

STATEMENT OF BUDGET IMPACT
Budgetary Review of Proposed Resolution &
Ordinances with Financial Implication.

Date: October 7, 2019

File: BIS CRA 19-33

Proposed Legislation:

A RESOLUTION OF THE HOLLYWOOD, FLORIDA COMMUNITY REDEVELOPMENT AGENCY ("CRA"), AUTHORIZING THE APPROPRIATE CRA OFFICIALS TO NEGOTIATE AND EXECUTE AN AGREEMENT WITH THE HIGHEST RANKED FIRM, BRANDANO DISPLAYS, INC. TO PROVIDE CRA BEACH AND DOWNTOWN HOLIDAY DÉCOR FOR A TWO YEAR PERIOD IN AN ESTIMATED ANNUAL AMOUNT OF \$150,000.00 WITH THREE OPTIONAL ONE YEAR RENEWAL PERIODS.

Statement of Budget Impact:

1. ☐ No Budget Impact associated with this action;
2. ☒ Sufficient budgetary resources identified/available;
3. ☐ Budgetary resources not identified/unavailable;
4. ☐ Potential increase in Revenue is possible with this action;

Explanation:

The Community Redevelopment Agency ("CRA") requires an agreement with a qualified firm to design, install, service, remove and store Holiday Décor for the Beach and Downtown Districts. The holiday décor enhances both district and creates a festive environment. It showcases the commercial districts and corridors, and acts as a backdrop for "photo ops," "selfies" and video production.

On August 8, 2019, a Notice of Bid Availability for RFP-4619-19-JE was issued in accordance with Section 38.42(A)(1) of the City's Purchasing Ordinance. It was opened on September 11, 2019, and resulted in a responses from three firms. An Evaluation Committee comprising of CRA and City of Hollywood employees reviewed the reponses and ranked the firms in the following order: Brandano Displays, Inc., Miami Christmas lights, and Artistic Holiday Designs.

The CRA Executive Director and the Director of the Procurement and Contract Compliance recommend that the CRA Board authorize the negotiation and execution of an agreement with Brandano Displays, Inc. as the highest ranked firm to provide CRA Beach and Downtown Districts Holiday Décor for two seasons with the option to renew for three additional one year seasonal periods subject to CRA option, vendor acceptance, satisfactory performance and determination that renewal is in the best interest of the CRA.

BIS CRA 19-33

Page 2 of 2

Funding for this expense has been allocated in the FY 2020 Operating Budget for both the Beach and Downtown districts, in account numbers 163.638505.55200.531170.000000.000.000 (Contractual Svc - Holiday Lights) and 166.668603.55200.534981.000000.000.000 (Other Contractual - Holiday Lights).

APPROVED BY: Yvette Scott-Phillip
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