



**Town of Surfside**  
**Request for Proposals Holiday Lights for the Town of Surfside**  
**RFP No. 2019-01, Addendum No. 2**

Date Issued: April 9, 2019

To All Proposers:

Proposers for the above-referenced RFP shall take note of the following changes, additions, deletions or clarifications to RFP No. 2019-01, which in accordance with the RFP Documents shall become a part of and have precedence over anything shown or described otherwise in the RFP.

The following questions and answers were made at the mandatory, pre-bid meeting held on April 5, 2019.

**TOWN RESPONSE TO PROPOSER QUESTIONS:**

1. Since there is no budget would it be a good idea to submit a “good, better, best” approach?
  - a. Yes, that would be a good way to approach it. Also, kindly reference the Addendum #1 with information on the previous budgets.
  
2. Is there any additional information on the “Uptown Beachtown” branding that can be shared?
  - a. Yes. Please refer to the following links containing the Town’s Brand Guidelines and Marketing Plan, which provide additional information about the Town’s “Uptown Beachtown” branding:  
  
Brand Guidelines:  
[https://townofsurfsidefl.gov/docs/default-source/default-document-library/tourism-documents/surfside\\_brandguide-2018.pdf?sfvrsn=246f2394\\_2](https://townofsurfsidefl.gov/docs/default-source/default-document-library/tourism-documents/surfside_brandguide-2018.pdf?sfvrsn=246f2394_2)  
  
Marketing Plan:  
[https://townofsurfsidefl.gov/docs/default-source/default-document-library/tourism-documents/fy-2018-2019-marketing-plan.pdf?sfvrsn=89e45b94\\_4](https://townofsurfsidefl.gov/docs/default-source/default-document-library/tourism-documents/fy-2018-2019-marketing-plan.pdf?sfvrsn=89e45b94_4)
  
3. Are there any colors that are particularly requested?
  - a. There are no particular colors requested. At one point, a previous Commission had directed the Tourist Board to only utilize white holiday lights. It should also be noted to

stay away from colors that are typically associated with Christmas or Hanukah, or anything that could be perceived to be correlated with any particular religious holiday.

4. Would that mean that you are looking for a more traditional feel?
  - a. We are a diverse, inclusive community. Anything is possible if presented in a sophisticated manner.
5. Would you consider ornaments and gifts Christmas-like?
  - a. Yes
6. Would you consider bows and trees Christmas-like?
  - a. Bows and trees would depend on the execution.
7. Would you consider stars?
  - a. Again, this would depend on the approach. For example, the Star of David is a traditional religious symbol. The holiday lights and decorations should be focused on traditional winter elements. Keep in mind that that the holiday lights will remain lit beyond the traditional holiday period, through March of the following year.
8. Would there be an expectation to tie into a hashtag?
  - a. Our team will use our channels to animate our hashtag and bring attention to the holiday lights. There is not an expectation for the light display to incorporate a hashtag.
9. Is there power located at each individual tree on Harding Avenue?
  - a. Yes, there are GFI outlets at each individual tree. There are a couple of locations around the pocket parks that require aerial power connection.
10. What have you done in the past in the pocket parks?
  - a. We have done a number of different things. Two years ago, the Town decorated the pocket parks with icicles that had a “dripping” light animation, along with spherical decorations. This year we did an art deco theme with lit shapes in the art deco style. It’s important to note that the pocket parks are the darkest areas within the two blocks.
11. How did the art deco theme go over?
  - a. The idea behind it was good, however the lighting didn’t stand out or pop, so it got lost within the other lit trees. In hindsight, the use of a different color or a different white light would have brought more attention to that décor. The Town’s Tourist Board has recommended the use of frond lighting at the top of the trees.
12. What is the configuration at Veterans Park?
  - a. There is a cluster of trees that are typically lit up, as well as the entrance monument sign.
13. Did the Tourist Board want the bursts at the top, or only the fronds lit?

- a. The Tourist Board was not specific on that.
14. We recall that there was power running across a sewer drain, will there be another solution there?
- a. The Town does not recall power lines being run across sewer drains. Wires and electrical items should be properly installed. Where a particular location requires an aerial installation, the successful contractor will need to provide for same. We need to avoid any wires or electrical on the ground.
15. Would turtles be something you would be looking to add?
- a. It's an interesting idea. Regardless of what is submitted be sure that the design comes across sophisticated and elegant and not childish and cartoon-y.
16. Are there any events around the holiday lights that we should be aware of?
- a. Typically, we don't animate any events around the holiday lights. Our events typically start in February, and the lights are up for the first two Third Thursdays events: February and March, after which we typically remove the holiday lights.
17. If the lights are still up until March, are the other elements/décor items removed in January after the holidays?
- a. Not last year, due to the fact that the Tourist Board selected a design that wasn't specially holiday and was more generic that was appropriate any time of year. There are some people in the community who feel that March is too late to leave the lights on. We have in the past removed the décor that has a "holiday" feel. All options are on the table, we leave it to your creative direction to come up with different solutions.
18. Would the Town require service until March?
- a. Yes.
19. Do you have a specific date for installation?
- a. There is no set date at this time. The negotiated agreement will identify an installation date. Typically, installation occurs in mid-November, a week or two before Thanksgiving.
20. What if the lights were installed in October, and not plugged in until the November light date that's agreed upon?
- a. There is a concern for tree fronds falling after installation. Typically, the Town trims the trees just before installation and lighting. If you wait to light, and the longer the lights are up, you risk having fronds fall. Another potential challenge is that a local business may try to plug in the lights as soon as they're installed. The successful bidder could try to tie cords up high, but there is no guarantee someone won't access the cord and plug it in. The Town will consider reasonable options for pre-November installation.
21. Is the Town still looking to do installation overnight?

- a. Yes. With a number of the businesses in the downtown district being restaurants, we need to respect that they have customers until later in the evening. Normally installation begins after 10:00 pm and goes into the morning hours.

22. Has the Town had the frond lighting installed before? If so, what were the counts?

- a. Yes, there have been anywhere from 7 to 9 tree's fronds lit in the past. The trees are getting bigger, so it is within the proposer's discretion on how this would impact the number of fronds recommended to be lit.

23. What if we propose something that is too over the top?

- a. It would be a good idea to provide options. Also, it's important to state that the goal of any design should be to differentiate the Town versus its neighboring municipalities.

24. Would the Town ever consider purchasing lights?

- a. There are a number of challenges that are presented with purchasing lights. The Town may choose to change the décor. A storage location has not been identified and may not be available. In addition, the Town will be issuing a separate RFP for the installation of permanent, decorative lighting downtown, which RFP responses may or may not provide a holiday lighting solution.