

# MIAMI BEACH

## COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Eric Carpenter, City Manager

DATE: April 23, 2025

TITLE: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE CITY MANAGER PURSUANT TO INVITATION TO QUOTE NO. 2024-0380-005 DRONE LIGHT SHOW SERVICES FOR EVENTS PRODUCED BY THE TOURISM AND CULTURE DEPARTMENT; FURTHER AUTHORIZING THE ADMINISTRATION TO NEGOTIATE WITH FIREFLY DRONE SHOWS LLC, AS THE TOP-RANKED PROPOSER; FURTHER, IF THE ADMINISTRATION IS NOT SUCCESSFUL IN NEGOTIATING AN AGREEMENT WITH THE FIRST RANKED PROPOSER, AUTHORIZING THE ADMINISTRATION TO NEGOTIATE WITH AN ALTERNATE RANKED PROPOSER; AND FURTHER AUTHORIZING THE CITY MANAGER AND CITY CLERK TO EXECUTE AN AGREEMENT UPON CONCLUSION OF SUCCESSFUL NEGOTIATIONS BY THE ADMINISTRATION.

### **RECOMMENDATION**

The Administration recommends the approval to authorize negotiations relating to Invitation to Quote (ITQ) No. 2024-0380-005 for Drone Light Show Services; authorization to enter into negotiations with Firefly Drone Shows LLC, as the top-ranked proposer; further, if the Administration is not successful in negotiating an agreement with Firefly Drone Shows LLC, authorization to enter into negotiations with an alternate ranked proposer; and authorizing the City Manager and City Clerk to execute an agreement upon successful negotiation by the Administration.

### **BACKGROUND/HISTORY**

As part of its extensive cultural offerings to residents and visitors, the Administration has witnessed the positive impact of incorporating drone light shows as an additional creative element for the enjoyment of all during City-produced special events.

On August 28, 2024, Invitation to Quote (ITQ) No. 2024-0380-005 was released for Drone Light Show Services (the "ITQ") for events produced by the City's Tourism and Culture Department.

On September 30, 2024, the City received proposals from Firefly Drone Shows LLC, Sky Elements LLC, Pixel Swarm Drones LLC, Celestial Drone Shows LLC, and Nova Sky Stories, LLC.

On November 8, 2024, an Evaluation Committee consisting of representatives from the following departments: Fire Department, Police Department, and Parks and Recreation Department, convened to review and score the proposals. The Evaluation Committee received general information on the scope of services, copies of the proposals, and were instructed to score and rank the proposals pursuant to the evaluation criteria established in the ITQ.

## **ANALYSIS**

The evaluation process resulted in the proposers being ranked by the Evaluation Committee in the following order: 1<sup>st</sup> ranked - Firefly Drone Shows LLC, 2<sup>nd</sup> ranked - Sky Elements LLC, 3<sup>rd</sup> ranked - Nova Sky Stories LLC, 4<sup>th</sup> ranked - Pixel Swarm LLC, 5<sup>th</sup> ranked - Celestial Drones LLC.

ITQ 2024-0380-005 - Drone Show Display Services							
Scoring Summary							
Proposers	Fire		Police		Parks		Totals
	Experience	Approach & Methodology	Experience	Approach & Methodology	Experience	Approach & Methodology	
Celestial Drones	15	15	15	15	42	47	149
Firefly Drone Shows	45	45	45	45	50	50	280
Nova Sky Stories	40	40	40	40	45	43	248
Pixel Swarm	30	30	30	30	43	43	206
Sky Elements	44	44	44	44	50	48	274

## **FISCAL IMPACT STATEMENT**

The fiscal impact will be determined by the approved budget allocation for each City event and subsequent negotiation with the vendor.

### **Does this Ordinance require a Business Impact Estimate?**

(FOR ORDINANCES ONLY)

If applicable, the Business Impact Estimate (BIE) was published on:

See BIE at: <https://www.miamibeachfl.gov/city-hall/city-clerk/meeting-notice/>

## **FINANCIAL INFORMATION**

## **CONCLUSION**

The Administration recommends the approval to authorize negotiations relating to Invitation to Quote (ITQ) No. 2024-0380-005 for Drone Light Show Services; authorization to enter into negotiations with Firefly Drone Shows LLC, as the top-ranked proposer; further, if the Administration is not successful in negotiating an agreement with Firefly Drone Shows LLC, authorization to enter into negotiations with an alternate ranked proposer; and authorizing the City Manager and City Clerk to execute an agreement upon successful negotiation by the Administration.

### **Applicable Area**

Citywide

**Is this a “Residents Right to Know” item, pursuant to City Code Section 2-17?**

No

**Is this item related to a G.O. Bond Project?**

No

**Was this Agenda Item initially requested by a lobbyist which, as defined in Code Sec. 2-481, includes a principal engaged in lobbying?** No

If so, specify the name of lobbyist(s) and principal(s):

**Department**

Tourism and Culture

**Sponsor(s)**

**Co-sponsor(s)**

**Condensed Title**

Accept Rec/ Authorize Negotiations with Firefly Drones LLC for City-Sponsored Drone Shows

**Previous Action (For City Clerk Use Only)**