

Amelia Island Convention & Visitors Bureau

# REQUEST FOR PROPOSAL

2021 Holiday Lighting Program



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## **AMELIA ISLAND CONVENTION & VISITORS BUREAU**

### **Request for Proposal – Holiday Lighting 2021**

#### **PURPOSE**

The Amelia Island Convention & Visitors Bureau (AICVB) is seeking proposals to design/map, install, manage/service, and de-install their holiday lighting program in downtown, historic Fernandina Beach for the 2021 holiday season. The holiday lighting program is intended to create a classic Christmas ambiance for the holiday season as well as light the downtown area for our annual Dickens on Centre holiday festival. We have executed six years of a holiday lighting program in this district, growing each year. The AICVB currently owns an inventory of materials including lights and clips (outlined below) which will be utilized for execution.

#### **INTRODUCTION**

##### About Amelia Island

Northeast Florida's coastal treasure, Amelia Island is a barrier island rich in colorful history and breath-taking natural beauty. Amelia Island offers long, beautiful beaches, abundant wildlife, and pristine waters. Upscale resorts with world-class spas, championship golf and exclusive dining blend effortlessly with a captivating collection of bed and breakfast inns and historic districts. The island is home to Fernandina Beach, once a vibrant Victorian seaport village, and now a charming downtown district of eclectic shops, attractions and eateries. Forget the everyday getaway; Come Make Memories on Amelia Island. [www.AmeliaIsland.com](http://www.AmeliaIsland.com)

##### Amelia Island Convention & Visitors Bureau

The Amelia Island Tourist Development Council (AITDC)/Convention & Visitors Bureau (AICVB) is funded by a 5% tourist tax on short-term accommodations. We dedicate over 75% of that revenue to promoting Amelia through a variety of channels. Our vision is to position Amelia Island as one of North America's top 10 islands, maximizing the return on tax dollars invested, increasing demand, and enhancing the visitor experience. The overarching goal of the AITDC is to generate overnight visitation to Amelia Island, thereby increasing tax revenues, including sales taxes and those imposed on the hospitality industry. We are non-member based.

##### Amelia Island Christmas | Dickens on Centre

With the goal of driving overnight visitation and building economic impact in the month of December, the AICVB established the Amelia Island Christmas efforts in 2015. The program includes the holiday lighting initiative to create a sense of place in the historic district as well as establishing a foundational event, Dickens on Centre. Dickens on Centre (DOC) recreates an English Victorian Christmas village for a three-day festival to enliven the holiday spirit. Inspired by Charles Dickens' *A Christmas Carol* and Fernandina's Victorian era, DOC features costumed characters, themed entertainment, food and holiday shopping vendors and much more!

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### SCOPE OF WORK

#### Goals

- 🦋 Create a beautiful and classic holiday setting in downtown Fernandina Beach by executing a lighting program that enhances the holiday ambiance of the historic district but has a minimal impact on property owners, businesses, residents and visitors.
- 🦋 Design a program which is elegant and classic with warm, white lights to compliment the Victorian architecture, but does not take away from the district with colored lights, modern or flashy executions.

#### Lighting Details

##### 🦋 General

- Create a “turnkey” approach for the holiday lighting program, where all materials, rental or additional equipment, labor, travel, and miscellaneous items are covered under the bid. Bid can cover 1-3 years but must show each year’s itemized costs.
- AICVB will handle the permission process from property owners and the City of Fernandina Beach (City).
- AICVB will put lighting company in touch with the City of Fernandina Beach staff as needed to provide information on electrical and other matters.
- The City currently has trees that have their own lighting installed which remains up year round. That lighting must remain in place, just unplugged. This requires the lighting company to place their materials on top of the existing lighting. Upon de-installation, the city lighting should be returned to its previous state.
- The base project should include:
  - Lighting the top outline of participating buildings along Centre Street from Front to 8<sup>th</sup> Streets (100% participation last 3 years) and commercial and government buildings along 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> Streets from Ash Street (one block south of Centre) to Alachua (one block north of Centre).
  - All major trees along Centre Street from Front to 8<sup>th</sup> Streets
  - All major the trees along the side streets of 2<sup>nd</sup>, 3<sup>rd</sup>, and 4<sup>th</sup> Streets
  - Wrap and decorate Post Office (corner of 4<sup>th</sup> Street) and Nassau County Old Courthouse (corner of 5<sup>th</sup> Street) on Centre Street with our inventory of owned garland
  - *In addition, please provide secondary estimates for:*
    - *Trees along the Marina Parking lots (possibly under construction)*
    - *Large oak tree, “Kate’s ”. at Ash Street between 7<sup>th</sup> & 8<sup>th</sup> Streets*
    - *City Hall on Ash Street (tracing roof line/awning and trees on property)*

