



## Legislation Details (With Text)

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<b>On agenda:</b>	10/1/2019	<b>Final action:</b>			
<b>Title:</b>	CONSIDER AWARDING A CONTRACT TO BRIGHTLIFE DESIGNS, LLC TO INSTALL AND REMOVE HOLIDAY DECORATIONS THROUGHOUT THE CIVIC CENTER, AND LIGHT POLE BANNERS AT SELECT STREET MEDIANS (CITY COUNCIL)				
<b>Sponsors:</b>					
<b>Indexes:</b>					
<b>Code sections:</b>					
<b>Attachments:</b>	1. BriteLife Designs Proposal Pgs. 4-27, 2. BriteLife Designs Proposal Pgs. 28-38, 3. BriteLife Designs Proposal Pgs. 39-51, 4. Contract Services Agreement BriteLife Designs, LLC, 5. Notice of Intent To Award				

Date	Ver.	Action By	Action	Result
10/1/2019	1	City Council		

## Report to Mayor and City Council

Tuesday, October 01, 2019

Consent

### SUBJECT:

**CONSIDER AWARDING A CONTRACT TO BRIGHTLIFE DESIGNS, LLC TO INSTALL AND REMOVE HOLIDAY DECORATIONS THROUGHOUT THE CIVIC CENTER, AND LIGHT POLE BANNERS AT SELECT STREET MEDIANS (CITY COUNCIL)**

### I. SUMMARY

On July 18, 2019, a Request for Proposal (RFP) notice was published to solicit qualified vendors to install and remove holiday decorations throughout the Civic Center, and light pole banners at select street medians. A total of six vendors responded and submitted their proposals. After reviewing and evaluating the proposals, it was determined that BrightLife Designs, LLC was the most qualified firm based on scope of services, enhancements and cost to provide this service. Staff is now seeking City Council approval to award a contract to BrightLife Designs, LLC for the upcoming holiday season at a do not exceed cost of \$120,500.

### II. RECOMMENDATION

Take the following actions:

1. AWARD a contract to BrightLife Designs, LLC to install and remove holiday decorations throughout the Civic Center, and light pole banners at select street medians for the 2019 holiday season for a total contract sum not-to-exceed \$120,500.
2. AUTHORIZE the Mayor to execute the contract, following approval as to form by the City Attorney.

### **III. ALTERNATIVES**

Alternatives:

1. DO NOT AWARD the contract.
2. Take another action the City Council deems appropriate.

### **IV. BACKGROUND**

Historically, most of the winter holiday decorating of the Civic Center has been handled in-house by the Department of Community Services staff, primarily from the Reservations section of Recreation and the Community Center. For the 2018 holiday season, the City elected to partner with its caterer, Choura Venue Services, to secure the services of the Christmas Light Guy Co. to decorate the Civic Center for the holiday season at a cost of \$42,635.00. For 2019, it was recommended that a formal Request for Proposal (RFP) process be utilized for holiday decorations for the Civic Center and light pole banners at select street medians.

On July 18 2019, the City issued an RFP seeking qualified vendors to provide this service. A total of six vendors submitted proposals; however, two were disqualified for not attending the mandatory pre-proposal conference walkthrough on July 26, 2019. The remaining four firms were BrightLife Designs, LLC, Dektra-Lite, St. Nick's Christmas Lighting & Décor, and "The Christmas Light Guy Co." All proposals were reviewed for completeness, compliance with RFP requirements, qualifications, hiring and training practices, professional references, experience, and cost.

BrightLife Designs, LLC ultimately received the highest rating and had the lowest overall pricing. In addition, BrightLife Designs, LLC submitted a separate holiday decorations enhancement proposal with associated costs. A summary of the RFP submittal costs is as follows:

- |                                         |              |
|-----------------------------------------|--------------|
| • Dektra-Lite                           | \$112,584.78 |
| • St. Nick's Christmas Lighting & Décor | \$84,795.00  |
| • The Christmas Light Guy Co.           | \$76,947.50  |
| • BrightLife Designs, LLC               | \$61,625.00  |

Staff recommends that the City Council award a contract to BrightLife Designs, LLC to decorate the Civic Center and select street medians for the 2019 holiday season at a do-

not-exceed cost of \$120,500.00. Its proposal is based on the scope of work from 2018; however, it includes a number of enhancements/options that would add to the holiday décor. Additional holiday decorations for consideration include for the City Hall fountain area, a lit holiday bow and LED colored globes, and the palm branches will have colored wash-up lighting; the north entrance of the Community Center will have power-coated metal reindeer wrapped in LED lights and LED colored globes; for the atrium, standing lighted frame, two large ornament props, lighted scrolls and teardrop sprays on the columns; the City Hall bridge will have red orb archway sections; and the marquee will have a red-lit bow on top. These options can be found in the RFP proposal (Exhibit No. 1). Color versions of this proposal will be provided to the City Council members in advance of the City Council meeting for review.

It is anticipated that installation will commence on October 1, 2019, and removal will end on January 17, 2020. Should this year's presentation meet the City's expectations, another RFP process for a three-year term, with two one-year extensions based on performance, will be initiated in 2020.

## **V. FISCAL IMPACT**

Should the City Council approve the recommendation, funds for holiday decorations and street banners were included in the FY 2019-2020 adopted budget in account # 101-90-930-101-6004.

## **VI. EXHIBITS**

1. BrightLife Designs, LLC Proposal. (pgs. 4-51)
2. Draft BrightLife Designs, LLC Contract. (pgs. 52-77)
3. 8-23-19 Notice of Intent to Award. (pg. 78)

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