

C7 H A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE PUBLIC SAFETY AND NEIGHBORHOOD QUALITY OF LIFE COMMITTEE AT ITS APRIL 9, 2025 MEETING, TO DIRECT THE CITY ADMINISTRATION TO INCLUDE FUNDING IN THE FISCAL YEAR 2026 BUDGET PROCESS, IN THE APPROXIMATE AMOUNT OF \$120,000, TO ENHANCE THE CITY'S HOLIDAY DÉCOR, INCLUDING ADDITIONAL DECORATIONS ALONG THE LINCOLN ROAD CORRIDOR.

Applicable Area:



COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Eric Carpenter, City Manager

DATE: May 21, 2025

TITLE: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE PUBLIC SAFETY AND NEIGHBORHOOD QUALITY OF LIFE COMMITTEE, AT ITS APRIL 9, 2025, MEETING, TO DIRECT THE CITY ADMINISTRATION TO INCLUDE FUNDING IN THE FY 2026 BUDGET PROCESS TO UPGRADE THE CITY'S HOLIDAY DECOR BY INCLUDING ADDITIONAL DECORATIONS ON THE LINCOLN ROAD CORRIDOR.

RECOMMENDATION

The Administration recommends adopting the Resolution.

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 Public Safety and Neighborhood Quality of Life Committee (the "Committee") 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
TOTAL	\$ 817,161.81	\$ 419,758.49	\$ 397,403.32

Once the holiday decorations are removed, MCL maintains these at an indoor, air-conditioned, secured storage facility. 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. On April 9, 2025, the Administration presented several options to enhance the holiday program to the PSNQLC. The Committee deliberated on this item and unanimously recommended in favor of enhancing the City's holiday decor and adding decorations to the Lincoln Road corridor.

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.

FISCAL IMPACT STATEMENT

The Administration has submitted a budget enhancement in the amount \$120,000 to be considered in the FY 2026 budget process.

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

Based on the foregoing, the Administration recommends the Commission considers enhancing the City's holiday decor with additional funding to be contemplated in the FY 2026 budget process.

Applicable Area

South Beach

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

Yes

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

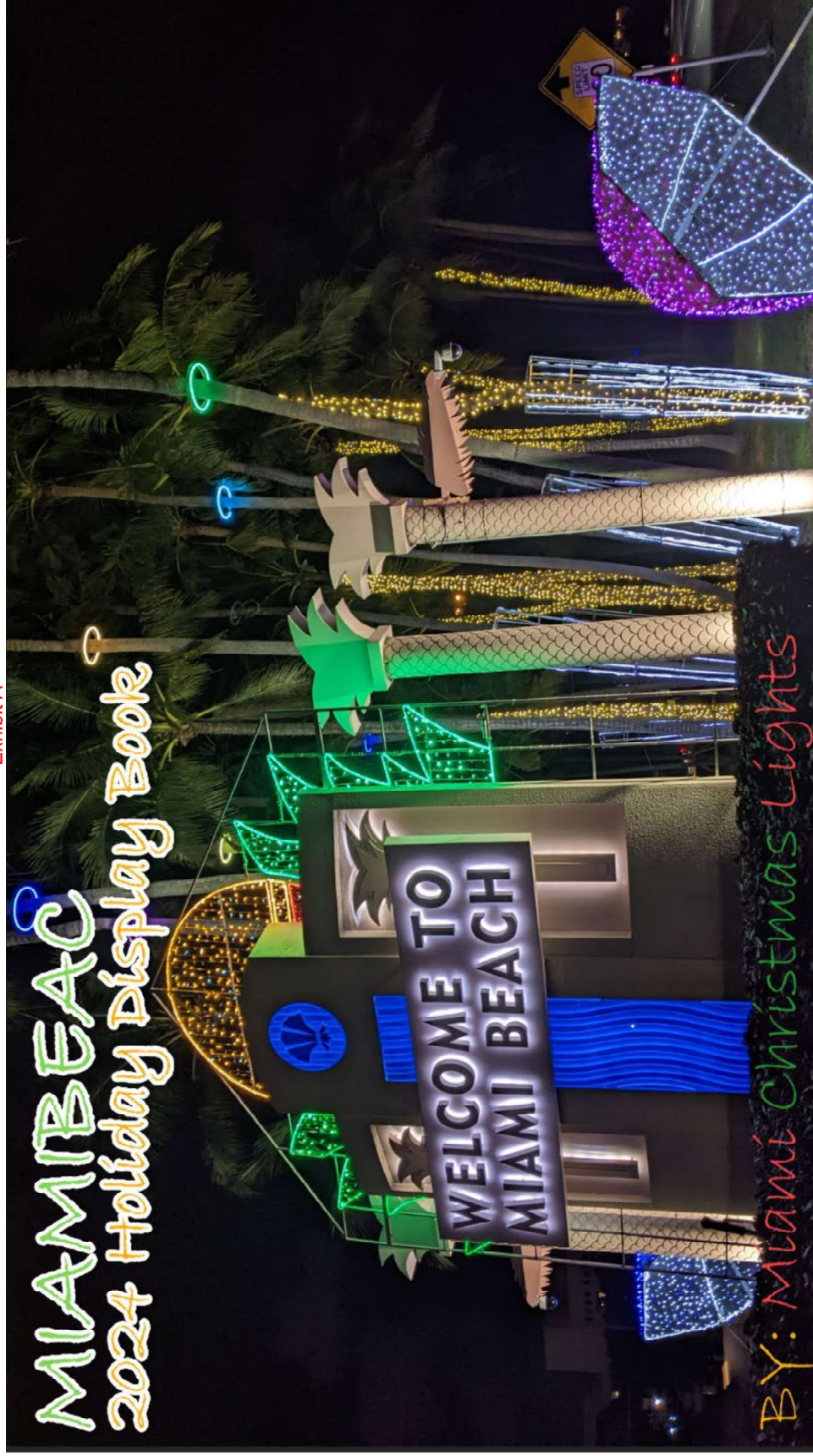
Co-sponsor(s)

Commissioner Joseph Magazine

Condensed Title

Accept Recommendation, Upgrade City's Holiday Decor. (Dominguez/Magazine) FF

Previous Action (For City Clerk Use Only)



BY: Miami Christmas Lights

Exhibit A

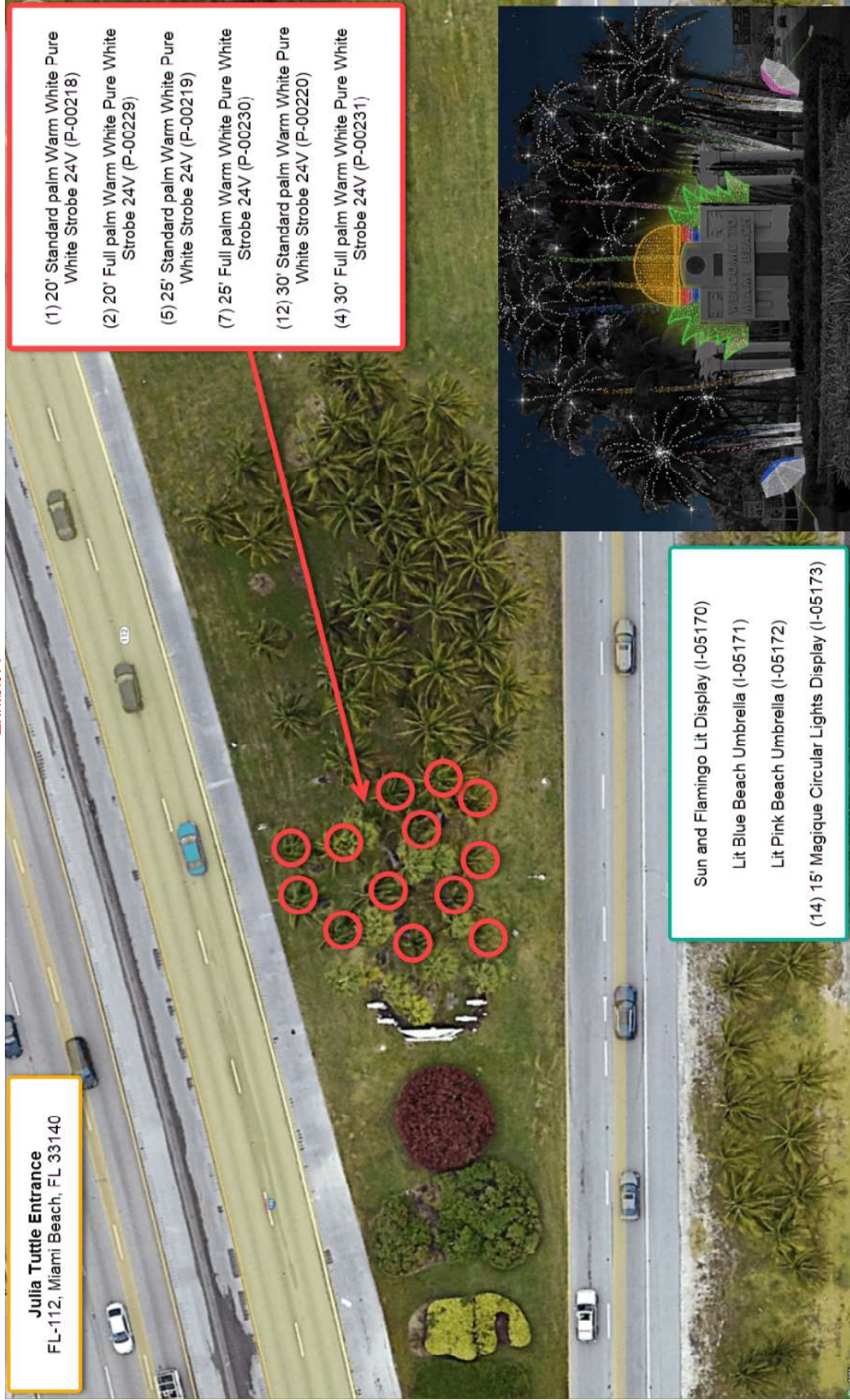


Exhibit A

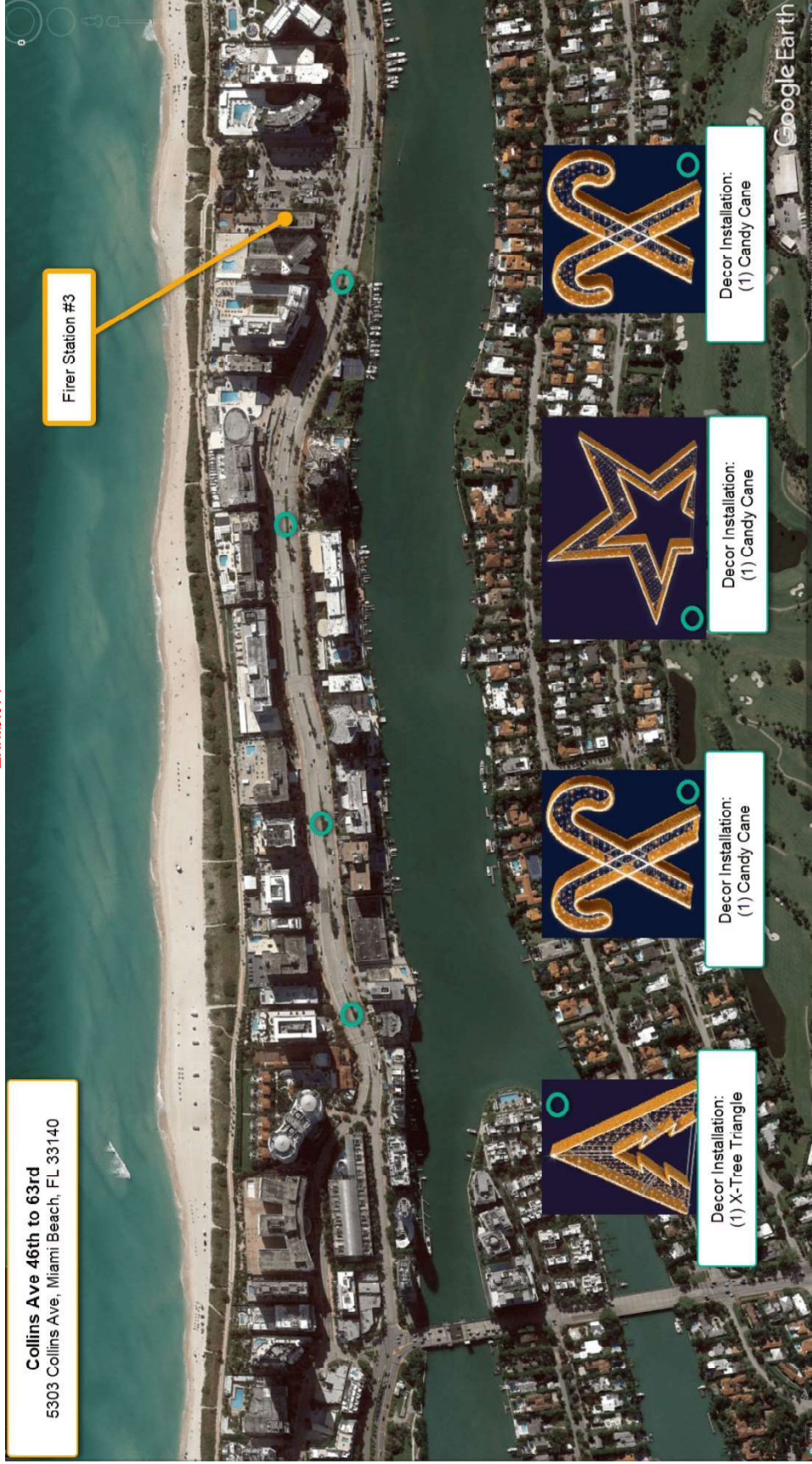
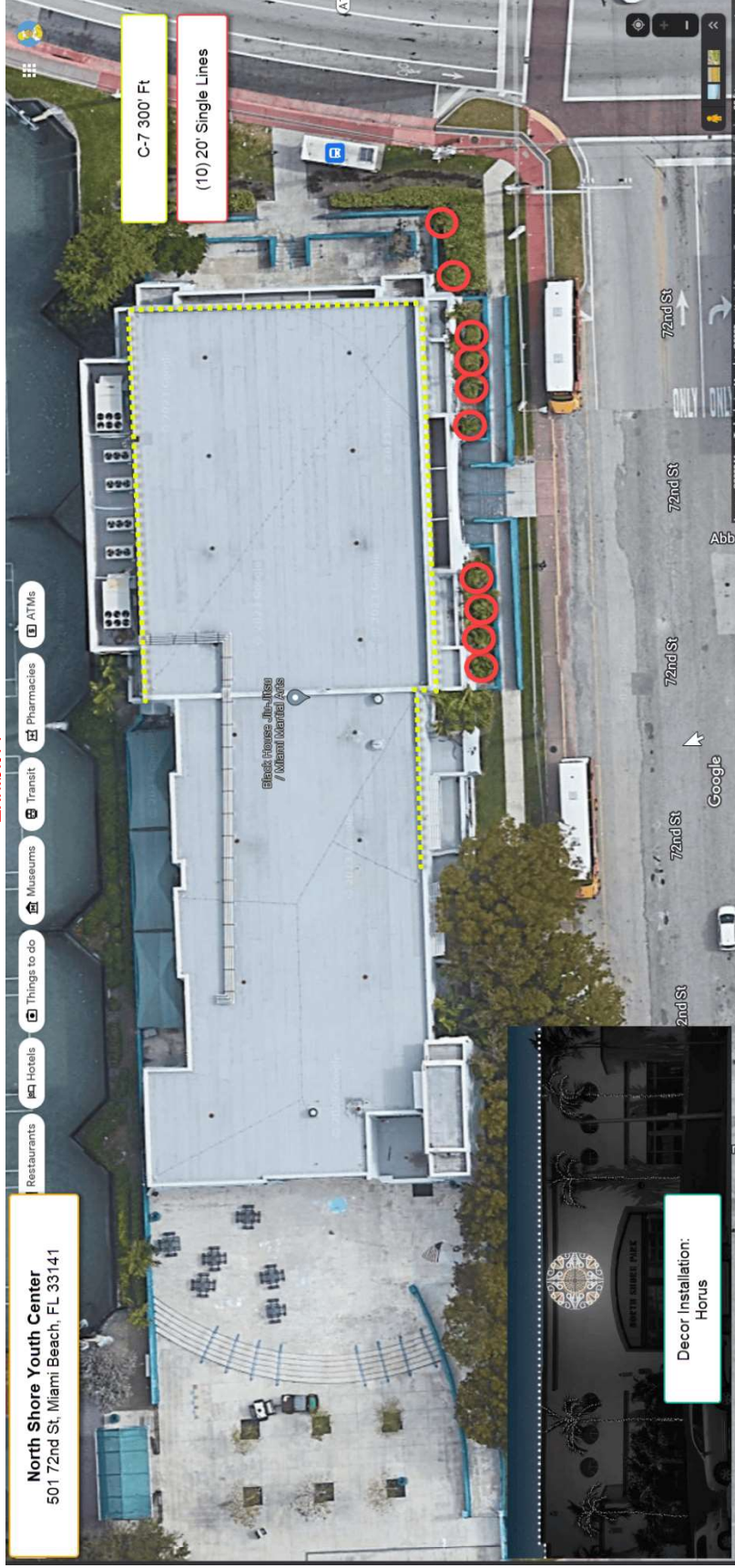


