



MEMORANDUM

TO: Honorable Mayor and Board of Commissioners
VIA: Chief Clint Belk, Acting City Manager
FROM: Jay Hatch, Recreation Director
DATE: January 28, 2026
RE: **Awarding of RFP 25-17 – City of Madeira Beach Fireworks Displays**

Background

On December 19, 2025, the City of Madeira Beach released Request for Proposals (RFP) 25-17 seeking qualified fireworks production companies to provide fireworks displays for City-sponsored events throughout 2026. The RFP requested proposals for multiple display dates, including May 1, July 4, and December 11, 2026, with the option for an initial term and up to two (2) one-year renewals.

Two (2) proposals were received by the January 9, 2026 deadline and were evaluated by staff in accordance with the evaluation criteria outlined in the RFP. Proposals were reviewed based on display design and variety, proposed cost schedule, event operations plan, and cancellation/rescheduling terms, with the understanding that cost is a consideration but that the City's objective is to maximize overall value and visual impact within the established budget limits.

Following staff evaluation, Master Pyro Display LLC received the highest overall score and was determined to be the most responsible and responsive proposer. Master Pyro's proposal demonstrated a strong ability to maximize the City's budget through increased display length, shell variety, and overall visual impact, while meeting all operational, safety, and permitting requirements of the RFP. In addition, staff has previously worked with Master Pyro Display LLC and has been very satisfied with the quality of the displays, communication, and overall execution, which further increased staff's level of comfort in the recommendation.

Based on the evaluation results and prior performance, staff recommends approval to authorize negotiation and finalization of a contract with Master Pyro Display LLC for fireworks displays on May 1, July 4, and December 11, 2026, for an initial term with two (2) one-year renewal options, subject to final contract terms and approval by the City Attorney.

Fiscal Impact

Funding for the fireworks displays on May 1, July 4, and December 11, 2026 is included in the adopted FY 2026 budget in the amount of \$50,000 for City-sponsored fireworks events. The proposed award authorizes staff to negotiate and finalize a contract with Master Pyro Display LLC and will not exceed the budgeted amount. No additional fiscal impact is anticipated. The contract will be for an initial term with up to two (2) one-year renewal options, subject to future budget appropriations and Board approval.

Recommendation

Staff recommends approval to authorize staff to negotiate and finalize a contract with Master Pyro Display LLC for fireworks displays on May 1, July 4, and December 11, 2026, for an initial term with up to two (2) one-year renewal options, subject to final contract terms and review by the City Attorney.

Attachment

Request for Proposal (RFP) 25-17 – City of Madeira Beach Fireworks Displays
Proposal Response – Master Pyro Display LLC
Proposal Response – North Florida Pyrotechnics
RFP Scoring and Evaluation Summary