



To: CCDC Board of Directors  
From: DMC Staff  
Date: November 16, 2022  
RE: Mighty Lights - Bridge Lighting

### **Background**

Mighty Lights is a nightly attraction combining and amplifying the lighting of Harahan Bridge/Big River Crossing and the Hernando de Soto bridge.

Memphis Bridge Lighting Inc was founded in 2016, with the mission to operate, manage and sustain a coordinated state-of-the-art LED lighting system for Mighty Lights. By utilizing the dynamic capabilities of the LED lighting system, Mighty Lights creates an iconic gateway to the developing Memphis riverfront by activating the two bridges.

The "M" bridge has been an iconic symbol of our city for years. The addition of Mighty Lights allows Memphis to express itself locally, nationally, and internationally, thereby growing and amplifying the Memphis brand.

Memphis Bridge Lighting Inc. utilizes two partners for the current management and operations of the lights: SIGNIFY, the technology, installation, maintenance, and programming partner, and DCA, for social, digital, and request portal coordination.

### **Proposed Plan for Transition Ownership of Mighty Lights to Center City Development Corporation/ Downtown Memphis Commission**

The Mighty Lights have become a beloved cultural attraction - with nightly lights, and special lighting shows throughout the year. Maintaining this asset is vital to the ongoing vibrancy of our Downtown.

In early 2022, the staff of the Downtown Memphis Commission (DMC) was approached by MBL with a proposal to transfer ownership of the physical and operational assets to DMC in an effort to ensure the lights' continuity and permanence. The DMC team worked closely with legal counsel, MBL, and SIGNIFY to create a strategy for the transfer and ongoing operations.

### **Current costs:**

\$165,000 - Operational/Maintenance agreement with SIGNIFY - **see Attachment A**

### **Projected Revenue:**

\$15,000 in annual individual support and light dedications  
\$60,000 in annual corporate and commercial light shows  
\$80,000 in annual new programming, partnerships, and show types  
\$50,000 in annual grant support  
\$50,000 existing funds transferred from MBL to DMC

### **Staff Recommendation/Ask:**

Staff requests that CCDC approve and authorize DMC president to finalize an agreement with SIGNIFY and MBL, and sign all contracts with partners, as described above. CCDC will be the legal owner of Mighty Lights. It is planned that DMC will pay expenses not covered by Mighty Lights revenue, pending approval from DMC board.

# Hernando De Soto / Harahan Lifecycle Services 2023 - New 3yr Term:

## Signify Provided:

- Interact Landmark SaaS – Including Dashboard
- Remote Monitoring
- Remote System Health Check (qty 1/yr.)
- Software Updates
- Weekday Service Ticketing
- Quarterly IA Landmark Reporting
- Remote Content Management
  - Programming of Light Shows
  - Scheduling Calendar Events
- Attic Stock
  - Flex Strings & Leaders Cables
  - Power Data User Supplies
- End-User Training
- Onsite Replacement Labor & Remote Commissioning

## DMC Responsibility:

- Internet Service Subscription
- Attic Stock Storage
- Landscaping
- Fixture/Cabinet Cleaning
- Local Computer Maintenance



# Hernando De Soto / Harahan Lifecycle Services 2023 - New 3yr Term:

## Signify “Renewal” - \$25,000/yr.

- Interact Landmark SaaS – Including Dashboard
- Remote Monitoring
- Remote System Health Check (qty 1/yr.)
- Software updates
- Weekday Service Ticketing
- Quarterly IA Landmark Reporting

## Remote Content Management - ~\$5,000/yr.

- 20 hours/yr.
- Programming of Light Shows
- Scheduling Calendar Events

## Onsite Labor - ~\$7,000/yr.

- Onsite Replacement Labor
  - (1) Visit - Not to exceed One-day (including any weather delays)



# Hernando De Soto / Harahan Lifecycle Services 2023 - New 3yr Term:

## Signify - \$48,000/yr

- Interact Landmark SaaS – Including Dashboard
- Remote Monitoring
- Remote System Health Check (qty 1/yr.)
- Software updates
- Weekday Service Ticketing
- Quarterly IA Landmark Reporting
- Remote Content Management
  - 40 hours/yr.
  - Programming of Light Shows
  - Scheduling Calendar Events
- Attic Stock
  - (15) Strings & Leaders (per yr.)
  - (3) Power Data User Supplies (per yr.)
- End-User Training (one visit per 3 yrs.)

## Onsite Labor - ~\$80,000/yr.

- Onsite Replacement Labor
  - (1) Visit - Not to exceed Four-days (including any weather delays)

**Total annual cost - \$165,000/yr**