Exhibit A



Lummus Park
1001 Ocean Dr, Miami Beach, FL 33139

Decor Installation:
(1) Gift Box
(1) Ornament
1400 BLK

Decor Installation:
(1) Ribbons
1300 BLK

Decor Installation:
(1) Angels
1200 BLK

Decor Installation:
Animated Ribbon Arch
1200 BLK

Decor Installation:
Sylma
1000 BLK

Exhibit A



Exhibit A

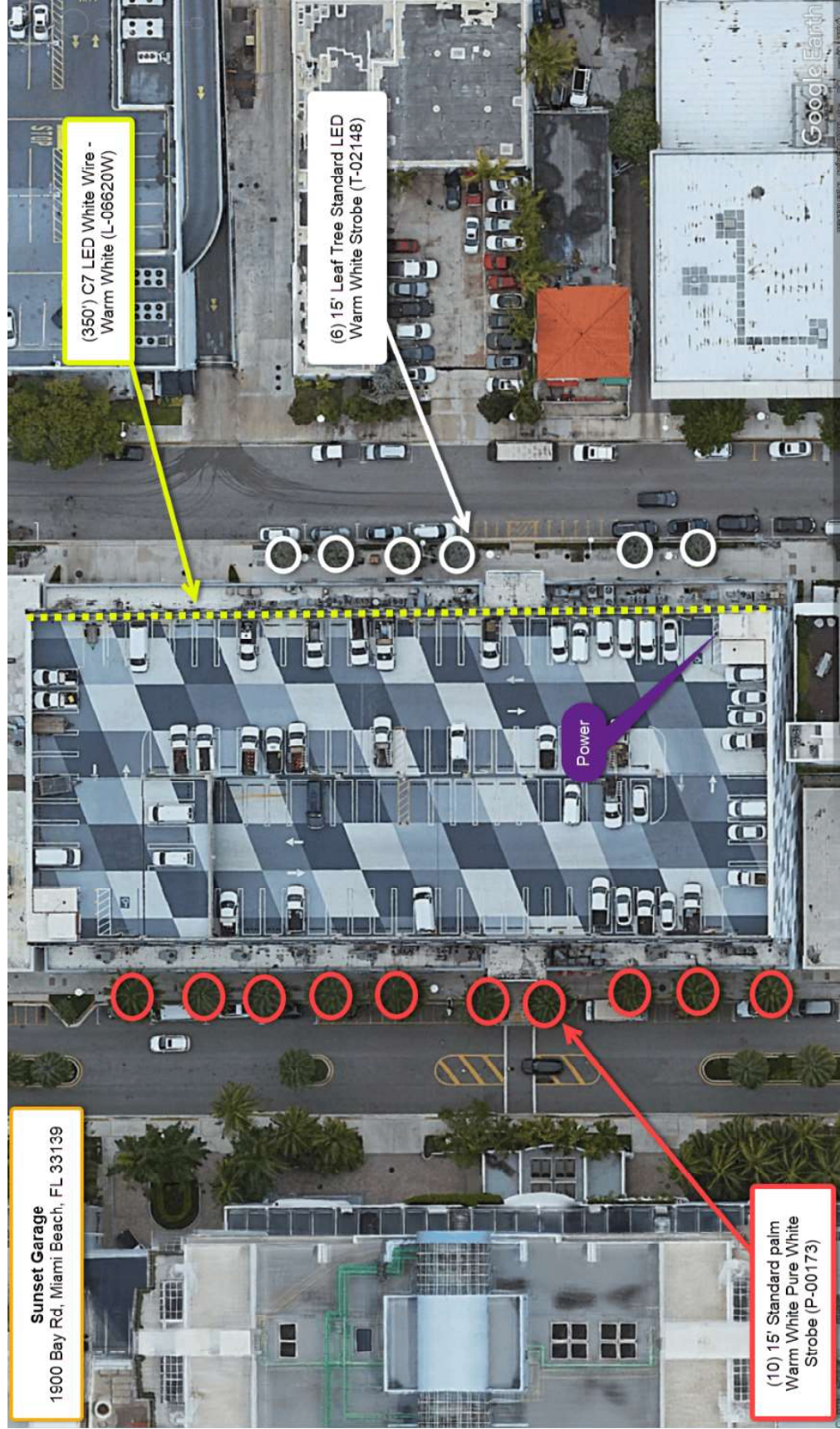


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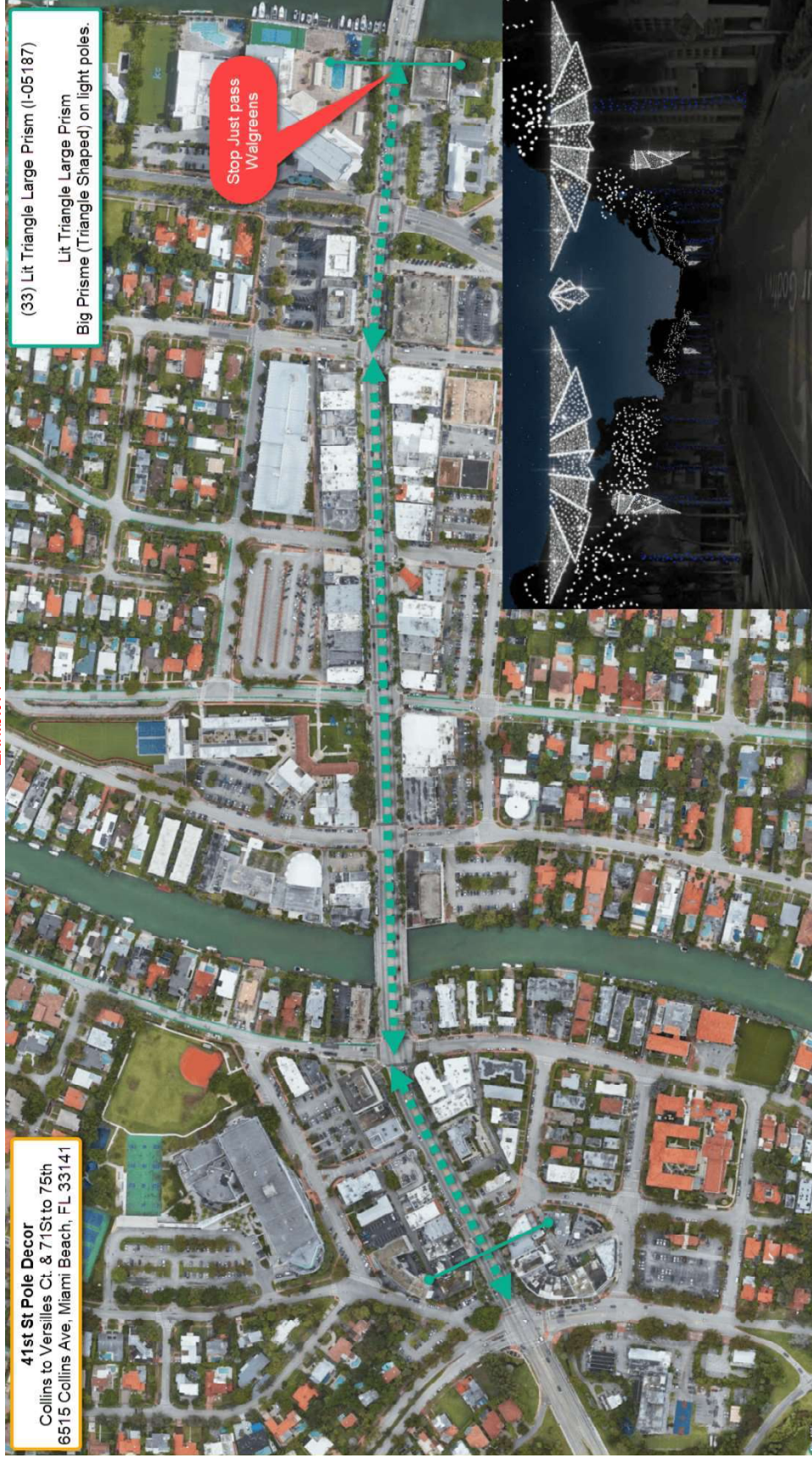


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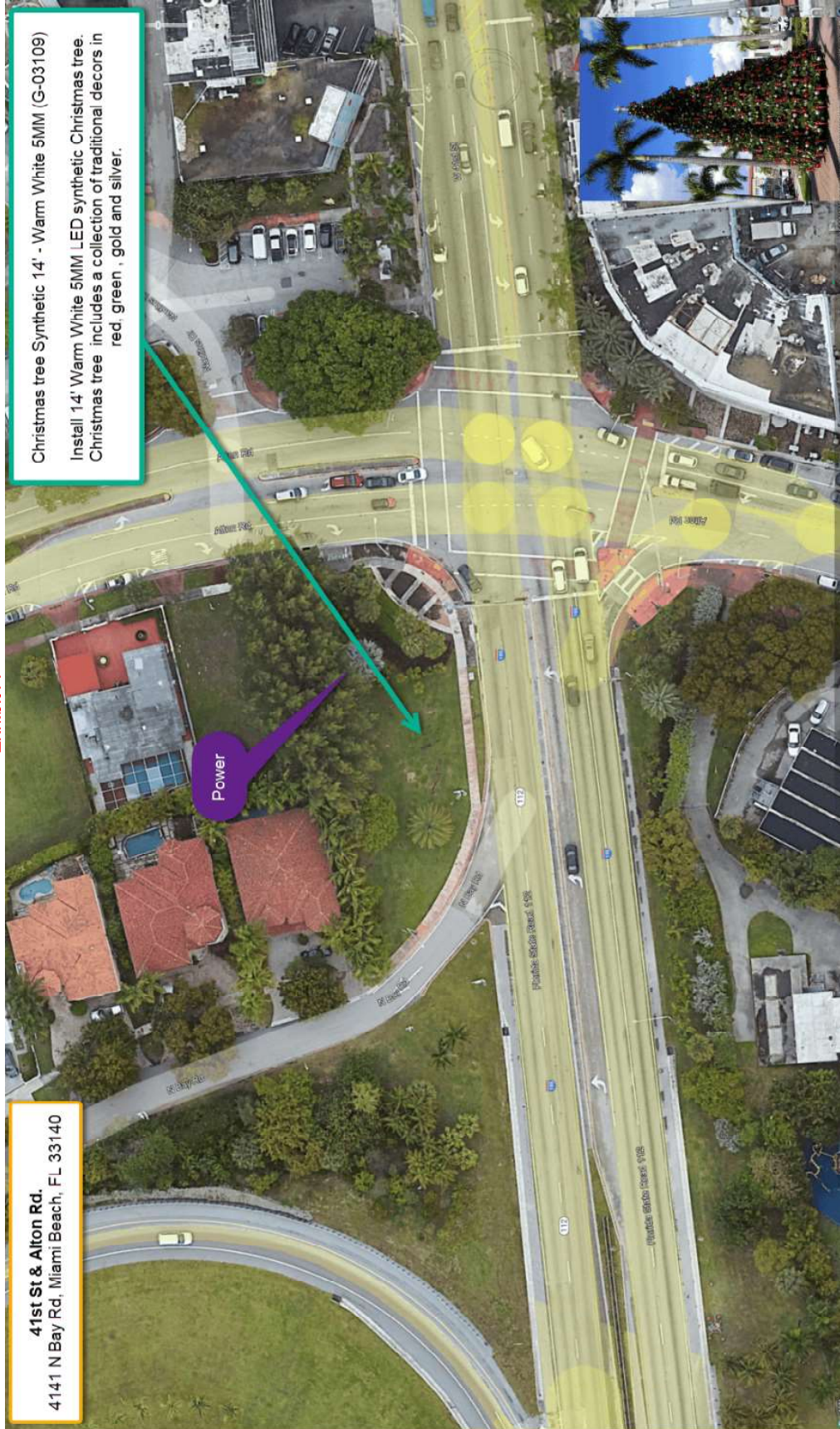


