

Legislation Details (With Text)

File #:	R-CRA-2019-59	Version:	1	Name:	Holiday Decor
Type:	CRA Resolution	Status:			Passed
File created:	10/7/2019	In control:			Regular Community Redevelopment Agency Meeting
On agenda:	11/6/2019	Final action:			11/6/2019
Title:	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.				
Sponsors:					
Indexes:					
Code sections:					
Attachments:	1. Reso - CRA Holiday Decor 2019 final.pdf, 2. RFP-4619-19-JE Backup.pdf, 3. Brandano Displays, Inc.pdf, 4. Miami Christmas Lights.pdf, 5. Artistic Holiday Designs RFP-Hollywood-FL-2019.pdf, 6. BIS-CRA19-33 Holiday Decor.pdf, 7. Term Sheet - Brandano Displays, Inc. Holiday Decor.pdf				

Date	Ver.	Action By	Action	Result
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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.

Staff Recommends: Approval of the attached Resolution.

Explanation:

At this time, 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 posted on the City’s Website, advertised and sent to 4,518 firms and viewed by 55 vendors on Bidsync.com 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. The evaluation of the proposals was based on: Experience in Successfully Executing Similar Projects; Overall

Creative Design and Uniqueness of Décor Plan; Ability to Provide Décor Plan at or Below Budgeted Amount; Eco-friendly Design and Local Preference.

The Evaluation Committee was comprised of CRA and City of Hollywood employees. The ranked the firms in the following order: Brandano Displays, Inc., Miami Christmas lights, and Artistic Holiday Designs, and 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.

Recommended for inclusion on the agenda by:
Jorge Camejo, Executive Director