

ATTACHMENT A

RESOLUTION & COMMISSION AWARD MEMO

RESOLUTION NO. 2021-31671

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE CITY MANAGER, PURSUANT TO REQUEST FOR QUALIFICATIONS (RFQ) 2021-083-WG FOR HOLIDAY LIGHTING; AUTHORIZING THE ADMINISTRATION TO ENTER INTO SIMULTANEOUS NEGOTIATIONS WITH FLORIDA CDI, LLC D/B/A CHRISTMAS DESIGNERS AND SOUTH FLORIDA LIGHTING TEAM, LLC D/B/A MIAMI CHRISTMAS LIGHTS, AS THE TOP RANKED PROPOSERS; PROVIDED, HOWEVER, THAT THE FINAL SELECTION OF THE RECOMMENDED PROPOSER(S) AND CONTRACT(S) SHALL BE SUBJECT TO APPROVAL BY THE MAYOR AND CITY COMMISSION.

WHEREAS, on November 9, 2017 the City entered into an agreement with Artistic Holiday Designs, LLC, pursuant to RFP 2017-077-JC for Holiday Lighting and Decorations; and

WHEREAS, the initial term of the agreement was for a three (3) year term with two (2) additional one-year renewal options; and

WHEREAS, the present agreements are scheduled to expire November 6, 2021; and

WHEREAS, the City seeks a qualified firm or firms that can provide a comprehensive, turn-key approach to seasonal design, furnish, install & remove, maintain, and store holiday lighting and decorations, in an effort to accentuate the City's major thoroughfares; and

WHEREAS, the City expects to retain the firm(s) that can meet the challenges of a dynamic, world-class city capable of providing reliable and expedient response times to meet project deadlines, staff requests, and outstanding service delivery; and

WHEREAS, on January 13, 2021, the Mayor and City Commission authorized the issuance of Request for Qualifications (RFQ) 2021-083-WG for Holiday Lighting; and

WHEREAS, RFQ responses were due and received on February 24, 2021; and

WHEREAS, the City received proposals from the following four firms: Florida CDI, LLC d/b/a Christmas Designers, South Florida Lighting Team, LLC d/b/a Miami Christmas Lights, Simple Solutions Exterior Cleaning, LLC d/b/a We Hang Christmas Lights and Plant Professionals Inc; and

WHEREAS, all of the proposals submitted were found to be responsive to the requirements of the RFQ; and

WHEREAS, on March 20, 2021, the Interim City Manager appointed an Evaluation Committee, comprised of Robin Jacobs, Miami Beach resident (Middle Beach), Justin Karr, Real Estate Asset Specialist, Economic Development, Santiago Sellan, Senior Administrative Manager, Property Management Department, Heather Shaw, Assistant Director, Tourism & Cultural Development Department, Daniel Veitia, Miami Beach resident (North Beach), Tony Wright, Miami Beach resident (South Beach); and

WHEREAS, the Committee was provided an overview of the project, information relative

to the City's Code of Silence Ordinance and the Government Sunshine Law; and

WHEREAS, the Committee was also provided with general information on the scope of services, and a copy of each proposal and was further instructed to score and rank each proposal pursuant to the evaluation criteria established in the RFQ; and

WHEREAS, the evaluation process resulted in the proposers being ranked by the Evaluation Committee in the following order:

- 1st - Florida CDI, LLC d/b/a Christmas Designers
- 1st - South Florida Lighting Team, LLC d/b/a Miami Christmas Lights
- 3rd - Simple Solutions Exterior Cleaning, LLC d/b/a We Hang Christmas Lights
- 4th - Plant Professionals, Inc.

WHEREAS, after reviewing all of the submissions and the results of the Evaluation Committee process, the Interim City Manager concurs with the Evaluation Committee and finds that Florida CDI, LLC d/b/a Christmas Designers and South Florida Lighting Team, LLC d/b/a Miami Christmas Lights, to be the best qualified firms to provide a comprehensive, turn-key approach to seasonal design, furnish, install & remove, maintain, and store holiday lighting and decorations, for the City's major thoroughfares.

NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, that the Mayor and City Commission hereby accept the recommendation of the City Manager, pursuant to Request for Qualifications (RFQ) 2021-083-WG for Holiday Lighting; authorize the Administration to enter into simultaneous negotiations with Florida CDI, LLC d/b/a Christmas Designers and South Florida Lighting Team, LLC d/b/a Miami Christmas Lights, as the top ranked proposers; provided, however, that the final selection of the recommended proposer(s) and contract(s) shall be subject to approval by the Mayor and City Commission.