Exhibit A



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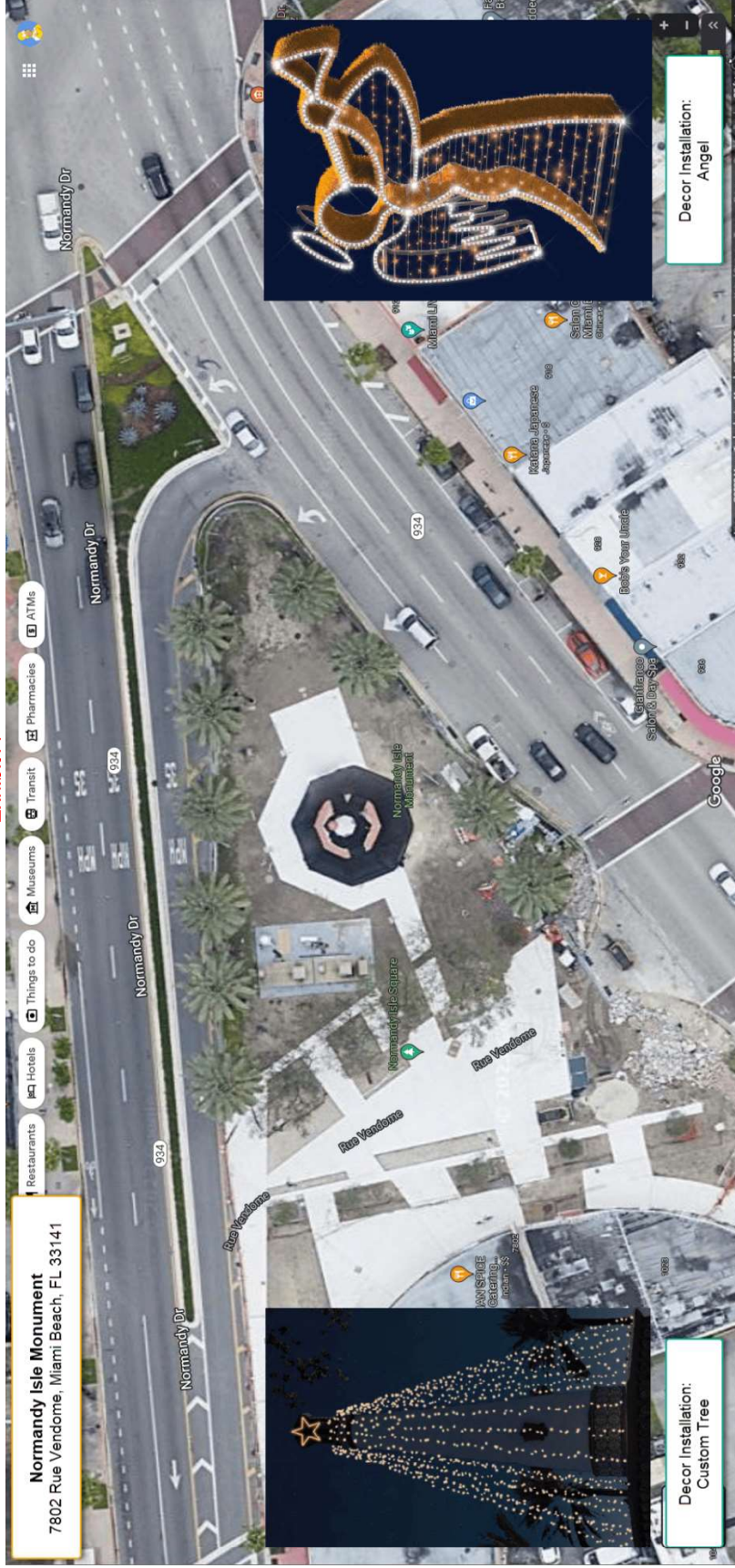


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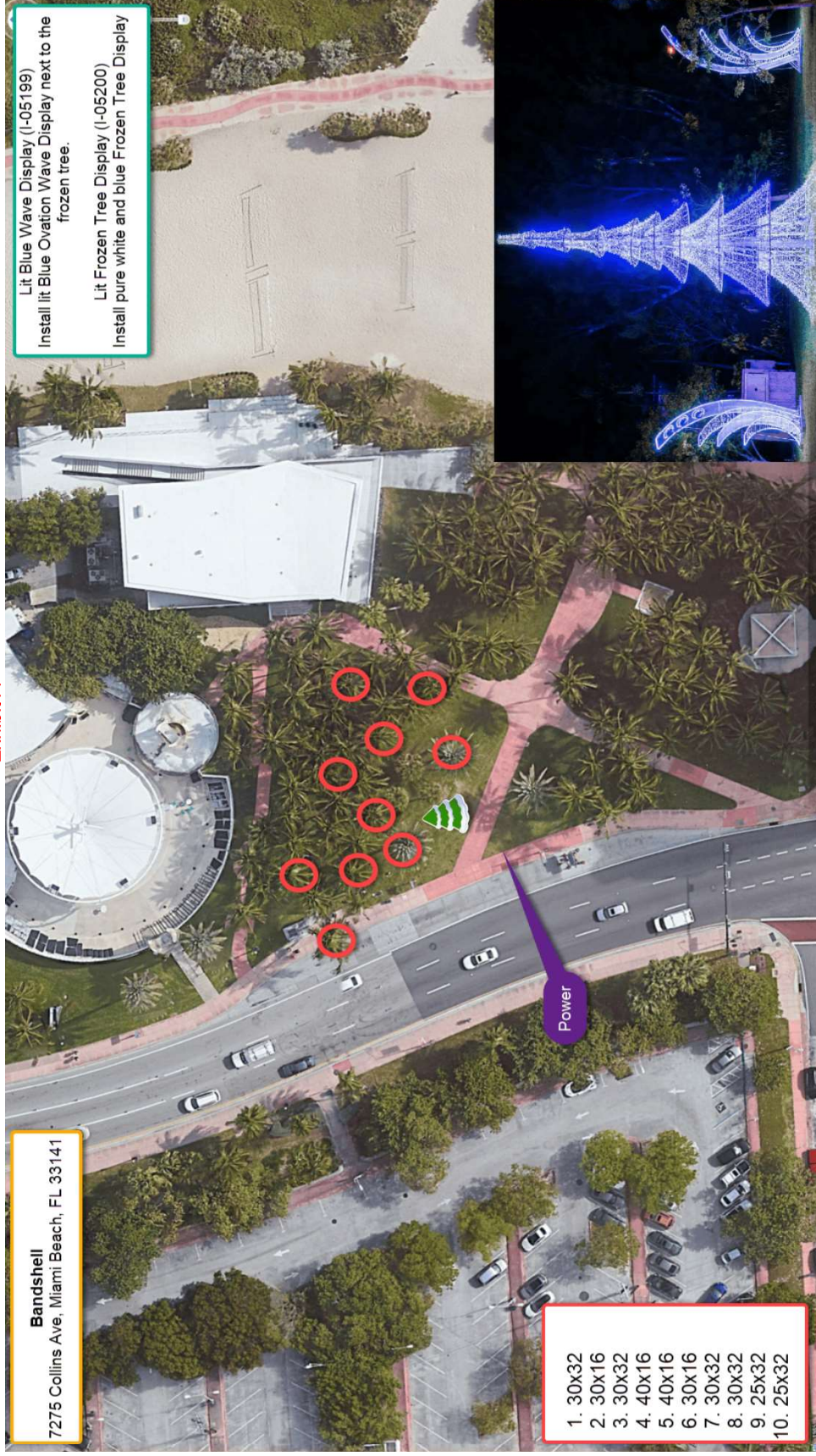
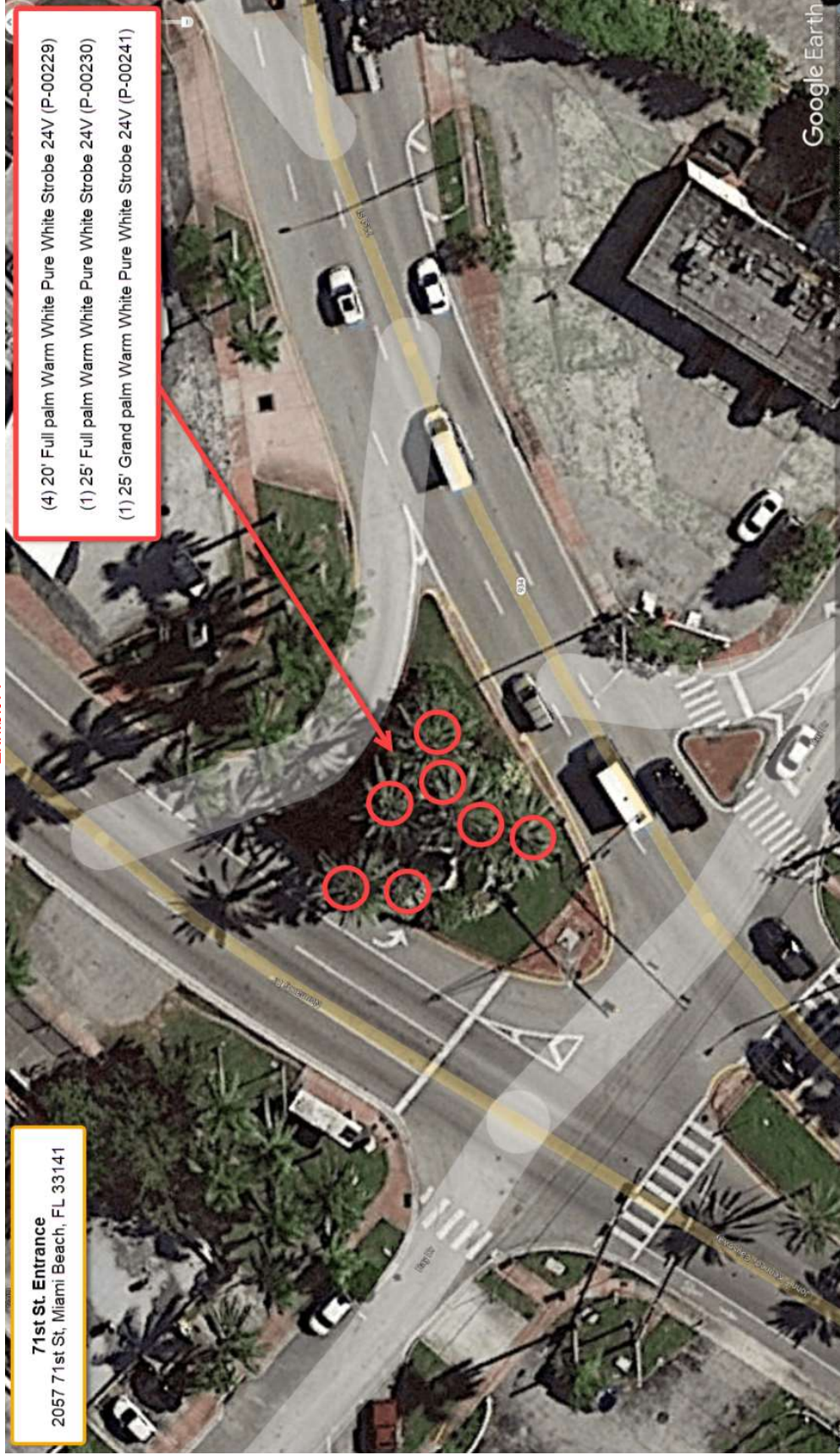


