

## Legislation Text

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**File #:** R-CRA-2024-31, **Version:** 1

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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 Vendor, Baron International LLC, d/b/a Baron Sign Manufacturing, To Permit, Fabricate, Install, Retrofit Gateway And Wayfinding Signage Throughout The City In An Amount Up To \$587,513.75.

### *Infrastructure & Facilities*

Staff Recommends: Approval of the attached Resolution.

### Explanation:

The CRA desires to enter into an agreement with a vendor to provide services that are required to implement, permit, fabricate, and install Gateway and Wayfinding Signage throughout the City of Hollywood in an expeditious fashion.

Services to be accomplished under this contract will include, implement, permit, fabricate, install, and retrofit Gateway and Wayfinding Signage throughout the City as identified in the five-year capital improvement plans for the City and CRA.

On February 21, 2024, Request for Proposals No. RFP-174-24-GJ ("RFP") was electronically advertised on OpenGov.com to solicit the desired City and CRA Citywide Gateway and Neighborhood Signage services, in accordance with Section 38.43(A) of the Procurement Code.

The RFP resulted in proposals from the following seven firms by the response due date:

Advanced Multi Corp	68.77 Points
AdWave Graphics, Inc	54.3 Points
Baron International LLC d/b/a Baron Sign Manufacturing	43.38 Points
Bergen Sign Company, Inc.	88.75 Points
DL Secuencial LLC d/b/a Signarama	60.87 Points
Florida Sign Group, LLC	53.49 Points
Solar Champs, LLC d/b/a Champs Pro Services	37.87 Points

On May 14, 2024, the Selection Committee met to evaluate and rank the proposals based

upon the following approved Firms Qualification, Experience, and References; Location of Office; Cost Proposal; and Local Vendor Preference. Based on the Evaluation Criteria, the Selection Committee evaluated the seven proposals, and the scores were compiled to arrive at the following rankings, with the highest score being the highest ranked:

Bergen Sign Company, Inc.  
Advanced Multi Corp  
DL Secuencial LLC d/b/a Signarama  
Florida Sign Group, LLC  
AdWave Graphics, Inc  
Baron International LLC d/b/a Baron Sign Manufacturing  
Solar Champs, LLC d/b/a Champs Pro Services

All of the firms were shortlisted and invited to provide oral presentations for further consideration by the Selection Committee in its evaluation and selection. On May 29, 2024, oral presentations were provided by the shortlisted firms, followed by a public Selection Committee meeting during which the Selection Committee ranked the shortlisted firms. The scores were compiled to arrive at the following rankings, with the lowest score being the highest ranked:

Baron International LLC d/b/a Baron Sign Manufacturing	6
Florida Sign Group, LLC	10
Advanced Multi Corp	13
DL Secuencial LLC d/b/a Signarama	17
Bergen Sign Company, Inc.	19
AdWave Graphics, Inc	23
Solar Champs, LLC d/b/a Champs Pro Services	24

The Selection Committee recommends that the CRA Board authorize the appropriate CRA officials to execute the attached agreement with the highest ranked vendor to permit, fabricate, install, retrofit gateway and wayfinding signage throughout the City in an amount up to \$587,513.75 (\$256,062.80 for the Beach CRA signage and \$331,450.95 for the Downtown CRA signage).

**Fiscal Impact:**

Funding for this expenditure is available in account numbers: Beach CRA -  
163.638504.55200.548640.000000.000.000 and Downtown CRA -  
166.668602.55200.548640.000000.000.000.

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