PASSED AND ADOPTED this 29 day of April 2021.

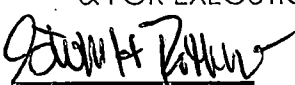
ATTEST:

 4/30/21
RAFAEL E. GRANADO, CITY CLERK


DAN GELBER, MAYOR



APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION


City Attorney

04/09/2021
Date

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission
FROM: Raul J. Aguila, Interim City Manager
DATE: April 29, 2021

SUBJECT: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE CITY MANAGER, PURSUANT TO REQUEST FOR QUALIFICATIONS (RFQ) 2021-083-WG FOR HOLIDAY LIGHTING; AUTHORIZING THE ADMINISTRATION TO ENTER INTO SIMULTANEOUS NEGOTIATIONS WITH FLORIDA CDI, LLC D/B/A CHRISTMAS DESIGNERS AND SOUTH FLORIDA LIGHTING TEAM, LLC D/B/A MIAMI CHRISTMAS LIGHTS, AS THE TOP RANKED PROPOSERS; PROVIDED, HOWEVER, THAT THE FINAL SELECTION OF THE RECOMMENDED PROPOSER(S) AND CONTRACT(S) SHALL BE SUBJECT TO APPROVAL BY THE MAYOR AND CITY COMMISSION.

RECOMMENDATION

The Administration recommends that the Mayor and City Commission approve the Resolution accepting the City Manager's recommendation pertaining to proposals received, pursuant to RFQ 2021-083-WG, for holiday lighting services, to negotiate with the two top-ranked proposers, with the final selection(s) and contract(s) subject to approval by the City Commission.

BACKGROUND/HISTORY

The City's current contract for the maintenance and installation of holiday lighting expires in November 2021. As such, through the RFQ, the City is seeking proposals from qualified firm(s) for a comprehensive, turn-key approach to holiday lighting and decorations, including installing, storing, and maintaining existing lighting and decorations, and designing and manufacturing new ones, as commissioned by the City.

In response to this RFQ, proposers submitted proposals outlining its qualifications for the desired services which included, but were not limited to; planning, development, design, fabrication, furnish, delivery and installation of lighting, decorations, displays, and project management, as well as post-project removal and storage, in support of the City's special events lighting projects, and annual holiday program. The RFQ states that the City will negotiate a final agreement(s) with the top qualified firm(s).

Through the RFQ, the Administration intends to continue to enhance the City's thoroughfares,

Lincoln Road, and City Hall, as well as other key locations, during the holiday season with quality and cost-effective designs.

ANALYSIS

On January 13, 2021, the Mayor and City Commission approved the issuance of Request for Qualifications (RFQ) 2021-083-WG for Holiday Lighting. RFQ responses were due and received on February 24, 2021. The City received proposals from the following four firms: Florida CDI, LLC D/B/A Christmas Designers; South Florida Lighting Team, LLC D/B/A Miami Christmas Lights; Simple Solutions Exterior Cleaning, LLC D/B/A We Hang Christmas Lights; and Plant Professionals, Inc. All of the proposals submitted were determined to be responsive to the requirements of the RFQ.

On March 20, 2021, the Interim City Manager appointed an Evaluation Committee to consider the proposals received. The Committee was comprised of: Robin Jacobs, Miami Beach Resident (Middle Beach); Justin Karr, Real Estate Asset Specialist, Economic Development Department; Santiago Sellan, Senior Administrative Manager, Property Management Department; Heather Shaw, Assistant Director, Tourism & Cultural Development Department; Daniel Veitia, Miami Beach Resident (North Beach); Tony Wright, Miami Beach Resident (South Beach).

The Committee was provided an overview of the project, information relative to the City's Cone of Silence Ordinance, and the Government Sunshine Law. The Committee was also provided with general information on the scope of services and a copy of each proposal. The Committee was instructed to score and rank each proposal pursuant to the evaluation criteria established in the RFQ.

The evaluation process resulted in the proposers being ranked by the Evaluation Committee in the following order (See Attachment A):

- 1st - Florida CDI, LLC D/B/A Christmas Designers
- 1st - South Florida Lighting Team, LLC D/B/A Miami Christmas Lights
- 3rd - Simple Solutions Exterior Cleaning, LLC D/B/A We Hang Christmas Lights
- 4th - Plant Professionals, Inc.

