

# MIAMI BEACH

## COMMITTEE MEMORANDUM

TO: Public Safety and Neighborhood Quality of Life Committee Members

FROM: Eric Carpenter, City Manager

DATE: April 9, 2025

TITLE: DISCUSS UPGRADING THE CITY'S HOLIDAY DECOR

### **RECOMMENDATION**

The Administration recommends the Public Safety and Neighborhood Quality of Life Committee ("PSNQLC" or the "Committee") discuss the City's holiday decor inventory and provide direction on enhancements to be funded through the FY 2026 budget process.

### **BACKGROUND/HISTORY**

On February 26, 2025, the Mayor and City Commission approved the referral of item C4S, sponsored by Commissioner Laura Dominguez and co-sponsored by Commissioner Joseph Magazine, to the PSNQLC to discuss upgrading the City's holiday decor.

### **ANALYSIS**

On July 26, 2017, the Mayor and City Commission adopted Resolution No. 2017-29956, approving the award of Request for Proposals ("RFP") 2017-077-JC to design, furnish, install, maintain, remove, and store holiday lighting decorations citywide to Artistic Holiday Designs, LLC ("Consultant"). On November 7, 2017, the City and the Consultant executed a Professional Services Agreement ("Artistic Holiday Designs Agreement"), which incorporated the RFP and Consultant's bid, for an initial term of three (3) years, with two (2), one (1) year renewal options. Per the Agreement, the City paid the Consultant for holiday décor on a 3-year lease-to-own basis. On the fourth year of the agreement, the City was offered \$1.00 buyout, whereupon full ownership of the holiday décor was immediately transferred to the City. The Artistic Holiday Designs Agreement was subsequently amended five (5) times to include additional sites, holiday lighting, decorations, and some refurbishment. At the end of the term, the City had an inventory of holiday lighting and decor to store, maintain, and install in future years.

Thereafter, on September 17, 2021, the Mayor and City Commission approved Resolution No. 2021-31842, accepting the recommendation of the City Manager to approve the material terms as set forth in the Resolution, pursuant to Request for Qualifications ("RFQ") 2021-083-WG, and authorizing an agreement with South Florida Lighting Team, LLC d/b/a Miami Christmas Lights ("MCL") for a turn-key program to furnish, install, maintain and store the City's holiday decoration inventory. Consequently, on November 19, 2021, the City executed a Professional Services Agreement ("the Agreement") with the MCL, having an initial term of three (3) years, with two (2) one-year renewal terms. On April 27, 2023, the City executed Amendment No. 1, pursuant to Resolution No. 2023-3249, expanding the scope of the Agreement to include additional sites and decorations, including the purchase of eight (8) menorahs, a tree for 41st Street, additional holiday decorations for the 71st Normandy Fountain, the addition of Collins Avenue, 65th to 75th Street, 71st Street from Collins Avenue to Rue Versailles Drive, the inclusion of emergency event removal and replacement, and refurbishment program with fixed fees for Contract Years 2-5. Additionally, on November 19, 2024, Amendment No. 2 to the Agreement was executed to further

incorporate additional locations and services. The Agreement is set to expire on September 30, 2026.

Through the various agreements and amendments, the City has expanded its holiday display program with a combination of city-owned and rented inventory. As depicted in Exhibit A, the City-owned decoration is installed at major City corridors, and various high- profile locations. These are complemented with rented string lighting and other décor, detailed in Exhibit B. The expenses associated with this program are outlined below:

Décor	Cost	Owned	Rented
Refurbishment	\$ 98,078.49	x	
Installation / Takedown / Storage of Owned Décor	\$ 318,100.00	x	
Light Rental (Citywide String Lights)	\$ 250,500.00		x
12' Menorah (City Hall)	\$ 8,252.42		x
Sea Shell Décor (Menorah / Dreidel Install)	\$ 3,580.00	x	
Scott Rakow Youth Center Tree Wrapping	\$ 14,549.15		x
71st Street Corridor	\$ 120,852.00		x
Normandy Fountain	\$ 3,249.75		x
<b>TOTAL</b>	<b>\$ 817,161.81</b>	<b>\$ 419,758.49</b>	<b>\$ 397,403.32</b>

Once the holiday decorations are removed, MCL maintains these at an indoor, air-conditioned, secured storage facility, located at 1167A NW 159th Drive in Miami Gardens. Repairs and refurbishments are also conducted at the storage facility ahead of any installations.

The holiday display program offers a festive, welcoming environment for the City's residents and guests. Notwithstanding, there are opportunities to further enhance the program by upgrading the current décor. The Administration has identified locations and options that could be explored to augment the collection and improve the residents' and visitors' experience. As provided in the below, and further detailed in Exhibit C, are proposed areas and enhancement options:

#### Contract Upgrades:

City Hall  
41st Pole decor  
Normandy Fountain Pole Decor  
Julia Tuttle Entrance

#### Area Overhauls:

Lummus Park  
Collins Ave  
Alton Road

Based on increasing request to install and upgrade the holiday display, the Administration has submitted a budget enhancement in the amount \$120,000 to be considered in the FY 2026 budget process. The foregoing is provided for the Committee's review and consideration.

### **FISCAL IMPACT STATEMENT**

TBD

**Does this Ordinance require a Business Impact Estimate?**  
(FOR ORDINANCES ONLY)

The Business Impact Estimate (BIE) was published on .

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

## **FINANCIAL INFORMATION**

### **CONCLUSION**

The foregoing is presented for the Committee's review. Based on policy direction from the PSNQLC, the Administration recommends enhancement of holiday displays be submitted in the FY 2026 budget process.

### **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**

Facilities and Fleet Management

### **Sponsor(s)**

Commissioner Laura Dominguez

### **Co-sponsor(s)**

Commissioner Joseph Magazine

### **Condensed Title**

Discuss Upgrading the City's Holiday Decor