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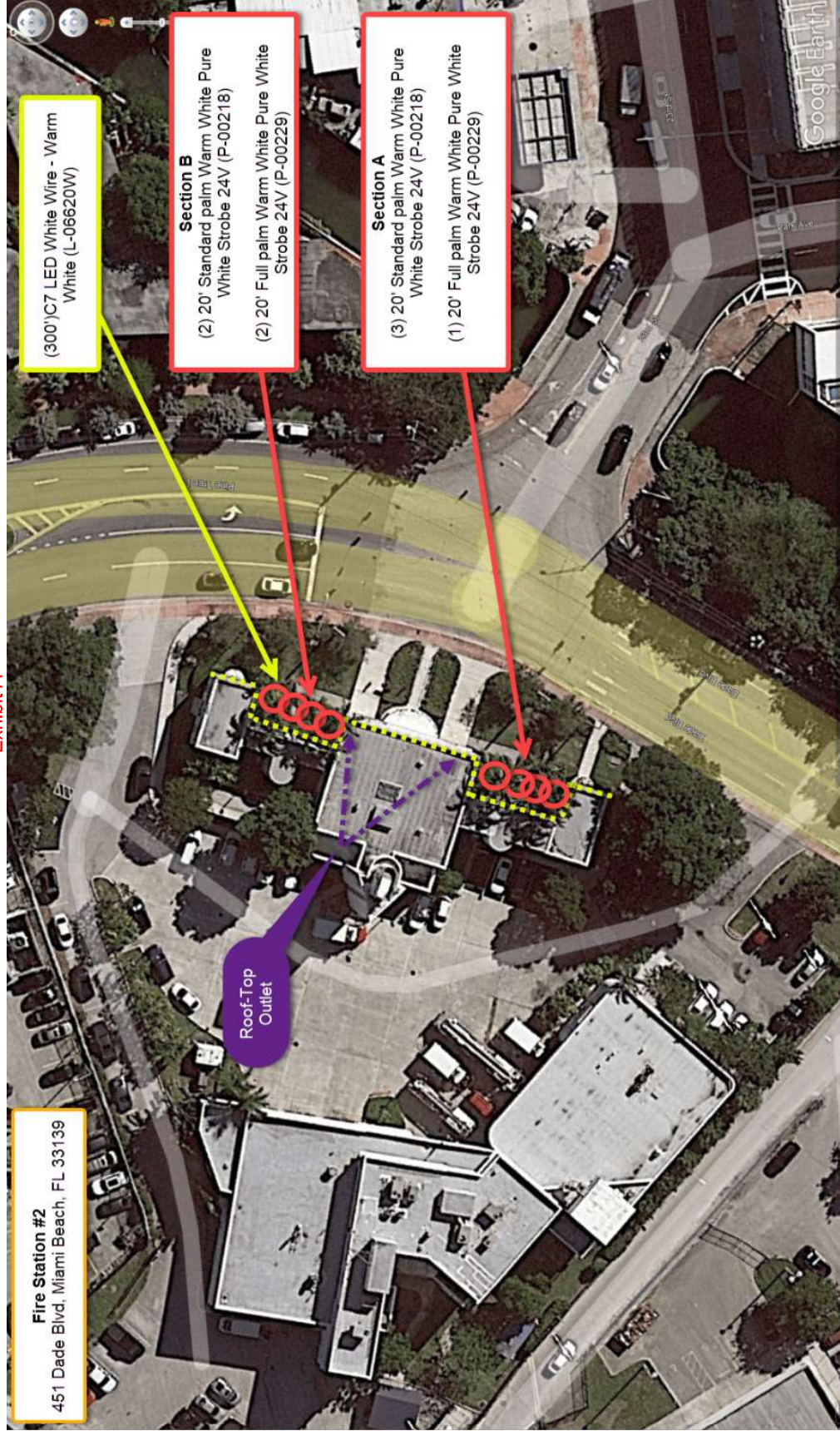


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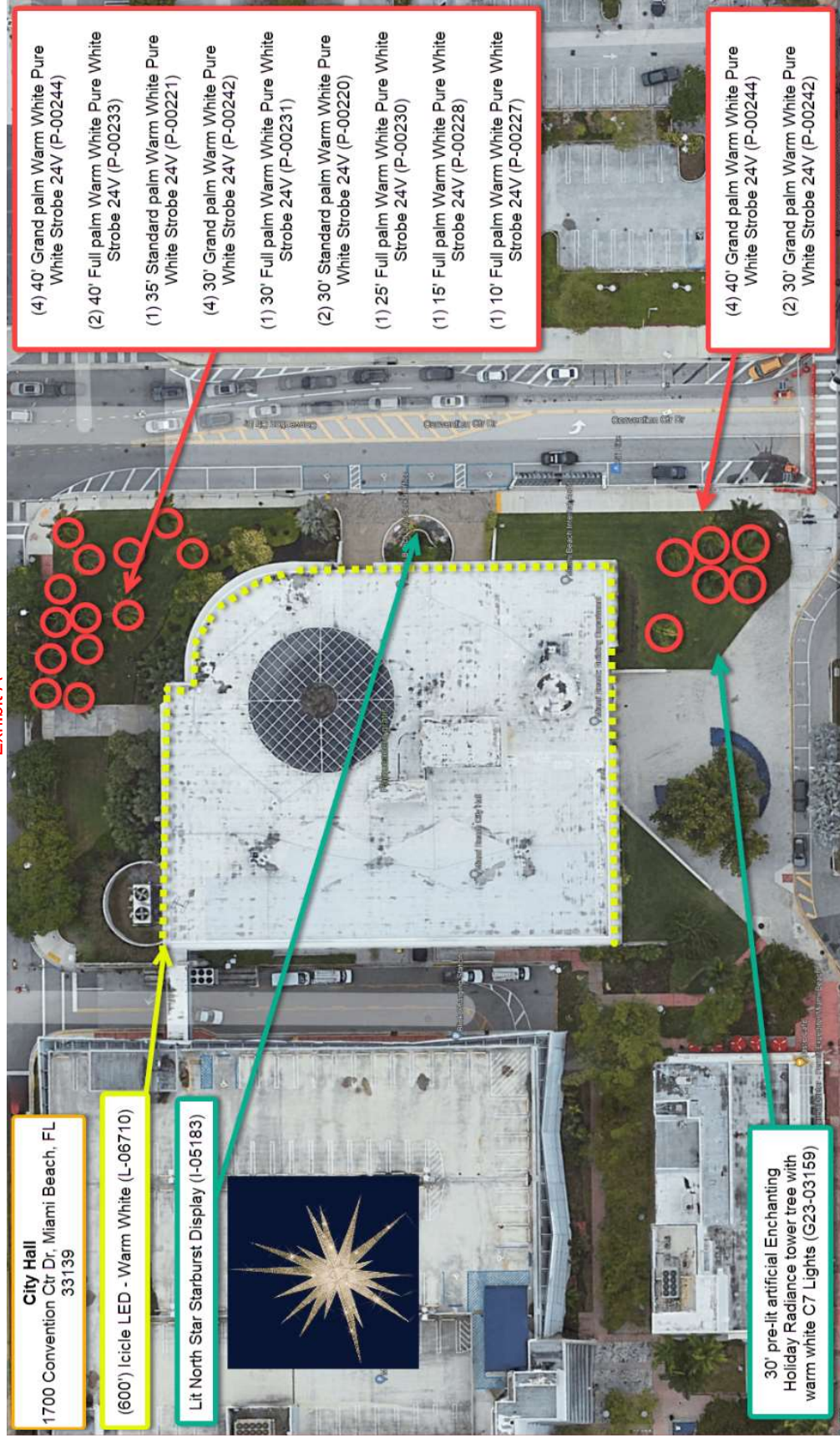


Exhibit A



Police Station
1100 Washington Ave, Miami Beach, FL
33139

Lit Scrolls Display (L-05185)
Lit Scrolls Display hung on the front of the building over the doors.

(S25) C7 LED White Wire - Warm White (L-06620W)
2nd floor - 150'
3rd floor - 150'
4th floor - 225'

Power

(4) 40' Grand palm Warm White Pure White Strobe 24V (P-00244)

The image is an aerial view of the Police Station at 1100 Washington Ave, Miami Beach, FL. The building is a large, multi-story structure with a prominent entrance. A yellow dashed line outlines the building's footprint. A yellow callout box points to the building, indicating the location of the 'Lit Scrolls Display (L-05185)'. A green dashed line points to the entrance area, indicating the location of the 'Lit Scrolls Display hung on the front of the building over the doors'. A purple callout box points to a power source, labeled 'Power'. A red callout box points to four palm trees, labeled '(4) 40' Grand palm Warm White Pure White Strobe 24V (P-00244)'. A yellow callout box points to the building's facade, indicating the location of the '(S25) C7 LED White Wire - Warm White (L-06620W)' lighting. A detailed view of the building's facade is shown in the bottom right corner, with a yellow dashed line indicating the location of the 'Lit Scrolls Display (L-05185)' and a green dashed line pointing to the entrance area.

