



City of Arts & Innovation

# City Council Memorandum

**TO: HONORABLE MAYOR AND CITY COUNCIL**                      **DATE: OCTOBER 22, 2024**  
**FROM: PARKS, RECREATION AND COMMUNITY SERVICES DEPARTMENT**                      **WARD: 1**

**SUBJECT: FIRST AMENDMENT FOR SERVICE AGREEMENT WITH GROOVELABS LLC., OF APPLE VALLEY, CALIFORNIA, TO EXTEND THE TERM TO JANUARY 31, 2025, TO PROVIDE ENTERTAINMENT STAGE SERVICES, FOR FESTIVAL OF LIGHTS, AND TO INCREASE THE AMOUNT FOR AN ADDITIONAL \$80,127.00, FOR A TOTAL CONTRACT AMOUNT OF \$167,871; CONTEMPORARY SERVICES CORPORATION, OF NORTHRIDGE, CALIFORNIA, TO PROVIDE EVENT SECURITY AND LOGISTICS, FOR AN ADDITIONAL \$278,719.98, FOR A TOTAL CONTRACT AMOUNT OF \$553,422.38 PLUS A 10% CHANGE ORDER AUTHORITY OF \$53,384.70; SOUTHERN CALIFORNIA LIGHTING, OF LAKE ELSINORE, CALIFORNIA, TO PROVIDE HOLIDAY DÉCOR, FOR AN ADDITIONAL \$175,000, FOR A TOTAL CONTRACT AMOUNT OF \$350,000**

**ISSUES:**

Approve the First Amendment for Service Agreement with Groovelabs LLC., of Apple Valley, California, to extend the term to January 31, 2025, to provide entertainment stage services, for Festival of Lights, and to increase the amount for an additional \$80,127.00, for a total contract amount of \$167,871; Contemporary Services Corporation, of Northridge, California, to provide event security and logistics, for an additional \$278,719.98, for a total contract amount \$553,422.38; Southern California Lighting, of Lake Elsinore, California, to provide holiday décor, for an additional \$175,000, for a total contract amount \$350,000

**RECOMMENDATIONS:**

That the City Council:

1. Approve the First Amendment for Services Agreement with Groovelabs, LLC., of Apple Valley, California to provide entertainment stage services for the 2024 Festival of Lights, to modify the agreement term to end on January 31, 2025, increasing Compensation in the amount of \$80,127 for a total contract amount of \$167,871.00,
2. Approve the First Amendment to Services Agreement with Contemporary Services Corporation, of Northridge, California to provide event security and logistics services for the 2024 Festival of Lights, to modify the agreement term to end on January 31, 2025, increasing Compensation in the amount of \$278,719.98 for a total contract amount of \$553,422.38,

3. Approve the First Amendment for Services Agreement with Southern California Lighting, of Lake Elsinore, California to provide Holiday Decorations for the 2024 Festival of Lights, to modify the agreement term to end on January 31, 2025, increasing Compensation in the amount of \$175,000 for a total contract amount of \$350,000,
4. Authorize a 10% change order authority to the agreements with Groovelabs, LLC., Contemporary Services Corporation, and Southern California Lighting for changes including but not limited to, visitor safety, repairs, or unforeseen conditions; and
5. Authorize the City Manager, or his designee, to execute the First Amendment to the Services Agreement with Groovelabs, LLC., Contemporary Services Corporation, and Southern California Lighting, including the optional extensions and making minor and non-substantive changes.

### **BACKGROUND:**

The City of Riverside will host the 32<sup>nd</sup> Annual Festival of Lights Switch-On Ceremony on Saturday, November 23, 2024, and the 2024 Festival of Lights (Festival) from Sunday, November 24, 2024, through Tuesday, December 31, 2024.

The Switch-On Ceremony has been a celebration for over 31 years led by Keepers of the Inn Duane and Kelly Roberts and the Greater Riverside Chambers of Commerce. The ceremony includes spectacular fireworks show above the Historic Mission Inn Hotel & Spa followed by a live musical performance.

Visitors also can enjoy live entertainment from local groups, purchase artisan gifts, patronize the downtown business, and savor in a sweet treat from a food vendor. Live entertainment by local community performers will be open Thursday-Sunday, starting Sunday, November 24, 2024.

