



THE CITY OF KEY WEST

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EXECUTIVE SUMMARY

TO: Community Redevelopment Agency (CRA)
FROM: Key West Bight Management District Board
Doug Bradshaw, Director Port & Marine Services
DATE: June 25, 2018
SUBJECT: Holiday Lighting – Three Year Contract Agreement

ACTION STATEMENT:

Resolution approving the sole respondent, Brandano Displays, Inc., for the Holiday Lighting – Key West Historic Seaport and authorizing the City Manager to execute a three (3) year contract, subject to City Attorney review. Also authorizing the necessary budget transfer. The first-year award amount is \$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.

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.

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. And in 2015, through resolution #15-299, a three-year contract was awarded for these services.

The Key West Bight Management District Board approved this item at their June 13, 2018 meeting.

PURPOSE & JUSTIFICATION:

RFP #005-18 Holiday Lights – Key West Historic Seaport was publicly advertised and proposals received by a sole vendor on April 4, 2018. The proposals were to include pricing for a base proposal and nine add/alternate proposals to provide holiday lighting and decorations throughout the Seaport.

With Brandano Displays, Inc. the sole respondent, Staff invited them for a presentation to the Bight Board during its May meeting. With the feedback from the Bight Board staff has negotiated a significant discount on the base bid along with eleven add/alternates including a "media wreath" with the Key West Historic Seaport logo.

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

EXECUTIVE SUMMARY

Staff evaluated the sole respondent, their product, pricing and creativity and determined that a rebid of the project would not result in a better outcome.

FINANCIAL IMPACT:

Typically, payment to the vendor occurs twice, once in the current budget year and once in the next budget year (after October 1). Seaport has already utilized the current years budgeted amount for the Holiday Lighting event. A budget transfer from the Key West Historic Seaport Reserves to account 405-7504-575-4800 Promotional Expenses in the amount of \$30,000 will be required to cover the first payment for the upcoming event. The second payment will come from next year's budget.

RECOMMENDATION:

Key West Bight Management District Board recommends approving the sole respondent, Brandano Displays, Inc., for the Holiday Lighting – Key West Historic Seaport and authorizing the City Manager to execute a three (3) year contract, subject to City Attorney review. Also authorizing the necessary budget transfer. The first-year award amount is \$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.

City Management is recommending against the increase, Management feels in the current financial situation caused by Hurricane Irma, adding an additional \$20,000 to the current Holiday Lighting budget is not an appropriate use of funds. Management recommends that the budget remain at the current \$40,000 limit.