##### 🦋 Mapping

- When selected, the lighting company will do an official walk through with the AICVB to mark and map all trees that will be included to ensure clear understanding of expectations.
- Contractor shall provide a full CAD drawing of:
  - exact tree locations
  - tree light counts

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- tree power sources
- building locations/outline
- building light count per unit
- building power sources

## **Installation**

- Wrapping ~189 trees, ranging from 750-2100 mini lights, all with 2" spacing per trunk wrap. Tree lighting will include wrapping trunks, branches and canopies of all major trees which will be identified together but shall include palm trees, small and large oaks, crape myrtles, etc.
- Powering up all trees, via high voltage, low voltage, and aerial connections.
- Outlining 9,274' of buildings with C9 LED lamps and stringer.
- Running power for all buildings, testing load, and concealing cords.
- All labor is done from lifts for outlining, all while administering OSHA code of conduct.
- Installation should take place from ladders, lifts, etc. No access to the roofs of properties will be granted.
- Courthouse clocktower outlining requires super elevated boom.

## **Service**

- Contractor will be responsible for all service calls due to outages, faulty power, installation issues, and damage.
- Contractor will have a 24-hour window to fix any outages and document back to the AICVB.
- Contractor will also have a certified electrician on call to work with any high voltage issues that may arise.

## **Deinstallation & Storage**

- All materials shall be stored in labeled containers, with a master pack list designating each tree & building per the CAD drawing.
- Contractor will document all broken/damaged materials during takedown and document to the AICVB.
- All materials need to be taken down with care, any replacements that are working on last day of takedown but damaged by negligence will be taken out of contract.
- Contractor is responsible for 10 months of storage in-between seasons in a climate-controlled storage.
- Site location, proof of payment, and combination/entry shall be provided to the AICVB - contractor shall not over-stack containers or put unnecessary weight on containers.
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## **Owned Inventory**

### **Tree Wrapping**

- 4,474 mini stands warm white (estimated – need to confirm owned inventory)
- 189 power cords & rectifiers to power trees

### **Building Outline**

- 9,244 bulbs
- 9,244 bracket clips
- 73 power cords/jumpers





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## **Additional Details**

- The owned inventory of materials should be utilized for the program. Any additional materials needed should be quoted and estimated in advance for consideration.
- System should be 120 volts.
- All holiday lighting will be plugged into existing GFCI outlets that belong to the City. No lights should draw power from individual property owners.




## **Mandatories**

-  Lighting contractor must be properly licensed, bonded and insured for project. Must provide copy of a current electrical license along with a certificate of liability insurance to cover the Amelia Island Convention & Visitors Bureau, the Nassau County Board of County Commissioners/Amelia Island Tourist Development Council and City of Fernandina Beach.
-  Lighting contractor will be responsible for not only designing and executing installation of the lights, but for managing service calls throughout the duration of the program. A service representative must be on call 24/7.
-  Must stay within agreed upon budget.
-  All work to be performed shall meet all national and local electrical codes.

## **TIMING**

-  **Proposals for consideration must be returned no later than noon on Friday, July 30th.**
-  Installation can begin the last week of October.
-  All work must be completed during 3<sup>rd</sup> shift, making the least amount of impact on residents, businesses and visitors as possible. Sound should be kept to a minimum as work will be completed at night and adhere to sound ordinances.
-  Installation must be completed by Tuesday, November 23<sup>rd</sup> for a test walk thru.
-  Lights will officially be turned on during the City of Fernandina Beach's tree lighting on Saturday, November 27<sup>th</sup>.
-  Lighting will run from 5pm-1am daily.
-  Deinstallation can begin the first week of January and should be completed by early February.

## **BUDGET**

-  Please provide an estimate for 1) the base project as well as 2) the additional scope outlined under the lighting detail section.
-  Estimate should include all necessary materials, hardware, labor, rentals, and service calls.
-  Payments will be made in 3 installments:
  - Deposit
  - Completion of installation
  - Completion of de-installation

## **RESOURCES**

-  See photos of past holiday lighting images [here](#).



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**SUBMISSION**

Please direct materials and questions to:

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