



Open Session Item

SUBJECT: Request for Proposal Award (PUR-1697) – Lighted Drone Show for the Semi-quincentennial (250th Anniversary) Celebration

PRESENTATION DATE: November 5, 2024

PRESENTATION BY: Rick F. Curry, CPPO, Director of Purchasing; Danielle Weaver, Director of Public Relations and Marketing

RECOMMENDED MOTION: Move to award the contract for the Lighted Drone Show to the responsible, responsive vendor Firefly Drone Shows, LLC of Waterford, MI for the lump sum amount of \$107,950 and contingent upon the company being in good standing and authorized and registered to do business in the State of Maryland with the Maryland Department of Assessments and Taxation and remaining so throughout the term of the contract.

The lighted drone show will be performed by illuminated, synchronized, and choreographed groups of drones that arrange themselves into various aerial formations. The services to be performed will be in compliance with all FFA rules and restrictions, including licenses of drone operators. The contractor is responsible for creative programming, custom design formations, including local elements, sponsor logo, storyboard, groundwork set-ups and all other necessary materials needed to perform a synchronized drone light show.

REPORT-IN-BRIEF: The County accepted proposals on July 18, 2024. The Request for Proposals (RFP) was advertised on the State of Maryland’s (eMMA) “*eMaryland Marketplace Advantage*” website, on the County’s website, in the local newspaper, and on the County’s new online bidding site (IonWave). Twenty-one (21) persons/companies registered/downloaded the bid document online. One (1) proposal was received.

DISCUSSION: To help offset or potentially cover the full cost of the drone show, the County plans to secure a sponsorship. Given the high visibility and historical significance of the 250th anniversary, we anticipate strong interest from potential sponsors seeking to align their brand with this landmark event. Our Public Relations and Marketing team will lead the sponsorship initiative, targeting both local and regional businesses, leveraging the draw of the drone show to attract a high-profile sponsor or multiple sponsors who would gain exposure through logo displays on promotional materials, and across event marketing channels. We anticipate that with successful sponsorship efforts, we can mitigate the cost to the County and elevate the overall experience for

attendees, ensuring a memorable celebration of Washington County's semi-quincentennial anniversary.

FISCAL IMPACT: Funds will be provided through the Hotel/Motel tax account.

CONCURRENCES: N/A

ALTERNATIVES: N/A

ATTACHMENTS: Bid Tabulation Matrix

**PUR-1697
LIGHTED DRONE SHOW CONSULTANT**

Price Proposal Tabulation

	Firefly Drone Shows, LLC Waterford, MI
	Total Price
	\$107,950
TOTAL PROPOSAL AMOUNT	\$107,950

Remarks/Exceptions: