



CITY OF COMMERCE AGENDA REPORT

TO: Honorable City Council

FROM: City Administrator

SUBJECT: Holiday Décor Program

MEETING DATE: March 7, 2017

RECOMMENDATION:

The City Council will provide staff direction for the City's Holiday Décor Program.

BACKGROUND:

On November 5, 2013, the City Council approved the establishment of a City Council Sub-committee (Sub-committee) to develop recommendations for a new Holiday Décor Program.

On March 4, 2014, the City Council authorized the release of an RFP for the installation, removal, maintenance and storage of holiday decorations. The RFP included Sub-Committee recommendations, a lease and own option, expansion of décor to include the Garfield Avenue railroad bridge and Bristow Park entrance, new decor theme, options for decorations, and installation and removal specifications.

The RFP sought creative ideas for prominent display areas in the City including City Hall, Heritage Park, Bristow Park, Veteran's Park, Greenwood Library, City street pole banners and street banner overhangs, and the railroad bridge on Garfield Avenue. The City's Holiday Décor Program includes more than 210 decorations. Companies specializing in holiday décor require at least a six-month lead time.

The City received five proposals for leasing and owning the decor. The costs for a five year period ranged between \$590,500 and \$1,425,060 for a lease and between \$596,628 and \$715,810 to own the décor. The Sub-committee considered owning the décor, but the lack of storage and expertise to re-furbish or repair the items would require the City to continue using the services of a contractor for such needs and after five years, some if not many pieces may need replacement due to exposure to the elements.

The Sub-committee directed staff to finalize the new Program based on their selection of décor from options Dekra-Lite provided with a few modifications which included the addition of a sign at Bristow and Heritage Parks. The total cost of the Holiday Décor Program is \$880,560 for a five-year period. The City Council approved an agreement with Dekra-Lite effective August 19, 2014 which expires on August 19, 2019. The agreement allows for termination “by the City, with or without cause, upon 5 days written notice to Contractor pursuant to Section 25 of this Agreement.”

ANALYSIS:

The City continues to experience issues with installation, operation, and general appearance of the décor. Both field and office staff devote considerable time over the holidays inspecting installed décor, documenting missing décor still needing timely installation, reporting malfunctioning décor, and requesting replacement of décor due to its aged appearance. As a result of the City’s general concern and desire to improve the Holiday Décor Program, staff is presenting options for Council consideration and direction as follows:

1. Continue with the existing Holiday Décor Program, contractor and term until expiration in 2019 or
2. Terminate the existing agreement with Dekra-Lite and authorize release of a Request for Proposal (RFP) for a new Holiday Décor Program and contractor for the entire Program or
3. Amend the existing agreement with Dekra-Lite to reduce the number of décor and assigned locations for installation and removal services and authorize release of a RFP for only a particular site such as Heritage Park to test out a new holiday décor contractor.

Should Council seek to alter the Holiday Décor Program and/or agreement for services, staff will need to secure a new Holiday Décor Program agreement by June 2017. In order to do so, staff will need to release an RFP in March 2017.

ALTERNATIVES:

1. Approve staff recommendation.
2. Reject staff recommendation.
3. Provide further direction to staff.

FISCAL IMPACT:

There is no additional fiscal impact at the current time.

RELATIONSHIP TO STRATEGIC GOALS:

This item is related to a specific 2016 Strategic Goal to “develop and invest in infrastructure and beautification projects that support economic growth.”

Approved by: Maryam Babaki, Director of Public Works and Development Services

Prepared by: Gina Nila, Deputy Director of Public Works Operations

Reviewed by: Vilko Domic, Finance Director

Approved as to form: Eduardo Olivo, City Attorney

Respectfully submitted: Mathew Rodriguez, Interim City Administrator