Exhibit A

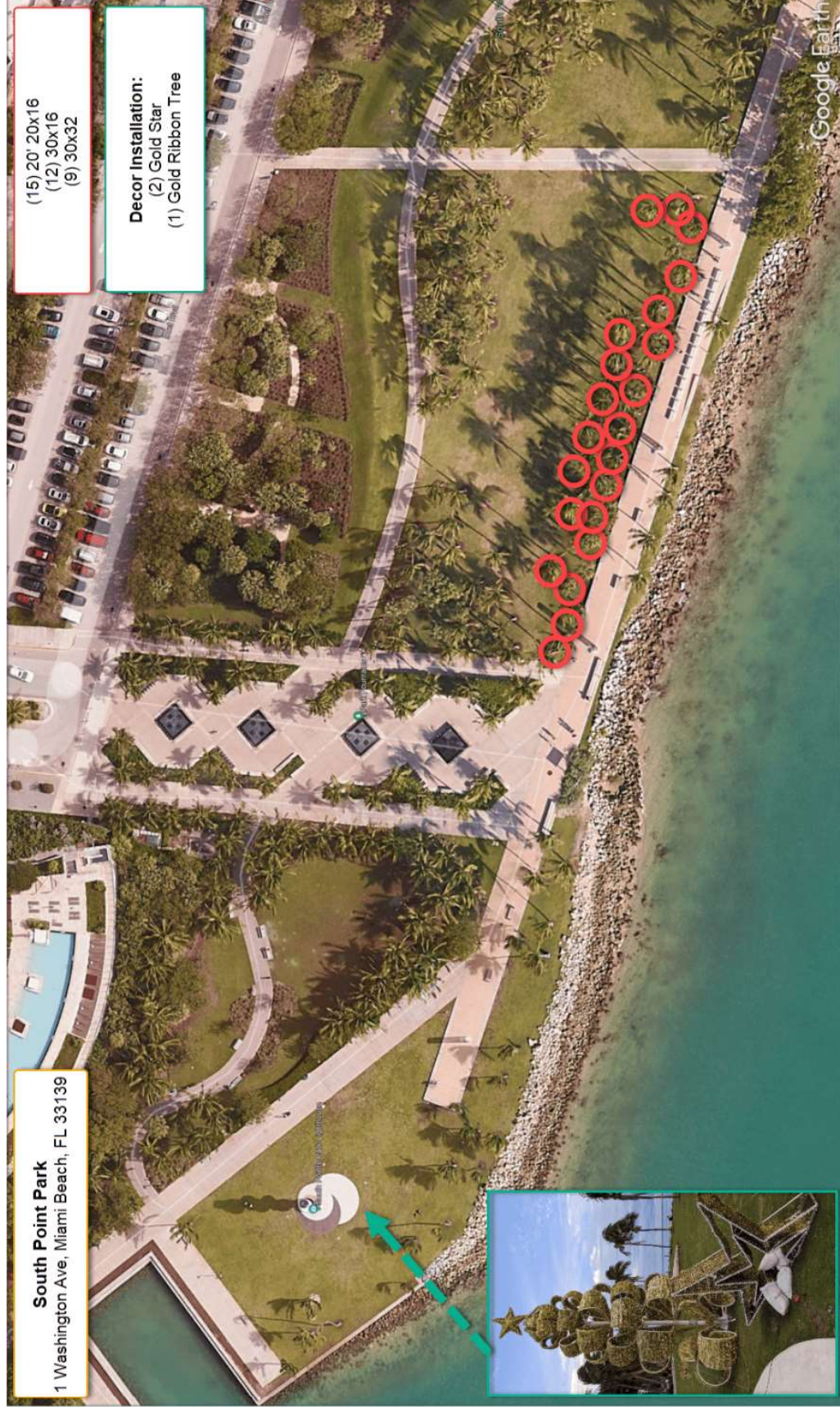


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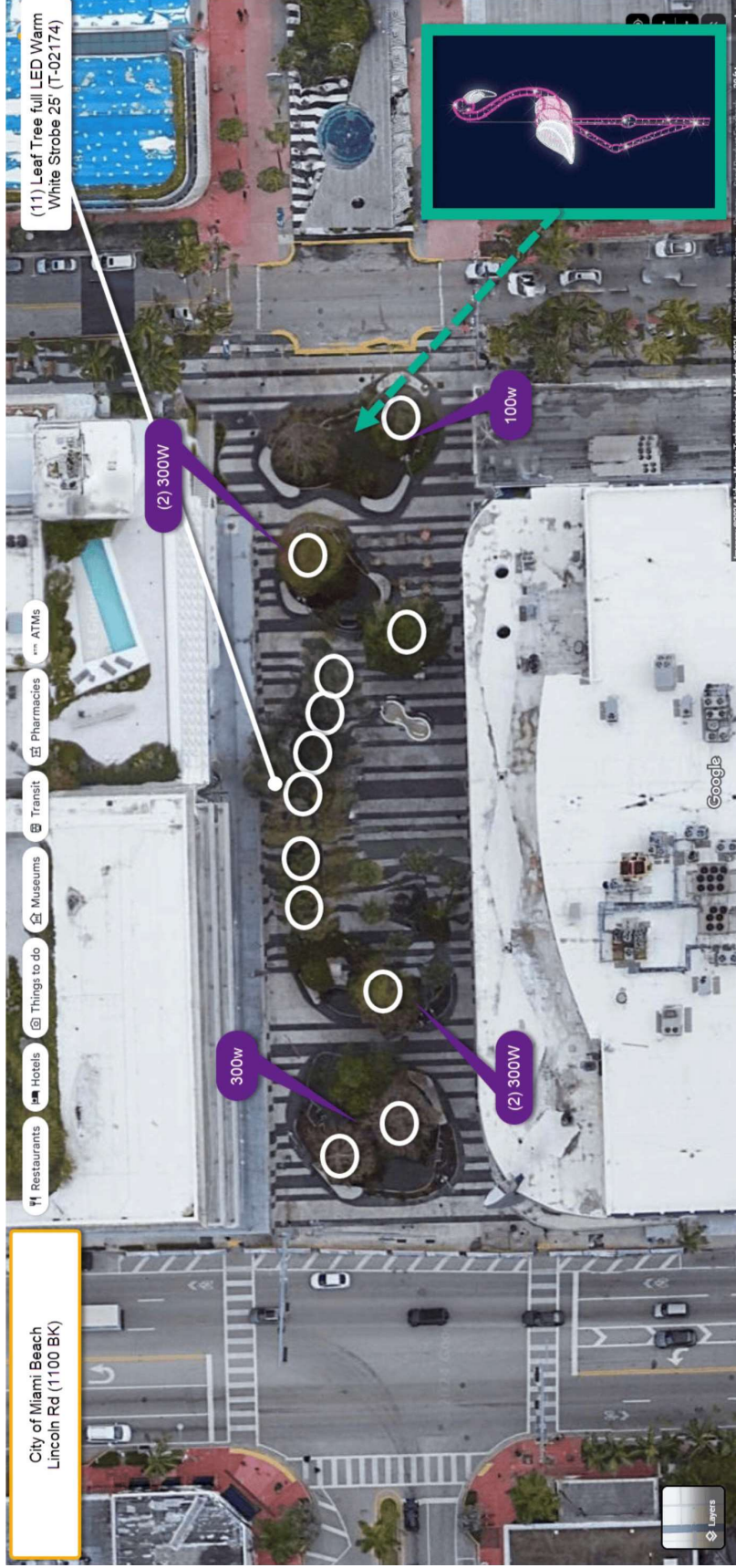


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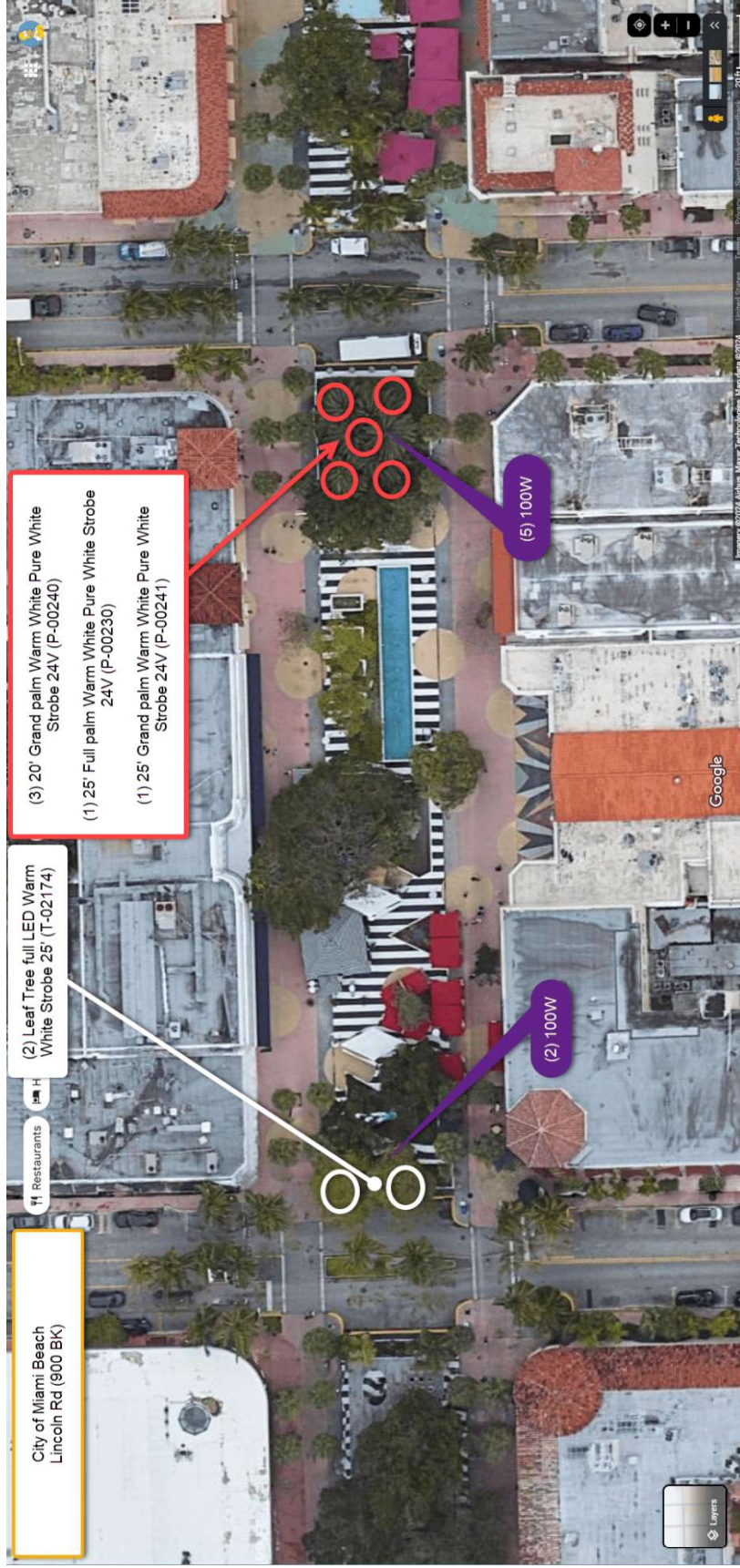


