



Brandano Displays, Inc.

1473 Banks Road • Margate, FL 33063 • 954.956.7266 • www.brandano.com

Broward County Parks / RFP PNC2127421P1 Concession for Holiday Fantasy of Lights at Tradewinds Park

January 27, 2026

Brandano Displays, Inc. PRESENTATION NOTES

Introduction

- Brandano Displays, Inc. | 1473 Banks Road, Margate, Florida
- John Brandano, President
- Phone: 954-461-4907 | Email: johnbrandano@brandano.com

History

- Brandano Displays, Inc. (Attachment)
- Holiday Fantasy of Lights (Attachment)

Professional Personnel

- | | |
|--|---------------------|
| ▪ John Brandano, General Manager | 33 Years @ HFOL |
| ▪ Patrick Brandano, Technical Manager | 33 Years @ HFOL |
| ▪ Darlene Lopez, Operations Manager | 10 Years @ HFOL |
| ▪ Don Smith, Production Manager | 27 Years @ Brandano |
| ▪ Christian Burgos, Installation Supervisor | 17 Years @ HFOL |
| ▪ Marisa Crescenzi, Administrative Coordinator | 10 Years @ HFOL |
| ▪ Sam Brandano, Customer Service Coordinator | 12 Years @ HFOL |
- Resumes are found in the July 22nd RFP Response.
 - Staff experience for this project averages over 5 seasons at HFOL.
 - Our employee return rate for 2024 from 2023 was 89%.
 - Employees are trained in hospitality and cross trained at the multiple on-site positions.
 - Brandano Displays, Inc. is a single source vendor hiring no subcontractors for this project other than the Coconut Creek Police Department.

Project Approach Steps

Plan.

Planning is initiated with a takedown and debrief session of the latest Event where changes and improvements for the next season are discussed and documented.

Organize.

Deadlines are set for display selection, electrical distribution, permitting, ticketing, pricing, promotion and security.

Fund.

Funding for the event is internal and planned early. Funding issues include: storage, display preparation labor, display preparation parts, insurance, security, installation and transportation.

Permitting.

Applications for event and electrical permits are prepared for timely submission to the City of Coconut Creek.

Staff.

Communication with our seasonal staff is year-round. In 2024, we had an 89% return rate of employees with our Broward based staff.

Promote.

Promotion is year-round. Promotional partnerships are secured with other regional family-friendly attractions and events.

Operate.

Working as an experienced team, we have all bases covered. We both cross train team members and overstaff to ensure a smooth operation nightly.

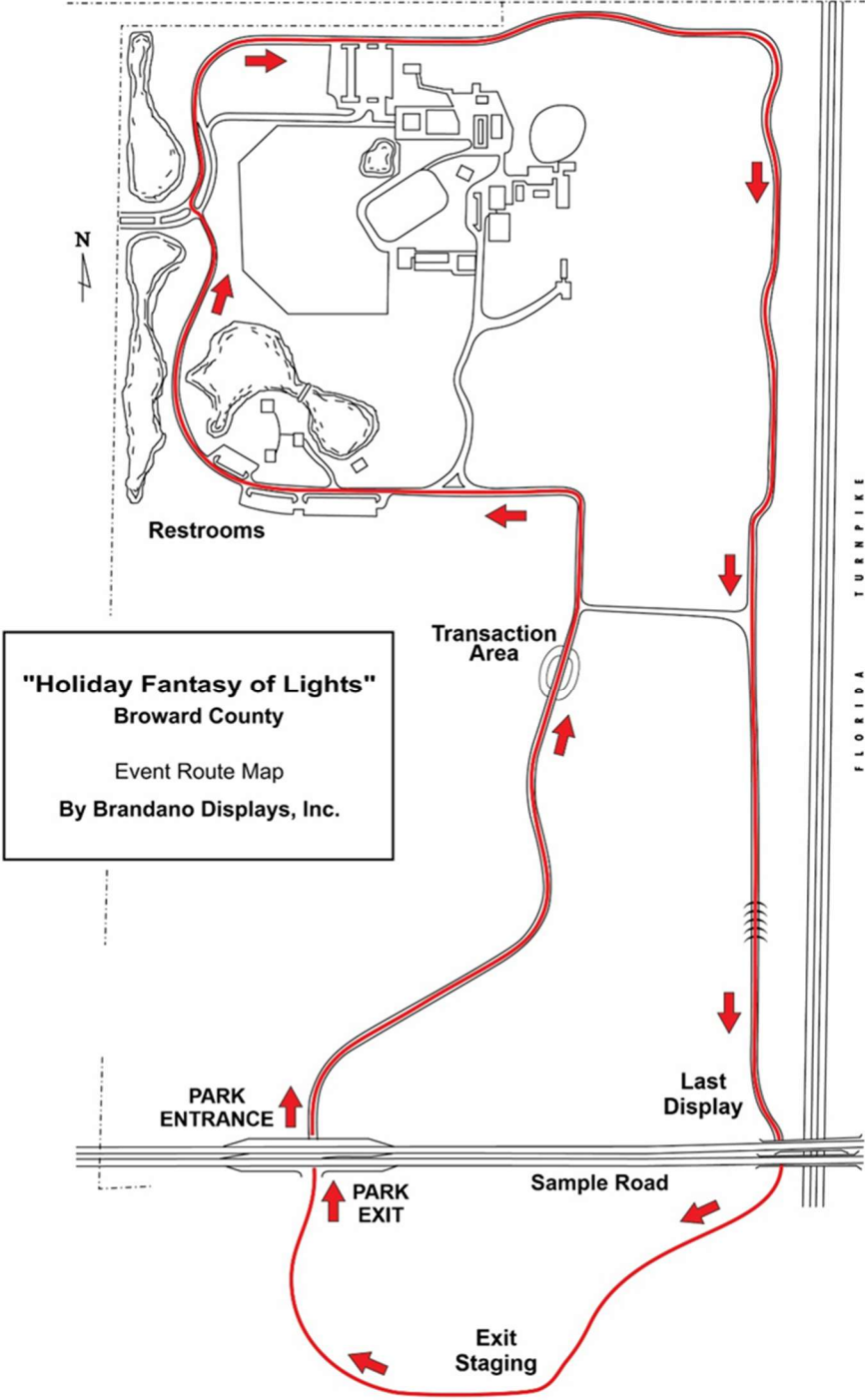
Administration.

An experienced local administration staff enables us to effectively administer the operation of Holiday Fantasy of Lights.

Holiday Displays Program.

A detail of the proposed program and terms are found in the Response to RFP.

Proposed Traffic Route



Power Sources

- **Test, Inspect and Retest.** Displays, Cords, and Distribution are tested daily at closing, light up and during operating hours. Substitute displays are available; our electrician is on call and technicians are on site during all operating hours.

Annual Changes

- The program changes annually and includes sculptures, displays, drive-thru displays, multiple sculpture displays and Themed Spectaculars.
- The program annually includes visitors' favorites with changes in displays and major display themes annually. Over 30% of the Displays are changed annually including the large-scale Themed Spectaculars.
- The program is technology advanced and inclusive of computer driven animation, LED lighting, RGB lighting and audio.

Traffic Control

- City of Coconut Creek police monitor traffic on Sample Road and control the traffic light as needed.
- Five to Eight experienced traffic control employees greet visitors, control traffic and stage lines inside the park.
- A traffic control person is stationed at the end of the show to assist visitors and expedite egress traffic back to Sample Road.
- Heavy traffic nights are managed with a special program with early openings and extended hours.
- Heavy Weather nights are managed with special attention to visitors and employees' safety.

Admission and Revenue Collection

- Online, Credit Card and Cash are accepted for general admission.
- Special Event admission is booked online to control arrival and parking dates and times.
- Stop-off Points are not offered with the standard HFOL Experience. Special Events with stop-off points are staffed by our traffic control team and the Coconut Creek Police Department to avoid potential congestion.

Previous Projects

- A list of current and past projects has been provided in the July 22nd RFP response.

Projects within a Construction Zone or Power Outage

- Participation at weekly meetings. We are available to address any issues presented.
- Program Design Modifications. With adequate notification, we can often modify the Display Selection to solve issues.
- Our facilities are three miles from the site, and we have technicians out daily during the holiday season.
- Onsite Staff. We have an HFOL staff onsite daily to address issues.

Workload of Firm - Completed and Active Projects

- Brandano has multiple projects each season, which may be long term contracts.
- Brandano does not overbook projects. We have overseen the same volume of projects for over ten years.
- Brandano has completed over 3,200 projects with a reputation of being on time, over delivering, and within budget.
- Active projects are detailed in the RFP Response.

