

COMMISSION MEMORANDUM

TO: Honorable Mayor Dan Gelber and Members of the City Commission

FROM: Jimmy L. Morales, City Manager

DATE: October 17, 2018

SUBJECT: **A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING AND AUTHORIZING THE MAYOR AND THE CITY CLERK TO EXECUTE A PROFESSIONAL SERVICES AGREEMENT WITH JIM MORRISON PRODUCTIONS, INC., FOR A TERM OF ONE (1) YEAR, WITH A ONE (1) YEAR RENEWAL OPTION, TO INSTALL AND MAINTAIN "A CELEBRATION OF LIGHT" LIGHT EMITTING DIODES (LED) WITHIN THE JULIA TUTTLE CAUSEWAY, DIRECTLY BEHIND THE CITY OF MIAMI BEACH WELCOME SIGN AT THE ARTHUR GODFREY ROAD/ALTON ROAD ENTRANCE TO THE CITY, IN THE TOTAL ANNUAL AMOUNT OF \$17,000, AND, FOR FY 2018-2019 ONLY, TO INSTALL AND MAINTAIN MULTI COLORED RIBBON BOWS, MOUNTED ATOP 80 PALM TREES, SPANNING THE LENGTH OF THE MACARTHUR CAUSEWAY THROUGH THE CENTER MEDIAN STRIP, IN THE TOTAL AMOUNT NOT TO EXCEED \$42,000.**

FUNDING

This request in amount of \$59,000 will be funded from the contract maintenance account, 520-1720-000325-29-413-592-00-00-00.

ADMINISTRATION RECOMMENDATION

Approve the Resolution.

KEY INTENDED OUTCOME

Build and Maintain Priority Infrastructure with Full Accountability.

BACKGROUND

In 1996 as part of an Art in Public Places (AIPP) project, Jim Morrison Productions Inc., designed and installed architectural lighting for "A Celebration of Light", neon rings within the Julia Tuttle Causeway, directly behind the City of Miami Beach welcome sign at the Arthur Godfrey Road / Alton Road entrance. Since its initial implementation, the installation was upgraded in 2016 with light emitting diodes (LED) rings. The monitoring, programming, and maintenance service (MPM) for the LED rings, have been rendered by Jim Morrison Productions Inc. (Jim Morrison), in a total annual amount of \$17,000. The last professional services agreement (PSA) with Jim Morrison ended in FY 2017-2018 and consequently, a new PSA is required for the continued annual maintenance of "A Celebration of Light".

Additionally, on May 22, 2018, the Neighborhood/Community Affairs Committee (NCAC) recommended enhancing this year's holiday lighting and decoration program. The enhancement was approved in the amount of \$140,000 and adopted on September 26, 2018 at FY2018-

2019's second budget hearing. To complement the existing holiday program, approximately \$40,000 was allocated to Jim Morrison's MacArthur Causeway Palms Holiday Bows project. This project consists of temporary installation of multi-colored ribbon bows, mounted atop 80 palm trees spanning the length of the MacArthur Causeway through the center median strip, subject to approval from the Florida Department of Transportation (FDOT), was proposed by Jim Morrison in a total amount of \$42,000.

In consideration of the above, Administration recommends entering into a professional services agreement with Jim Morrison Productions, Inc., to maintain and program "A Celebration of Light" LED rings within the Julia Tuttle Causeway; and for FY 2018-2019 only, to install and maintain the MacArthur Causeway Palms Holiday Bows, totaling an annual cost of \$59,000 for both programs.

Recommendation

Based on the foregoing, I recommend that the Mayor and City Commission of the City of Miami Beach, Florida adopt the Resolution of the Mayor and City Commission approving and authorizing the Mayor and the City Clerk to execute a professional services agreement with Jim Morrison Inc., for a term of one (1) year with a one (1) renewal option, to install and maintain "A Celebration of Light" light emitting diodes (LED) within the Julia Tuttle Causeway, directly behind the City of Miami Beach welcome sign at the Arthur Godfrey Road / Alton Road entrance to the City, in the total annual amount of \$17,000, and for FY 2018-2019 only, to install and maintain multi colored ribbon bows, mounted atop 80 palm trees, spanning the length of the MacArthur Causeway through the center median strip, in the amount not to exceed \$42,000.