Swimming Swordfish above lighted tropical plants. The fish will be glitter filled and lighted with colorful LED lights	\$ 3,500.00
Dock Master Building	18	Dockmaster Building outline	The Dockmaster building will be lighted on all 4 sides this season to create a dramatic presentation from the marina and waterfront. The display will remain the same on the east side of the building. This pricing is for icicle lights on all sides, the peek will be lighted with matching blachere pure white lights.	\$ 5,775.00
#4 Day marker at Margaret Street	20	"4" Day marker and Pelican with Santa Hat Sculpture, light anchors with Blue lights 24V	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.	\$ 517.50
#5 Day marker at Grinnell Street	21	"5" Day marker and Egret	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 Egret standing in a bed of Everglades grass. The Egret is 6' high and 3'6" wide.	\$ 517.50
Ferry Terminal	22	Ferry Terminal hand rails	500' of lighted Red Garland will drape along the hand rails on all sided of the structure. Featured will be 9" Red garland lighted with Red Miniature lights with 20% cool white strobe.	\$ 3,750.00
NE Corner of Williams Street parking lot at Margaret Street	24	Williams Street parking lot feature Conch display	This highly visible location will feature a reef collaboration of 2 Conch snails (6' and 5'), a festive moray eel with a Santa hat (2' x 5') and 2 salt water ferns (3' x 5') .	\$ 2,300.00

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Scene Location	Map Scene Area	Title	Description	2024 Pricing Total
NE Corner of Williams Street parking lot Williams Street and the service road	24	Animated Dripping lights	This Highly visible corner will feature an animated Mahogany Tree with an Alligator ground Scene . Animated Mahogany Tree. The branches of the giant mahogany will feature 30 warm white animated drip lights( 20% Strobes)and the lower branches will be lighted with 1400 green miniature lights. .	\$ 2,424.00
Williams Street parking lot ; & Poles	24	Parking Lot Poles	The 7 poles within the Parking lot will each feature 1 decorations per pole one options include a 7' Lighthouse , 7' Manatee with a Santa hat, 7' Flamingos, 7' leaping Dolphinsand a 7' Seahorse,. Each will be lighted with LED lights and Glitter filled for daytime effect. complementing the decorations will be a colorful lighted garland pole wrap.	\$ 3,420.00
Williams Street parking lot Trees	24	Additional Tree Lighting Oak Trees, one palm tree	We will light Seven Oak Trees with in the Williams Street Parking Lot. 6 trees will be lighted with 1750 lights and 1 large tree with 3000 lights.	\$ 11,130.00
Williams Street parking lot Tree Behind B o's Shack	24	Coconut Palm tree lighting with Fronds	1 Coconut palm will be lighted. Each <b>Coconut palm</b> trunk will be lighted with 560 pure white LED miniature lights. There will be a crown of 70 red lights at the top of each trunk and 6 fronds in each tree will be lighted with 300 Green LED miniature lights. All lights will be the 24 Volt co-axial weatherproof type.	\$ 705.49
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 1200 Pure white 24 Volt 7mm LED miniature lights. There will be a crown of 100 red lights at the top of each trunk and 6 fronds in each tree will be lighted with Green LED miniature lights. All lights will be the 24 volt co-axial weatherproof type.	\$ 6,816.00
		<b>Total</b>	<b>All designs and services from 2024 Combined</b>	<b>\$ 137,837.96</b>