Location

- Brandano Displays is located in Broward County with CBE Certification.
- Brandano Displays is both a Local Business and a Locally Based Business.
- We have a local payroll of over \$1,000,000.
- The maintenance and fabrication of the displays, and the hospitality at HFOL are a product of Broward County residents.

Pricing

- Pricing details are found in the July 22, 2025 RFP Response.

ADDITIONAL DISCUSSION TOPICS

Electrical Infrastructure

- Brandano Displays, Inc. plans to use the existing power infrastructure which was designed specifically for Holiday Fantasy of Lights. The County will be responsible for providing power to the existing distribution boxes. This would include maintenance of the distribution boxes and breakers. Brandano will be responsible for the distribution from the boxes to the displays and trees. Existing distribution cables owned by the County will be employed and maintained by Brandano.

Plans for Growth

Holiday Fantasy of Lights

Creation and Enhancement of HFOL Additional Special Events

- Holiday Stroll Night
- Bike Nights
- Dog Walk Night
- Photo Opportunity Nights
- Holidays at the Farm

Brandano Displays, Inc.

- Brandano Displays, Inc. is a generational family business.
- No mergers or acquisitions are planned.
- Increase development of major projects in the Resort segment.
- Increase wholesale sales within the industry.

Industry Trends

Lighting Technology.

- All our programs include computer driven animation, LED Lighting and RGB lighting. We are leaders in the industry in the application of lighting control technology for Holiday Lighting Events.

Safety Technology.

- Technology has arrived to better protect visitors and employees from potential electrical injury. We are collaborating with engineers to bring this technology to our industry.

Communication.

- We are in constant contact with our clients regarding technology advances that meet the demands of public places.

BRANDANO DISPLAYS COMPANY HISTORY

Origination. Brandano Displays, Inc. originated as a sole proprietorship founded in 1976. The company has produced exciting displays for over 3,200 clients nationwide. Originally the company was based in Syracuse, New York, and concentrated its business on decorating cities, towns, shopping centers, commercial complexes and enclosed shopping malls for a client base in the Northeast and Mid-Atlantic States. The organization quickly flourished into the nation’s most successful distributorship, noted for its creative design and ability to deliver the services and products on time and on budget.

Growth. The need for better quality products and timely deliveries challenged Brandano Displays, Inc. to begin the fabrication of its display products in 1988. Since then, all of the products provided by Brandano Displays, Inc. are under their quality control. Brandano Displays, Inc. produces the industry’s highest quality displays while providing clients with competitive pricing.

National. Brandano Displays, Inc. incorporated in 1991 as a New York Corporation. The company was serving clients nationally. Major exterior display clients at this time included Niagara Falls Festival of Lights, International Festival of Lights in Battle Creek, Michigan, Graceland, Tennessee and SeaWorld of Texas. The early 1990’s began the development of Brandano Displays, Inc. “Holiday Nights®” Division, which has brought major holiday attractions to cities nationwide. This program enabled clients to host major attractions without being encumbered with display ownership, maintenance and storage.

Florida Headquarters. Brandano Displays, Inc. located its manufacturing and corporate headquarters to Florida in 2002 – 2003 to better serve its larger national base of clients. Brandano Displays, Inc. maintains the nation’s largest inventory of large-scale holiday light displays at its locations in South Florida and Upstate New York.



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Facilities. Today, Brandano Displays, Inc. is headquartered and maintains a working facility of 10,000 square feet in Margate, Florida. Brandano Displays, Inc. boasts the industry’s largest inventory of professionally-maintained, large-scale displays. An inventory in excess of 2,900 large sculptures is inventoried and maintained to service clients nationwide.

Professional Staff. Brandano Displays, Inc.’s greatest asset is its professional staff, which includes expertise in engineering, design, manufacturing, marketing, finance and administration of holiday lighting attractions. We would welcome the opportunity to introduce our talented, experienced staff to you.



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History of “Holiday Fantasy of Lights”

The inaugural edition of Holiday Fantasy of Lights was in November 1993. The first edition of HFOL was hosted, installed and operated by Broward County Parks Department in Tradewinds Park. The “experience” was a 1.2-mile drive with twenty-six displays and tree lighting. The event was well attended and received positive exit interviews along with requests for more and larger displays. This launched the County’s commitment to host one of the nation’s best Holiday Light Shows.

New displays were designed and choreographed by Brandano Displays, Inc., the nation’s leader in the engineering and design of large-scale displays for public places. Displays featured computer-controlled animation and drive through designs throughout the program. This edition featured over forty multi-sculpted displays.

Over 3,000,000 visitors in over 750,000 vehicles have driven through the Holiday Fantasy of Lights since 1993.

This year, after over 30 years, two hurricanes, one recession and over thirty shows, HFOL is one of the most popular events of its kind in South Florida and a nationwide model for the development of a successful holiday light event.

Beginning in 2009, Brandano Displays, Inc. has been contracted to produce the Event for the County. Brandano provides the Permits, Displays, Installation, Promotion and Operation for the Event. The Event has grown to 2.5 miles and features over sixty-five larger-than-life multi-sculpted displays, multiple animated techniques, 3D experiences and multiple large-scale Spectaculars. HFOL is recognized as one of South Florida’s best family experiences and Holiday Events.



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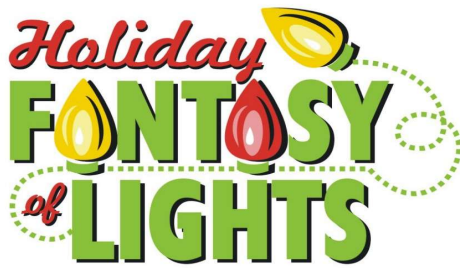
ENVIRONMENTAL STATEMENT

Brandano Displays, Inc. is committed to designing and engineering environmental conservation for each of its projects. Working in an industry which traditionally operated without an environmental commitment, Brandano Displays, Inc. took a leadership role with its Holiday Event Program in 1990. Brandano Displays, Inc. developed its Holiday Event Program to help organizations and communities host major holiday lighting programs. The commitment to a healthy environment is present in the design, manufacturing and operation of each program produced by Brandano Displays, Inc. Environmental conservation was engineered into each program and continues to be key criteria for each decision related to our projects.

Prior to 1990 and the Holiday Event Program, holiday lighting attractions consisted of illumination of trees and foliage and the use of disposable decorations and displays. These decorations were used for three (3) seasons and then destroyed and disposed of. In the development the Holiday Event Program, Brandano Displays, Inc. addressed power consumption, disposables and the environmental impact from the product manufacturing process.

Each Holiday Event project, including HFOL, is designed with the following as key environmental criteria:

- 1. Manufacturing Process.** All products produced by Brandano Displays, Inc. are fabricated using processes which minimize the negative impact on the environment. Examples include continual updates to painting and welding processes to minimize pollutants and disposable production waste. All production papers, cardboard, plastics and steel are recycled.



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2. **Display Orientation.** Traditionally, holiday light attractions were centered on hundreds of thousands of lights laced in trees and foliage. Brandano Displays, Inc. has integrated professionally designed displays (metal sculptures outlined with lights) and reduced the use of tree lighting at major events by approximately 75%. Events are designed to minimize the use of lights in trees and shrubs by employing large-scale sculptures which make use of space within the design of the display.
3. **Displays.** Holiday Event displays are two-dimensional and employ 60% less lights than three-dimensional displays.
4. **Packaging.** Traditionally, companies producing holiday decorations and displays box all products for shipping with elaborate containers and crates. Brandano Displays, Inc. has eliminated packaging waste from shipping by using complete truckload deliveries. This eliminates the environmental packaging waste of paper, wood, cardboard and plastics.
5. **Power Consumption.** Reducing power consumption while maintaining the quality of the display is an ongoing process at Brandano Displays, Inc. Bulb spacing on displays has been changed to use less power per display. High efficiency lighting has been employed where feasible. The use of floodlights within Holiday Event Programs has dramatically reduced the power consumption in illuminated trees.
6. **Extended Life Displays.** Traditionally, holiday decorations are designed and engineered for a life of less than three (3) seasons. Brandano Displays, Inc. has reduced the disposal of decorations by producing long-life products which, with professional maintenance, have a life of over ten (10) years. This reduces the disposal of steel, wire and plastic parts and conserves on the consumption of these components in replacement products.

If there are any questions regarding this statement or our commitment to the environment, please contact John Brandano at johnbrandano@brandano.com.