

ADDITIONAL MATERIAL
REGULAR MEETING

NOVEMBER 13, 2025

SUBMITTED AT THE REQUEST OF
CULTURAL DIVISION



100 S. Andrews Avenue, 6th Floor • Fort Lauderdale, Florida 33301 • TEL 954-357-7457 • FAX 954-357-5769

TO: Mayor and Board of County Commissioners
THRU: Monica Cepero, County Administrator
FROM: Phillip Dunlap, Director of Cultural Division *p.d.*
DATE: November 7, 2025
RE: Commission Meeting 11/13/2025 – Agenda Item 75

Item 75 - The Board's consideration of the item as amended by Additional Material #75-A submitted by the Cultural Division.

Item 75 is amended to read as follows (strikethrough text indicates deletions; underlined text indicates additions):

Requested Action:

...

B. MOTION TO APPROVE **AUTHORIZE County Administrator to approve and execute an** ~~a~~Agreement between Broward County and Yes We Are Mad, LLC, dba Mad Studios, for production services for IGNITE Broward Art and Light Festival for the Cultural Division, **in substantially the form of Exhibit 2,** in the initial one-year estimated not-to-exceed amount of \$1,000,000, with four one-year optional renewals **each with an estimated not-to-exceed amount of \$1,000,000,** for a potential five-year estimated **not-to-exceed** amount of \$5,000,000; ~~and authorize the Mayor and Clerk to execute same,~~ **subject to review and approval for legal sufficiency by the County Attorney's Office.**

...

What Action Accomplishes

...

MOTION B: Authorizes the ~~Mayor and Clerk~~ **County Administrator** to **approve and execute the an** agreement between Broward County and Yes We Are Mad, LLC, dba Mad Studios, **subject to review and approval for legal sufficiency by the County Attorney's Office.**

Summary Explanation/Background

...

The proposed agreement (~~Exhibit 2~~) with Mad Studios will procure production services for the entire IGNITE Broward **event** for a not-to-exceed amount established by the County each fiscal year (which shall not exceed \$1,000,000 for any fiscal year). For Fiscal Year 2026, the not-to-exceed amount for the event is currently budgeted at \$900,000. The five-year total not-to-exceed for the agreement is \$5,000,000, which includes all projected IGNITE Broward production costs to the County as well as Mad Studios' production services. These expenses have historically been incurred by the Cultural Division through multiple separate procurements and purchase orders; ~~the consolidation of diverse production services within one agreement will create efficiencies and continuities, economically outsourcing the event organization and related procurements through a single vendor~~ **utilization of a single vendor is expected to create efficiencies.** The proposed agreement (Exhibit 2) will be distributed as additional material. **The proposed agreement includes an obligation on the County to indemnify Mad Studios in certain limited circumstances, including claims arising due to the County's negligence.**