Scene Location	Map Scene Area	Title	Description	2024 Pricing Total
<b>Optional Items available for 2024</b>				
Intersection of Margaret and Caroline Streets	26	Coconut Palms (all on Margaret Street)	2 trees Each <b>Coconut Palm</b> 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 matching the other trees. All lights will be the co-axial weatherproof type.	\$ 1,410.98
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	\$ 1,500.00
Ferry Terminal	22	Ferry Terminal parking lot trees	8 Palm Trees will be lighted. Each <b>palm</b> trunk will be lighted with 560 pure white LED miniature lights. There will be a crown of 70 red lights at the top of each trunk. no fronds will be lighted. All lights will be the 24 Volt co-axial weatherproof type.	\$ 4,136.00
pump house	19	Fire Pump House	200', This structure will be outlined in C-7 24 volt lighting, spaced on 12" centers. Colors will be green, red and Warm white	\$ 900.00
Lazy Way Lane	8	Smiley and Brightness the Starfish Couple	This great display features Smiley and Brightness the Starfish having a great holiday time at Blue Reef Bottom. The starfish couple places between two packages measure H 11 1/2' x 24' and is brightly illuminated.	\$ 2,371.00
Lazy Way Lane	9	Giant Waldo the Octopus and Friends Decorating the Deep Blue Reef Tree (Animated)	This major display features Waldo the Octopus, Charlie the Crab, Eddie the Eel, and Smiley the Starfish decorating The Deep Blue Reef Tree. This colorful display is fully illuminated and has a height of 19' and a width of 24'.	\$ 3,818.00
Elizabeth Square	2	Christmas Card, tropical Trim Social Media Display	This social media display is a Christmas Card design where guests stand behind and take photographs. The card is 10' Tall x 14' wide and fully lighted with LED miniature lights. "Brand Name" on top and Happy Holidays at the base. Trim will feature Turtles and a Manatee	\$ 2,600.00



Scene Location	Map Scene Area	Title	Description	2024 Pricing Total
<b>Confirmed Pricing for Additional Components Outside of Initial Order Continued as per RFP #007-24</b>				
Ramps and Rails		Natural Green Garland and Bows	12" Diameter branch type lighted Garland will be draped on rails and stairways. Red, Green Warm White Miniature lights 24 Volt.. Ornamentation will include 18" Red Christmas bows spaced approximately 7' apart.	14.83 per ft
Roof top and overhang lighting		Lights for Roof lines and Entrance Canopies	C-7lights 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. 24 Volt	\$4.50 per ft
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 a150 - 5 MM LED bulb and will alternate RED, GREEN and WARM WHITE. . Ornamentation will be a 16" wide Sumbrella Red Christmas loop bow with 16" tails.	\$279.65 each
Coconut Palm tree lighting with Fronds		Coconut Palm tree lighting with Fronds	Each Coconut palm trunk will be lighted with 560 pure white LED miniature lights. There will be a crown of 70 red lights at the top of each trunk and 6 fronds in each tree will be lighted with 300 Green LED miniature lights. Other palm trunks will be lighted with 560 pure white LED miniature lights and a crown of 70 red lights at the top, no fronds. All lights will be the 24 volt co-axial weatherproof type.	\$705 Each
Palm Tree lighting without Fronds		Palm Tree lighting without Fronds	The Trunks of Fan palm and palms without lighted fronds will be lighted with 560 pure white LED miniature lights. There will be a crown of 70 red lights at the top of each trunk. no fronds will be lighted. All lights will be the 24 Volt co-axial weatherproof type.	\$331.57 Each

Scene Location	Map Scene Area	Title	Description	2024 Pricing Total
<b>Confirmed Pricing for Additional Components Outside of Initial Order Continued as per RFP #007-24</b>				
Royal Palm Trees		Royal Palm Trees, Lighting	Each Royal palm trunk will be lighted with 1200 Pure white 24 Volt 7mm LED miniature lights. There will be a crown of 100 red lights at the top of each trunk and 6 fronds in each tree will be lighted with Green LED miniature lights. All lights will be the 24 volt co-axial weatherproof type.	\$1,136 Each
Ferry Terminal Red Garland		Lighted 9" Diameter Red Garland	Red Garland . Featured will be 9" Red garland lighted with Red Miniature lights with 20% cool white strobe.. 4" spacing	\$7.50 per ft
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	\$140.00 per hour
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%
<b>Optional Display Designs</b>		<b>Display Options</b>	<b>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.</b>	no charge