



Legislation Text

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TO: Chair and Members of the Board

FROM: Diane Colonna, Executive Director

DATE: October 20, 2016

A RESOLUTION OF THE MARGATE COMMUNITY REDEVELOPMENT AGENCY, APPROVING AN AGREEMENT BETWEEN PAINTSCAPING, INC., AND THE MARGATE COMMUNITY REDEVELOPMENT AGENCY FOR A 3D PROJECTION MAPPING HOLIDAY SHOW.

BACKGROUND: At the August 23rd meeting, Nick Cucunato, Public Works Superintendent presented a proposal from Paintscaping, Inc. for a 3D Mapping animated holiday projection show for the December 16, 2016 Winterfest event. The cost of the show was estimated at \$35,000. At that meeting, the Board unanimously approved the addition of the show to the event and requested staff to allocate the funds in the annual budget to cover the costs.

Since that meeting Mr. Cucunato reached out to other media design companies to get proposals for a similar type show in order to compare cost. Two other written proposals were received and prices ranged from \$108,980 to \$128,500 for creation and production of a one-night show.

In addition to the cost for creation and production of the show, Paintscaping, Inc., is requesting the MCRA to provide a backup projector and room accommodations for one of its employees. The backup projector is recommended in the event there are technical problems with the one provided. The projector is very specialized and would have to be rented from another facility, most likely one located in Orlando. The additional cost for the projector rental and the hotel is not anticipated to exceed \$2,600, making the total cost of the production approximately \$37,600. Staff conducted reference checks and viewed productions done for other venues by Paintscaping. The comments from other customers were overwhelmingly positive.

RECOMMENDATION: Approve entering into an agreement with Paintscaping, Inc., for creation and production of a 3D Mapping animated projection show for December 16, 2016.

FISCAL IMPACT: Funding is allocated in 140-0510-512-31.46 Winter Solstice.

CONTACT PERSON: Kim Vazquez, CRA Project Manager