



City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139, [www.miamibeachfl.gov](http://www.miamibeachfl.gov)

## COMMITTEE MEMORANDUM

TO: Honorable Chair and Members of the Public Safety and  
Neighborhood Quality of Life Committee

FROM: Alina T. Hudak, City Manager

DATE: June 15, 2022

SUBJECT: **A DISCUSSION OF THE 2022/2023 HOLIDAY LIGHTING PROGRAM  
CITYWIDE.**

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### **BACKGROUND**

On May 4, 2022, the Mayor and City Commission approved the referral of item C4-B to the Public Safety and Neighborhood Quality of Life Committee to discuss the holiday lighting program citywide for FY 2022/2023.

The City currently owns holiday decorations for the following locations as a result of RFP 2017-077-JC previously awarded to Artistic Holiday Designs, LLC:

- Julia Tuttle Entrance
- 41<sup>st</sup> Street
- Lincoln Road
- Miami Beach Police Department
- City Hall
- Española Way
- Washington Avenue
- Ocean Drive / Lummus Park
- 5<sup>th</sup> Street
- Normandy Fountain
- 87th Street
- North Shore Youth Center

During the term of the Agreement, additional décor and lighting was included via Amendment Nos. 1 through 4, to further augment and expand holiday lighting to other areas throughout the City to enhance and beautify urban and residential neighborhoods, historic assets, and redevelopment areas:

- Additional lighting on 41<sup>st</sup> Street
- Additional décor and lighting on Lincoln Road
- Additional décor and lighting at Lummus Park (Super Bowl LIV)
- Anchor Garage
- Sunset Harbor Garage
- 73<sup>rd</sup> and Ocean Terrace

- North Shore Open Space Park
- Additional lighting on 5<sup>th</sup> Street
- South Pointe Park
- Fire Station #2
- Fire Station #3
- Collins Avenue (between 46<sup>th</sup> and 64<sup>th</sup> Street)

Once the Agreement with Artistic Holiday Designs terminated, the City issued RFQ 2021-083-WG to solicit qualified firms to design, furnish, install, maintain, remove, and store the City-owned holiday lighting and decorations. On April 29, 2021 the Mayor and City Commission approved Resolution No. 2021-31671 awarding South Florida Lighting Team LLC (d/b/a Miami Christmas Lights), for a period of three (3) years, with two (2) one-year renewal options, to be exercised at the City Manager's sole option and discretion.

Since the award of this contract, the City has received the following requests for additional lighting and décor at the January 20, 2022 Commission Meeting via Resolution 2022-32011. The additional locations were subsequently funded via a Budget Amendment at the March 9, 2022 City Commission meeting.

- Meridian Ave (along Flamingo Park)
- North Beach Commercial Area

### **ANALYSIS**

To date, the City has spent the following amounts by year for the purchase, installation, and refurbishment of the decorations:

- FY 2018 - \$435,440.28
- FY 2019 - \$535,440.28
- FY 2020 - \$894,257.51
- FY 2021 - \$496,762.00
- FY 2022 - \$543,601.59

The current service level budget for FY23 is set at \$500,000.00. This includes the installation, maintenance and removal of all décor and the rental of string lights needed for this upcoming holiday season. Please see below for current breakdown of costs:

	FY22	FY23
Budget	\$ 271,905.99	\$ 500,000.00
Base Décor (install, maintain, and remove)	\$ -	\$ 318,000.00
Meridian Ave (Flamingo Park)	\$ 141,237.00 <sup>1</sup>	\$ 23,280.00 <sup>2</sup>
North Beach Commercial Area	\$ -	\$ 120,852.00 <sup>3</sup>
String Light Rentals	\$ -	\$ 160,760.00
Refurbishments	\$ 88,359.00 <sup>4</sup>	\$ -
<b>Delta</b>	<b>\$ 42,309.99</b>	<b>\$ (122,892.00)</b>
Rollover to FY23		\$ 42,309.99
<b>Needed</b>		<b>\$ (80,582.01)</b>

<sup>1</sup> Purchase and installation of lighting

<sup>2</sup> Maintenance of lighting

<sup>3</sup> Rental of décor

<sup>4</sup> Due for current décor

## **CONCLUSION**

The Facilities and Fleet Management Department is currently seeking direction from the Committee as well as feedback on priorities regarding the holiday lighting program for 2022-2023. Should the Committee provide a recommendation for additional areas to be enhanced, this would be submitted as a proposed enhancement to the FY 2023 Budget subject to City Commission approval.

### **Applicable Area**

Citywide

### **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**

Neighborhoods - Enhance the beautification, physical appearance, and cleanliness of neighborhoods.

### **Legislative Tracking**

Facilities and Fleet Management Department