



MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. 145-2008

LETTER TO COMMISSION

TO: Mayor Matti H. Bower and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager

DATE: May 27, 2008

SUBJECT: July 4, 2008 – An American Celebration

In 1991, the City of Miami Beach launched the first "An American Celebration" as a means to attract more visitors to this area during the 4th of July. This celebration, due to its great success, has been carried on year after year as a vehicle to continue to bring more visitors to the city. In order to generate interest in all areas of the city, the event's location alternates between the North Beach community (72nd Street beach front) and the South Beach Community (Ocean Drive Beach Front) areas.

When producing the event in North Beach, the City must secure a barge in order to shoot the fireworks, as the width of the beach in North Beach is not wide enough to display the fireworks from land and provide the required safety perimeter of 500 feet in all directions. Last year, 2007, the City was unable to secure a barge that met the Coast Guard's specifications for an ocean fireworks shoot and had no choice but to move the event to South Beach. The City's objective was to produce the event in North Beach in 2008.

To that end, the City's Procurement Division was asked to assist in securing the services of a barge for the 2008 July 4th fireworks display. An Invitation for Quotes (IFQ) was issued that invited all vendors awarded contracts under Miami-Dade County No. 6277-0/12 to provide quotes for an ABS Certified Barge. Only one company submitted a proposal; this proposal was for One Hundred Forty-Five Thousand Five Hundred Dollars (\$145,500). By comparison, in 2005 the City paid \$25,000 for the same service. The previously contracted company had indicated a minimum cost of \$53,000, but was not interested in competing for the business since barges are in such high demand in South Florida for the Fourth of July. It should be noted that the \$53,000 quote does not include dockage and would require a redesign of the fireworks shows, which likely increases the cost of fireworks. In light of the aforementioned, the Administration has determined it to be in the best interest of the City to once again move the event to South Beach.

Although the fireworks will take place in South Beach, the Administration is working to program some daytime activities in the North Beach area, as well as coordinating shuttle service from North Beach to South Beach for the fireworks. Specific details of effort are still being developed and will be coordinated with the stakeholders of the community. Once additional information is confirmed it will be forwarded to your attention.

Please feel free to contact me with any questions.

C: Hilda M. Fernandez, Assistant City Manager
Max A. Sklar, Tourism and Cultural Development Director
Michael Aller, Tourism and Convention Director

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