



STAFF REPORT
9/11/2024

TO: Honorable Mayor and City Council Members

FROM: Maritza Martinez, Public Works Director

SUBJECT: Award professional services agreement to The Christmas Kings for the Holiday Lighting and Decorations Project No. 061324 for \$50,000; approve allocation of \$50,000 from unallocated general fund reserves for award.

STAFF RECOMMENDATION:

Award professional services agreement to The Christmas Kings for the Holiday Lighting and Decorations Project No. 061324 for \$50,000; approve allocation of \$50,000 from unallocated general fund reserves for award.

EXECUTIVE SUMMARY:

The City published a Request for Proposals (“RFP”) for Holiday Lighting and Decorations Project No. 061324. The City received three responses for this RFP. The project scope of work includes design and installation of holiday décor that is synchronized to music along Sixth Street in front of City Hall and the Coachella Library. As included in the RFP, the selection criteria used to identify the most qualified Proposer was based upon the highest scoring proposer; scoring was completed based upon a three-member panel. Each panelist member scored all proposals received per the evaluation criteria established in the RFP (total points 100):

- Understanding of Work to be performed;
 - **20 pts**
- Demonstrated quality of firm;
 - **20 pts**
- Familiarity with City, County and State Procedures;
 - **15 pts**
- Firm’s and Professional Staff References/Satisfaction of Clients;
 - **20 pts**
- Completeness and quality of the Proposal;
 - **10 pts**
- The price which the Proposer proposes to charge;
 - **15 pts**

The proposals received from all three firms (Holiday Light Installations, Décor IQ, and The Christmas Kings) were reviewed by staff and scored; results are reflected below.

	The Christmas Kings	Holiday Lights Installation	Décor IQ
Score #1	94	86	80
Score #2	95	83	82
Score #3	95	85	80
Total	284	254	242

Based on the score results, staff is recommending award to The Christmas Kings. The proposed agreement, will have a term beginning November 1, 2024 – January 6, 2025 and compensation in the amount of \$50,000.

FISCAL IMPACT:

Award of the proposed work will require allocation of \$50,000 from unallocated general fund reserves to the Holiday Tree Lighting/Holiday Parade event budget.

Attachments:

Proposed Agreement