



To: Honorable City Council
From: John Moreno, City Manager
By: Yecenia Guillen, Community Services Director
Date: July 9, 2024

SUBJECT: DOWNTOWN HOLIDAY LIGHTING AND DECORATIONS

BACKGROUND

The City Council's initiative to enhance the Downtown area with holiday lighting and decorations for the 25th Anniversary of the Tree Lighting Ceremony was met with resounding success this past holiday season. This festive enhancement not only brightened the holiday season, but also fostered a sense of community and celebration among residents and visitors. Building on this success, staff solicited bids from various decoration companies to provide lighting and decorative elements with the option to purchase or rent the items, which includes professional installation and storage services.

DISCUSSION

On Thursday, May 2, 2024, the City published the Request for Proposals in the Paramount Journal and on the City's website.

On Thursday, May 30, 2024, the Director of Community Services and Public Works staff opened and examined the bids for the Downtown Holiday Lighting and Decoration. The bids were opened at 11:00 AM at the City Yard.

Five (5) bids were received ranging from \$169,420 to \$690,636. Upon conducting the bid analysis as part of the proposal review process, the City determined that the bid proposal submitted by DecorIQ is deemed non-responsive for submitting an incomplete bid proposal. Therefore, the apparent low responsible and responsive bid was deemed to be Christmas Brothers in the amount of \$169,420. This cost will be a one-time fee for the initial year to purchase the lighting and decorations and then the same fee of \$169,420 on an annual basis for the duration of the agreement to install and store the items. The term of the agreement shall be for three (3) years with the option to renew administratively for two (2) one-year extensions.

The following is a breakdown of estimated total project costs:

Project:	\$ 169,420
Contingency (25%):	\$ 42,355
Total:	<u>\$ 211,775</u>

FISCAL IMPACT

Funding for this project was included in the FY 2024-25 Budget utilizing CBA funds. The total project amount of \$211,800 exceeds the budgeted amount of \$175,000. The additional \$36,800 will be funded utilizing the available General Fund ARPA Reserve balance.

VISION, MISSION, VALUES, AND STRATEGIC OUTCOMES

The City's Vision, Mission, and Values set the standard for the organization, establish priorities, uniformity and guidelines; and provide the framework for policy decision making. The Strategic Outcomes were implemented to provide a pathway to achieving the City's Vision. This item aligns with Strategic Outcome No 5: Attractive and Well-Maintained Infrastructure - Develop and maintain City-owned infrastructure, parks, facilities, and amenities that enhance quality of life and the attractiveness of the community.

RECOMMENDED ACTION

1) Appropriate an additional \$37,000 from the available General Fund ARPA Reserve balance; and 2) Award the contract for Downtown Holiday Lighting and Decorations to Christmas Brothers, Hawthorne, California in the amount of \$169,420, and authorize the Mayor or her designee to execute the agreement.