



STAFF REPORT

2/27/2024

AGENDA ITEM

**TO: HONORABLE MAYOR
AND MEMBERS OF THE CITY COUNCIL**

**FROM: CARLO TOMAINO
CITY MANAGER**

**BY: YVETTE E. AGUILAR
PARKS, RECREATION, & LIBRARY SERVICES DIRECTOR**

**SUBJECT: AWARD OF CONTRACT FOR THE 100TH CENTENNIAL CELEBRATION EVENT
DRONE SHOW**

Summary:

The City is celebrating 100 years of incorporation this year. In January 2022, the City Council created the Centennial Celebration Committee, comprised of two City Council members, one member from the Planning Commission, one member from the Parks and Recreation Commission, and one alternate member from the Planning Commission, to plan and organize various events and festivities throughout the 2024 calendar year to commemorate the occasion. The Committee, with staff support, planned a Centennial Celebration Event on Saturday, April 27, 2024. To conclude the day's activities, the event will feature a captivating drone show for all to enjoy. On January 31, 2024, staff released a Request for Proposals for a customized outdoor drone light show. The City received three responsive proposals. Following review of the proposals, staff recommends approval of an agreement with Firefly Drone Shows in a not-to-exceed amount of \$60,000.

Strategic Plan Goal(s):

Goal No. 1 Ensure the City's long-term financial stability and resilience.

Recommendation:

Authorize the City Manager to enter into a Professional Services Agreement, in a form approved by the City Attorney, with Firefly Drone Shows for a not-to-exceed amount of \$60,000 to provide a customized outdoor drone light show for the City's Centennial Celebration event on Saturday, April 27, 2024.

Fiscal Impact:

The cost of the customized drone show design shall not exceed \$60,000. This cost includes planning, permits, execution of the show including day-of preparation and clean-up, and collaboration with local community partners for drone placement and staging. This expenditure is included in the Parks, Recreation, and Library Services Fiscal Year 2023-24 Budget.

The City's Centennial Celebration budget includes an appropriation of \$150,000, recently approved by the City Council, with the addition of the Fiscal Year 2022-2023 surplus funds. Of the \$150,000 appropriation, \$60,000 will be used for the drone show contract. The total balance of the budget will cover the costs of all Centennial related activities and events. Any additional events or activities exceeding the budget will be funded through sponsorship funds raised by the Committee and staff.

Background:

The City of Signal Hill is celebrating 100 years of incorporation in 2024. In January 2022, City Council appointed the Centennial Celebration Committee (Committee), comprised of two City Council members, and one representative each from the Planning and Parks and Recreation Commissions. The Committee has met since early 2023 to plan, organize, and map out the festivities throughout the year. The Committee proposed a celebratory event to honor the City's milestone. In response, staff recommended a custom drone show for the evening portion of the celebration on April 27, 2024.

Request for Proposals (RFP)

On January 31, 2024, the City released a RFP for an aerial drone light show, with proposals due by February 13, 2024 (Attachment A). The City received a total of four proposals, and staff deemed three to be qualified for further evaluation and review. The City posted the Notice of the RFP in accordance with Signal Hill Municipal Code Section 1.08.010 on the City's website at least 10 calendar days prior to the closing. The scope of work identified for the RFP included the following:

- Set up and perform custom drone show on the evening of April 27, 2024, in the City of Signal Hill.
- Ensure the show will occur from the staging site agreed to by the City of Signal Hill and the vendor.
- Provide delivery, storage, set-up, and clean-up of all drone materials and/or related equipment.
- Provide equipment to produce the show. Provide choreography and music soundtrack for a custom show.
- Obtain and provide necessary licenses to perform music selections chosen as soundtrack for the show and provide copies of all such licenses to the City of Signal Hill, 17 calendar days prior to the show date.
- Obtain any necessary licenses or permits required to perform the proposed show from Local, State and Federal agencies, and provide copies of all such licenses and permits to the City of Signal Hill.

- Utilize a State of California licensed and/or FAA licensed drone operator and experienced crew to execute the show, and any additional permits or authorizations necessary to execute the final show production.

Analysis:

As noted, the City issued a RFP to select a qualified vendor to organize the drone show. Staff formed a Selection Committee comprised of three representatives, including the Parks, Recreation, and Library Services Manager, Management Assistant, and the City Librarian. The Selection Committee conducted a two-tier review process that initially assessed the qualifications of the RFP, which resulted in the selection of three qualified proposers to advance in the process:

1. Celestial Drone Shows
2. Chicago Drone Light Shows
3. Firefly Drone Shows

The second round of review involved a comprehensive evaluation of all qualified proposals. The Selection Committee evaluated the proposers based on the criteria outlined in the RFP, listed below, and conducted video interviews.

CRITERIA	DESCRIPTION	POINTS
Firm Qualifications and Experience	How long has the company been in business? Has the company done similar work? Level of expertise in subject matter areas?	25
Personnel and Staffing	Qualification and experience of proposed personnel for requested services? On-site availability of team and project manager? One identified point of contact for entire planning and execution of project?	15
Project Approach, Work Plan and Project Management	Quality of proposed work plan to meet project requirements? Quality of project management and timeline? Customized show development schedule?	15
Rates and Fees	Are the proposed budget management, fees and staff hours proposed and clearly defined?	15
Cover Letter & References/Recommendations	Provide a narrative which introduces the company and team & three client references.	15
Clarity and Comprehensiveness of the Proposal	Ability to provide clear and detailed information, as well as providing specifics on the ability to meet customized show requests.	15
TOTAL		100

Following video interviews with each proposer, the committee determined that Firefly Drone Shows was the most qualified, responsible, and cost-effective vendor to provide the customized aerial drone light show for the Centennial Celebration Event. Staff summarize the Selection Committee’s rankings

in the table below:

Evaluation Committee	Celestial Drone Shows	Chicago Drone Light Shows	Firefly Drone Shows
Average Evaluation Score	82	85	95

Firefly Drone Shows demonstrated its expertise through a clear understanding of the project and a specialization in creating custom formations within the Production Setup, as demonstrated in its proposal (Exhibit B). Firefly commits to delivering a 400-drone light show production accompanied by music, lasting up to a maximum of 18 minutes, consisting of fully customized designs. Firefly's seven-person crew will handle the complete execution of the customized drone show, including the design, planning, permits, and day-of preparation and clean-up. In the event of inclement weather, Firefly will provide services at another rescheduled date, to be determined by City staff and Firefly. Additionally, Firefly would provide a recording of the drone show at no additional cost.

Subject to City Council approval of the proposed agreement staff, would begin working with Firefly to plan specific elements of the aerial drone light show (Exhibit C).

Reviewed for Fiscal Impact:

Sharon del Rosario

Attachment(s):

- A. Request for Proposals
- B. Firefly Proposal
- C. Professional Services Agreement
- D. Notice Inviting Proposals