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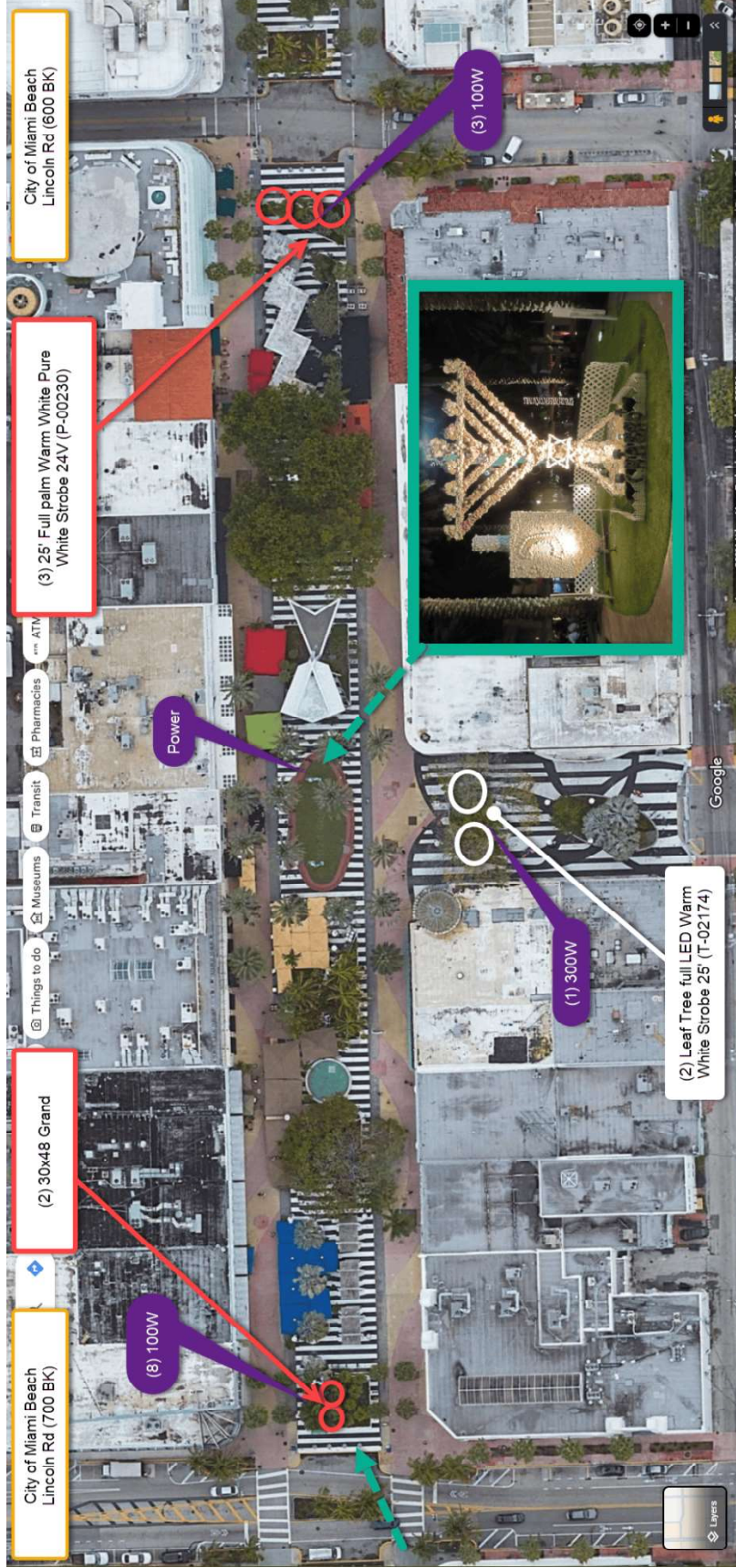


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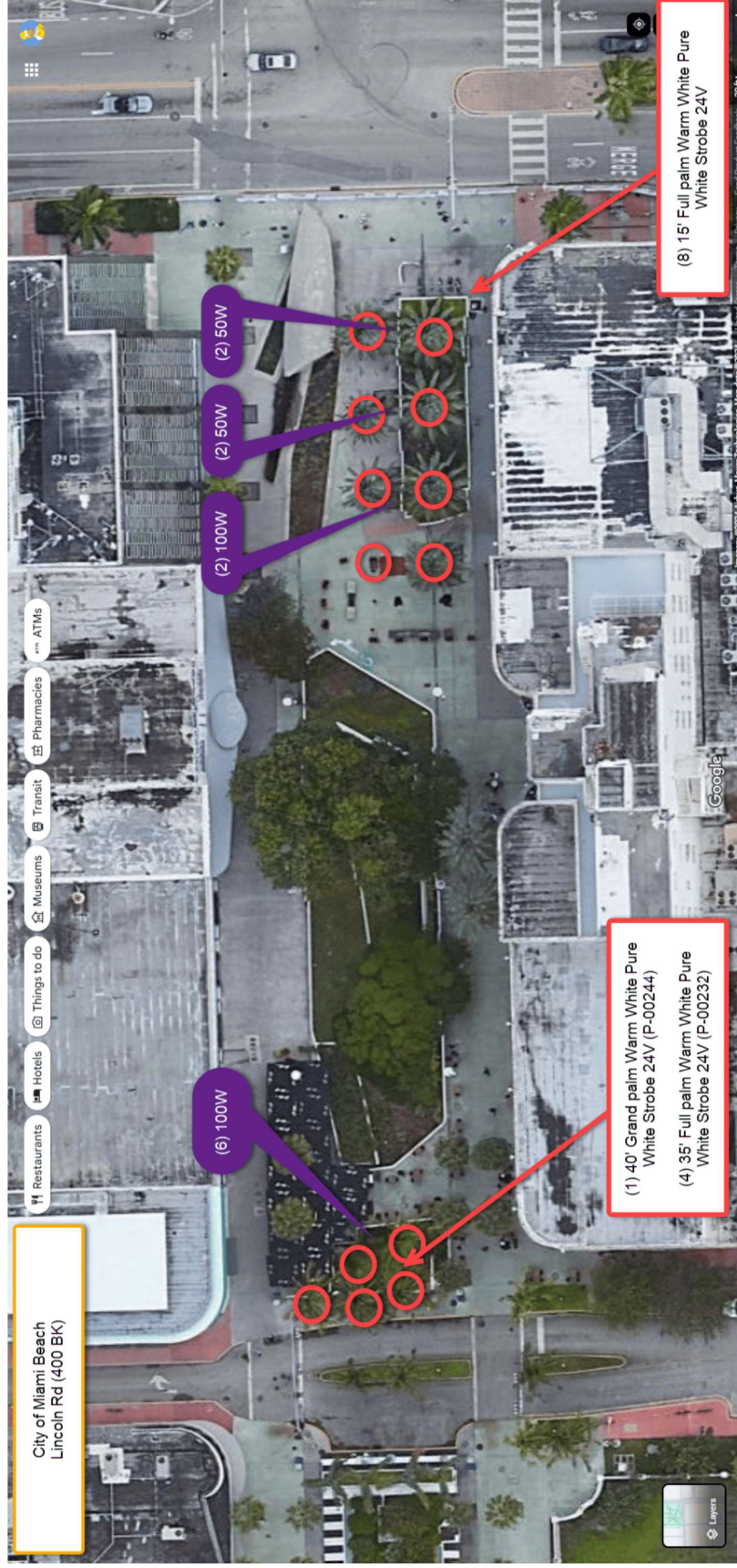


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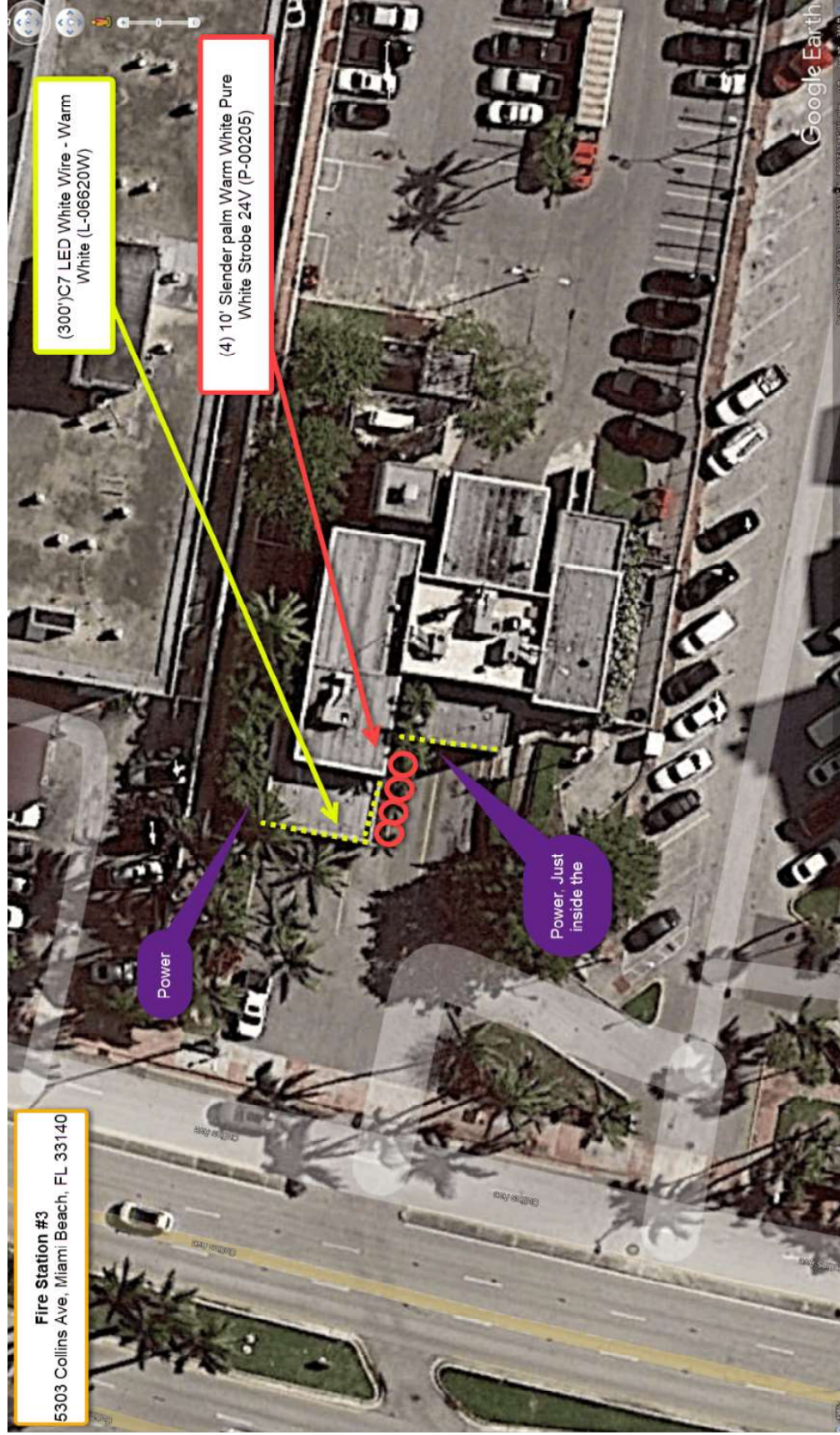