A summary of the two top-ranked firms follows:

1. **Florida CDI, LLC D/B/A Christmas Designers.**

Florida CDI, LLC / Christmas Designers is a local organization. A merged partnership of 2 professional commercial holiday decorating companies in the State of Florida, Christmas Designers 40+ years in business and Holiday Illuminations 25+ years in business.

Their South Florida offices, located in both Broward and Palm Beach county, consist of 33 year-round employees and approximately 130 seasonal employees with a fleet of 40 truck vehicles during season. The firm has previously performed services for the City with a good performance record.

2. **South Florida Lighting Team, LLC D/B/A Miami Christmas Lights**

Miami Christmas Lights was founded in 2008 in efforts to provide services to

municipalities and commercial clients throughout the state of Florida. Their primary service consists of design, fabrication, installation, maintenance, removal and storage of large, complex holiday lighting and decor programs. Their complete décor management service, coupled with their world-class design team has fueled Miami Christmas Lights' growth over the past decade, catapulting them to one of South Florida's premiere holiday vendors.

Miami Christmas Lights is based out of a 15,000 square foot, climate-controlled facility in Miami Gardens, Florida, providing a centralized hub only 7 miles from the City of Miami Beach.

Over the years, they have provided services for local municipal clients such as the City of Fort Lauderdale, Town of Surfside, Village of Bal Harbour, and City of Sunny Isles. The firm has previously performed services for the City with a good performance record.

SUPPORTING SURVEY DATA

Not Applicable

FINANCIAL INFORMATION

The costs of the related services are subject to funds availability approved through the City's budgeting process. Grant funding will not be utilized for this project.

CONCLUSION

City Manager's Recommendation.

After reviewing all of the submissions and the Evaluation Committee process, I concur with the Evaluation Committee and find 1) Florida CDI, LLC D/B/A Christmas Designers ("Christmas Designers") and 2) South Florida Lighting Team, LLC D/B/A Miami Christmas Lights ("Miami Christmas Lights") to be the best qualified firms to commence negotiating with both firms provided a comprehensive, turn-key approach to seasonal design, furnish, install & remove, maintain, and store holiday lighting and decorations.

Some of the highlights of Christmas Designers proposal, as articulated by the Evaluation Committee, include the following.

- The firm has vast experience providing turn-key, comprehensive holiday lighting and display programs throughout the State of Florida for municipalities, such as City of Miami Beach, City of Tavares, Florida, City of North Miami Beach, City of West Palm Beach, Village of Bal Harbour, City of Delray, Village of Key Biscayne.
- The capacity for in-house custom display creations.
- The firm retains a large seasonal staff and fleet to address installation and maintenance demands.
- Locally out of Broward and Palm Beach, Florida.

Some of the highlights of Miami Christmas Lights, experience, qualifications, approach, and methodology to project delivery include:

- The firms has vast experience providing turn-key, comprehensive holiday lighting and display programs throughout the State of Florida for municipalities, event venues, resorts and casino such as City of Miami Beach, Miami International Airport, 600 Brickell World Center, City of Fort Lauderdale, Hard Rock Hotel and Casino, Disney, Town of Surfside, Village of Bal Harbour, City of Sunny Isles, and Orlando International Airport.

- Clearly articulated the intricacies of working in Miami Beach.
- Local based out of Miami Gardens, Florida.

As noted, the Evaluation Committee process resulted in a tie for first ranked between Christmas Designers and Miami Christmas Lights. I am therefore, recommending to engage both firms in a simultaneous negotiation process to finalize designs and cost. The final selection and the negotiated contract shall be subject to approval by the City Commission.

I am for the reasons stated herein, I recommend that the Mayor and City Commission approve the Resolution authorizing the Administration to enter into simultaneous negotiations with 1) Florida CDI, LLC D/B/A Christmas Designers, Inc., and 2) South Florida Lighting Team, LLC D/B/A Miami Christmas Lights as the top ranked proposers; and further providing that the final selection of the recommended proposer(s) and contract(s) shall be subject to the prior approval of the Mayor and City Commission.

Is this a "Residents Right to Know" item, pursuant to City Code Section 2-14?

Yes

Does this item utilize G.O. Bond Funds?

No

Strategic Connection

Prosperity - Market and promote Miami Beach as a world class arts, culture, and quality entertainment destination.

