



CITY OF COMMERCE AGENDA REPORT

TO: Honorable City Council

FROM: City Manager

SUBJECT: Holiday Décor Program Extension of Agreement Term

MEETING DATE: March 2, 2020

RECOMMENDATION:

The City Council will consider adopting a Resolution to:

1. Extend the term of the Agreement with St. Nick's for the City's Holiday Decor Program by an additional two years;
2. Approve modifications to the Program to include the new Atlantic Boulevard median island Palm trees and Camp Commerce, and
3. Authorize a supplemental appropriation in FY 2020/21 of \$67,800 for the inclusion of two additional sites.

BACKGROUND:

On June 20, 2017, City Council directed staff to finalize a new Holiday Décor Program with the two-member City Council Sub-committee and to prepare an Agreement with Long Beach-based, St. Nick's Commercial Design & Décor (St. Nick's) as the City's new holiday décor provider. Their selection followed a formal Request for Proposals process. This service includes leasing of décor, installation, removal, minor refurbishment and storage throughout the year. The initial term of the Agreement is three years effective July 18, 2017 with the option to extend the term by an additional two years at an annual cost of \$168,500 with approved modifications listed below.

On April 2, 2019, Council modified the City's Holiday Décor Program to include the following at no additional costs:

- Changed color scheme to red and gold;
- All new street displays/light pole décor (~\$68,500);
- Replaced the Heritage Park tree and tree decor (~\$17,000);
- Moved the sled and reindeer at Heritage Park to City Hall;

- Added a second large walk-through ornament at Heritage Park (~\$7,500);
- Added bright white lighting around the Washington Blvd. median island Palm trees.
- Added lighting to the edge of the Teen Center building perimeter;
- Replace all GFI outlets as needed;

City Council also approved the following additional cost items:

1. Addition of large custom bows to the top of all library buildings except for Greenwood Library, which already had one displayed. The costs were \$3,500 for each of the three libraries for a total of \$10,500.
2. Addition of electrical circuits to the 14 street light poles on Washington Blvd. at a cost of approximately \$15,000.
3. Addition of electrical outlets to 7 median islands on Washington Blvd. to light the Palm trees at a cost of approximately \$8,000.

Possible Future Modifications

There are two additional sites for City Council consideration to include as part of the City's 2020 Holiday Décor Program, namely 32 new Atlantic Boulevard Palm trees and Camp Commerce. Camp Commerce staff decorated the site this past holiday season along the roof line of cabins and installed other décor inside the main building. Staff requested St. Nick's to provide a quote and visited the Camp in February 2020 to meet and discuss décor ideas. Enclosed are the décor ideas for consideration. Not all are needed, but are shown with a price sheet to choose from should City Council decide to add this site to the City's Holiday Décor Program.

Staff Recommendation

Staff received positive feedback regarding the new Holiday Décor Program and St. Nick's was very responsive to the City's desire to modify the program décor while keeping within the City's budget. In addition, St. Nick's provided the City with the attached photo collection of its 2019 Holiday Décor Program.

Staff recommends approving a Resolution extending St. Nick's Agreement an additional two years as allowed under their current Agreement terms and approving future program modifications to include Atlantic Blvd Palm tree lighting and Camp Commerce décor.

ALTERNATIVES:

1. Approve staff recommendation for a term extension with enhancements for Atlantic Blvd and Camp Commerce or
2. Revise staff recommendation and approve one of the following options:
 - a. Approve the term extension only without enhancements.
 - b. Approve the term extension with only the Atlantic Blvd. enhancement.

- c. Reject staff recommendation for a term extension and enhancements for both Atlantic Blvd. and Camp Commerce.
3. Provide further direction to staff.

FISCAL IMPACT:

The fiscal impact would be a maximum of **\$67,800** should City Council decide to include the 32 new palm trees on Atlantic Blvd., a cost of \$8,000 (\$250/tree x 32 trees) and a maximum of \$59,800 for Camp Commerce with specific décor to be selected by the City Council Holiday Décor Sub-committee. If the City Council decides to approve the aforementioned recommendation(s) (an agreement extension by two additional years, inclusive of two program modifications), the amount stated above will be reflected as an approved line item(s) during the upcoming FY 2020-21 budget process.

RELATIONSHIP TO STRATEGIC GOALS:

This item is related to the 2016 Strategic Goal, Guiding Principle 4 of Infrastructure and Facilities to “develop and invest in infrastructure and beautification projects that support economic growth.”

Approved by: Daniel Hernandez, Director of Public Works

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

Reviewed by: Vilko Domic, Assistant City Manager

Reviewed by: Josh Brooks, Acting Finance Director

Approved as to form: Norma Copado, City Attorney

Respectfully submitted: Edgar P. Cisneros, City Manager

ATTACHMENTS:

1. Resolution
2. St. Nick's 2019 Commerce Holiday Décor Program photo collection
3. St. Nick's 2020 proposal for Camp Commerce