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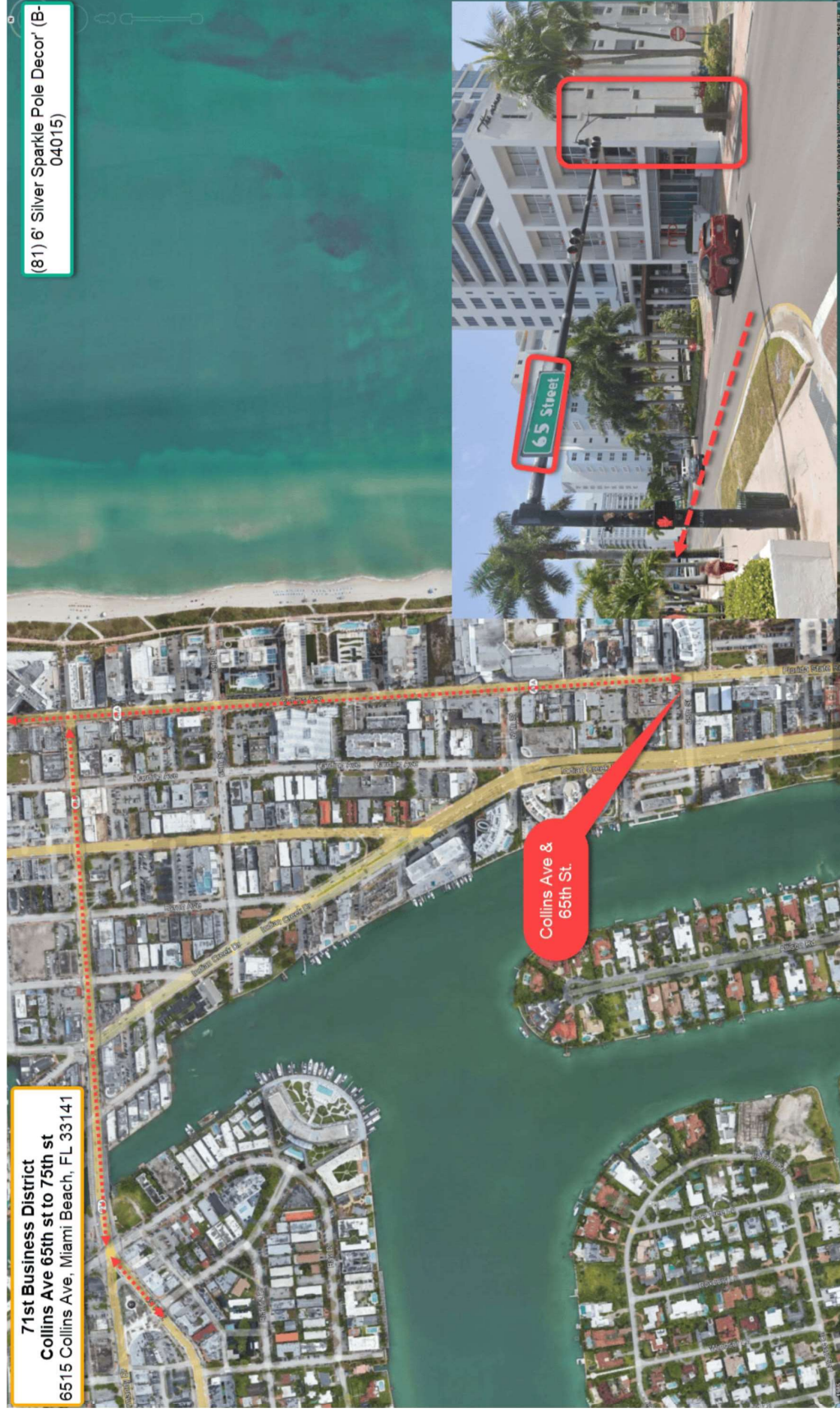


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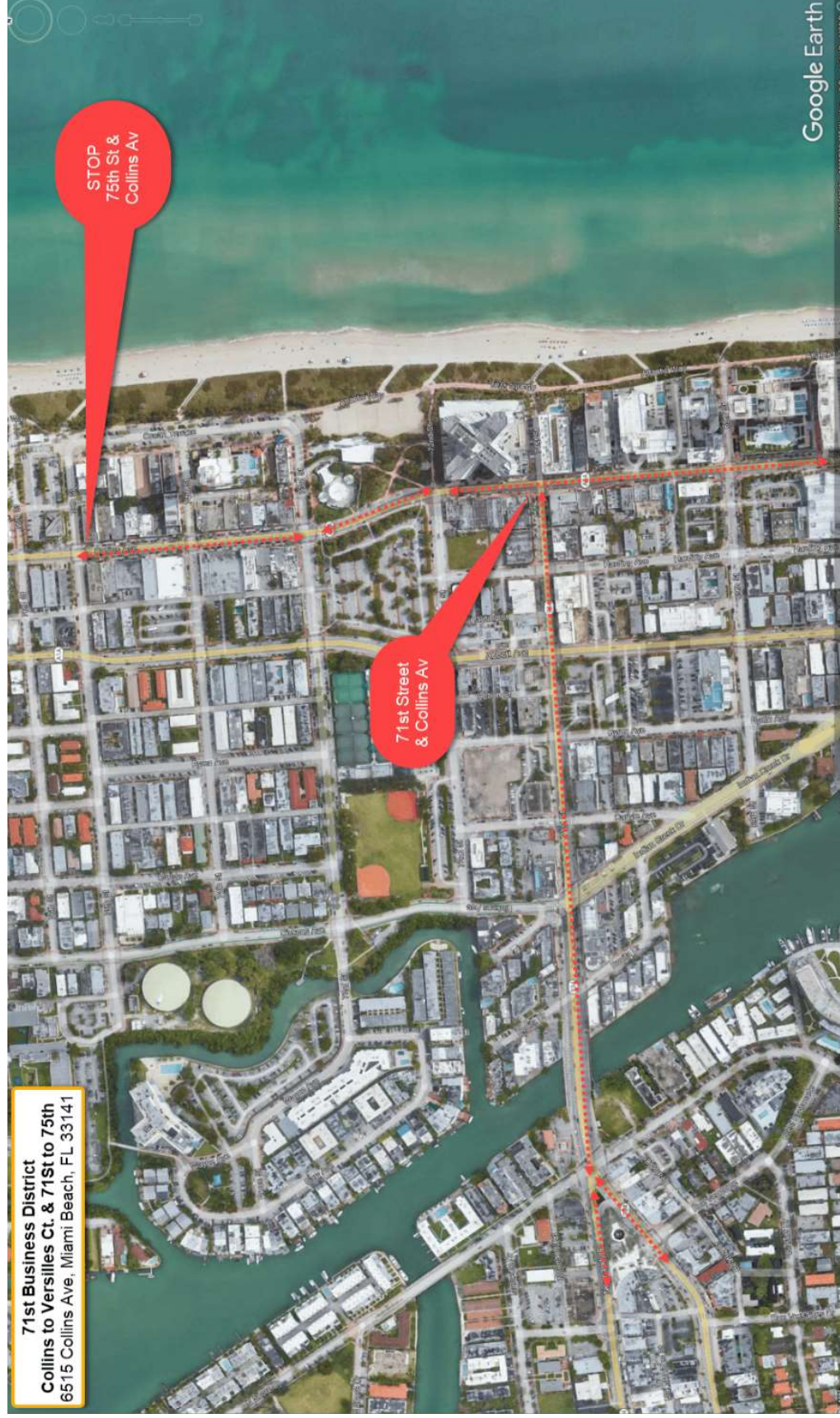


Exhibit A



Exhibit A



Rented Inventory

1. 41st St. and Alton Road

- Product: 14-Foot Christmas Tree
 - Decor Type: Traditional Décor
-

2. Canopy Park

- Product: 14-Foot Christmas Tree
 - Decor Type: Traditional Décor
-

3. City Hall

- Product: 30-Foot Christmas Tree
 - Decor Type: Traditional Décor
-

4. South Point Park

- Product: 24-Foot Christmas Tree
 - Decor Type: Traditional Décor
-

5. Flamingo Park

- Product: 14-Foot Christmas Tree
 - Decor Type: Traditional Décor
-

6. Normandy Fountain

- Product: Custom Tree
 - Type: Tree made of single vertical light lines
-

7. 71st St. Business District

- Product: Pole Décor (Streetlight Poles)
- Decor Type: Holiday Pole Wraps & Motifs

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE PUBLIC SAFETY AND NEIGHBORHOOD QUALITY OF LIFE COMMITTEE AT ITS APRIL 9, 2025 MEETING, TO DIRECT THE CITY ADMINISTRATION TO INCLUDE FUNDING IN THE FISCAL YEAR 2026 BUDGET PROCESS, IN THE APPROXIMATE AMOUNT OF \$120,000, TO ENHANCE THE CITY'S HOLIDAY DÉCOR, INCLUDING ADDITIONAL DECORATIONS ALONG THE LINCOLN ROAD CORRIDOR.

WHEREAS, at the February 26, 2025 City Commission meeting, the City Commission referred an item sponsored by Commissioner Laura Dominguez (Item C4 S) to the Public Safety and Neighborhood Quality of Life Committee ("PSNQLC") for discussion regarding enhancements to the City's holiday décor; and

WHEREAS, over the years, the City has acquired holiday lighting and décor through Request for Proposals (RFP) No. 2017-077-JC and Request for Qualifications (RFQ) No. 2021-083-WG; and

WHEREAS, the City has since expanded its holiday display program to include additional locations, utilizing a combination of City-owned and rented inventory; and

WHEREAS, the current service level for the Holiday Lighting Program is budgeted at \$817,162; and

WHEREAS, at the April 9, 2025 PSNQLC meeting, the Facilities Management Division presented various options to enhance the City's holiday décor; and

WHEREAS, following discussion, the PSNQLC unanimously voted to forward the item to the full City Commission with a favorable recommendation to include additional funding in the FY 2026 budget process for enhanced holiday decorations, specifically along the Lincoln Road corridor; and

WHEREAS, the Facilities Management Division has identified a budget enhancement request in the estimated amount of \$120,000 to fund these additional improvements.

NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, that the Mayor and City Commission hereby accept the recommendation of the Public Safety and Neighborhood Quality of Life Committee and direct the City Administration to include funding in the FY 2026 budget process, in the approximate amount of \$120,000, to enhance the City's holiday décor, including additional decorations along the Lincoln Road corridor.

PASSED AND ADOPTED this 21st day of May 2025.

ATTEST:

Steven Meiner, Mayor

Rafael E. Granado, City Clerk

(sponsored by Commissioner Laura Dominguez)

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION



City Attorney

5/13/2025

Date