Legislative Tracking

Property Management/Procurement

ATTACHMENTS:

Description

- ☐ Attachment A
- ☐ Resolution

RFQ 2021-083-WG Holiday Lighting	Robin Jacobs			Ranking	Justin Karr			Ranking	Santiago Sellan			Ranking	Heather Shaw			Ranking	Daniel Vaitta			Ranking	Troy Wright			Ranking	Low Aggregate Totals	Ranking
	Qualitative	Quantitative	Subtotal		Qualitative	Quantitative	Subtotal		Qualitative	Quantitative	Subtotal		Qualitative	Quantitative	Subtotal		Qualitative	Quantitative	Subtotal		Qualitative	Quantitative	Subtotal			
Florida CDI LLC / Christmas Designers	96	0	96	2	95	0	95	3	90	0	90	3	94	0	94	1	95	0	95	1	95	0	95	1	11	1
South Florida Lighting Team, LLC DBA Miami Christmas Lights	97	0	97	1	100	0	100	1	97	0	97	1	91	0	91	2	90	0	90	2	85	0	85	4	11	1
Plant Professionals Inc.	95	0	95	4	80	0	80	4	75	0	75	4	87	0	87	4	75	0	75	4	95	0	95	1	21	4
Simple Solutions Exterior Cleaning DBA We Hang Christmas Lights	96	0	96	2	100	0	100	1	91	0	91	2	90	0	90	3	80	0	80	3	95	0	95	1	12	3

Proposer	Veteran's Points	Total Quantitative (Veteran's)
Florida CDI LLC / Christmas Designers	5	0
South Florida Lighting Team, LLC	5	0
DBA Miami Christmas Lights	5	0
Plant Professionals Inc.	5	0
Simple Solutions Exterior Cleaning	5	0
DBA We Hang Christmas Lights	5	0

FOR DISPLAY PURPOSES ONLY. FINAL RANKING DOES NOT CONSTITUTE AN AWARD RECOMMENDATION.

Resolutions - C7 N

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission
FROM: Raul J. Aguila, Interim City Manager
DATE: April 21, 2021

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SUPPORTING SURVEY DATA

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FINANCIAL INFORMATION

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CONCLUSION

City Manager's Recommendation.

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I am for the reasons stated herein, I recommend that the Mayor and City Commission approve the Resolution authorizing the Administration to enter into simultaneous negotiations with 1) Florida CDI, LLC D/B/A Christmas Designers, Inc., and 2) South Florida Lighting Team, LLC D/B/A Miami Christmas Lights as the top ranked proposers; and further providing that the final selection of the recommended proposer(s) and contract(s) shall be subject to the prior approval of the Mayor and City Commission.

**Know" item, pursuant to
City Code Section 2-14?**

Yes

Bond Funds?

No

Strategic Connection

Prosperity - Market and promote Miami Beach as a world class arts, culture, and quality entertainment destination.

Legislative Tracking

Property Management/Procurement

ATTACHMENTS:**Description**

- ▢ [Attachment A](#)
- ▢ [Resolution](#)

RFQ 2021-083-WG Holiday Lighting	Robin Jacobs			Ranking	Justin Karr			Ranking	Santiago Sellan			Ranking	Heather Shaw			Ranking	Daniel Veitia			Ranking	Troy Wright			Ranking		Low Aggregate Totals	Ranking
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Quantitative Points		
Proposer	Veteran's Points	Total Quantitative (Veteran's)
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RESOLUTION NO. _____

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WHEREAS, all of the proposals submitted were found to be responsive to the requirements of the RFQ; and

WHEREAS, on March 20, 2021, the Interim City Manager appointed an Evaluation Committee, comprised of Robin Jacobs, Miami Beach resident (Middle Beach), Justin Karr, Real Estate Asset Specialist, Economic Development, Santiago Sellan, Senior Administrative Manager, Property Management Department, Heather Shaw, Assistant Director, Tourism & Cultural Development Department, Daniel Veitia, Miami Beach resident (North Beach), Tony Wright, Miami Beach resident (South Beach); and

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WHEREAS, after reviewing all of the submissions and the results of the Evaluation Committee process, the Interim City Manager concurs with the Evaluation Committee and finds that Florida CDI, LLC d/b/a Christmas Designers and South Florida Lighting Team, LLC d/b/a Miami Christmas Lights, to be the best qualified firms to provide a comprehensive, turn-key approach to seasonal design, furnish, install & remove, maintain, and store holiday lighting and decorations, for the City's major thoroughfares.

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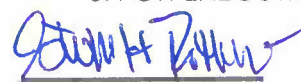
PASSED AND ADOPTED this _____ day of _____ 2021.

ATTEST:

RAFAEL E. GRANADO, CITY CLERK

DAN GELBER, MAYOR

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION



City Attorney

04/09/2021

Date