This community event is held along Main Street between Tenth Street and Fifth Street and surrounding areas. In the past, the Festival included an entertainment stage that highlighted community and professional performances. This year, the entertainment stage will return to allow local community groups to showcase their talent. Each year the event draws visitors from all over the region. The event requires rental services for the various programs.

### **DISCUSSION:**

On July 21, 2023, the Purchasing Division issued Request for Proposal No. 2304 for entertainment stage services for the 2023 Festival of Lights event on PlanetBids. Two proposals were received by the August 9, 2023, deadline. Following Purchasing's approval, Groovelabs, LLC of Apple Valley, California was selected as the most responsive bidder. On November 7, 2023, the City Council approved the Agreement for a term ending January 31, 2024, in an amount not to exceed \$87,744.00. RFP No. 2304 section 19. Contract Term states "The initial term of the Agreement shall be from November 1, 2023, through January 5, 2023 with the option to extend for two (2) additional one-year terms not to exceed three (3) years based upon acceptable performance by the Company, acceptable fees and subject to the same terms and conditions of the Agreement. Pricing is to remain firm for the initial contract term. Should the option to renew for additional years be exercised, City and Company may negotiate any and all price modifications." This allows the option to extend the Agreement for an additional one (1) year

period in accordance with Purchasing Resolution 24101 section 702 (h) which states “Competitive Procurement through the Informal Procurement and Formal Procurement process shall not be required in any of the following circumstances: When Services, except for Professional Services, can be Procured from a Contractor who offers the same or better price, terms and conditions as the Contractor previously offered as the Lowest Responsive Bidder under Competitive Procurement or negotiations conducted by the City or another public agency, provided that, in the opinion of the Manager, it is in the best interests of the City to do so.” The First Amendment modifies the term until January 31, 2025, with a revised contract amount of \$167,871.00.

On July 20, 2023, the Purchasing Division issued Request for Proposal No. 2302 for security services for the 2023 Festival of Lights event on PlanetBids. The Purchasing Division reviewed the submissions per the RFP prerequisites and found twelve (12) proposals responsive. An evaluation committee of three (3) City staff evaluated the twelve (12) proposal submissions per the criteria listed in RFP 2302. Contemporary Services Corporation was selected as the most responsive bidder.

On November 7, 2023, the City Council approved the agreement in an amount not to exceed \$274,722.40. RFP No. 2302 Section 19. Contract Term states “The initial term of the Agreement shall be from November 1, 2023, through January 30, 2024, with the option to extend for one (1) additional one-year terms not to exceed two (2) years based upon acceptable performance by the Company, acceptable fees and subject to the same terms and conditions of the Agreement Pricing is to remain firm for the initial contract term. Should the option to renew for additional years be exercised, City and Company may negotiate any and all price modifications.” This allows the option to extend the Agreement for an additional one (1) year period, in accordance with Purchasing Resolution 24101 section 702 (h) which states “Competitive Procurement through the Informal Procurement and Formal Procurement process shall not be required in any of the following circumstances: When Services, except for Professional Services, can be Procured from a Contractor who offers the same or better price, terms and conditions as the Contractor previously offered as the Lowest Responsive Bidder under Competitive Procurement or negotiations conducted by the City or another public agency, provided that, in the opinion of the Manager, it is in the best interests of the City to do so.” The First Amendment modifies the term until January 31, 2025, with a revised contract amount of \$553,422.38.

On July 21, 2023, the Purchasing Division released Request for Proposal No. 2306 for the 2023 Festival of Lights Decoration Services on PlanetBids. Upon bid closing on August 9, 2023, four (4) proposals were received. After an evaluation committee completed the evaluations of the four (4) proposals, the Purchasing Division determined that Southern California Lighting Inc. dba The Christmas Kings of Lake Elsinore, California was the highest rated proposer. On November 7, 2023, the City Council approved the Service Agreement in an amount not to exceed \$175,000. RFP 2306 Section 19. Contract Term states “The initial term of the Agreement shall be from October 5, 2023, through January 30, 2024 with the option to extend for one (1) additional one-year terms not to exceed two (2) years based upon acceptable performance by the Company, acceptable fees and subject to the same terms and conditions of the Agreement. Pricing is to remain firm for the initial contract term. Should the option to renew for additional years be exercised, City and Company may negotiate any and all price modifications. This allows the option to extend the Agreement for an additional one (1) year period, in accordance with Purchasing Resolution 24101 section 702 (h) which states “Competitive Procurement through the Informal Procurement and Formal Procurement process shall not be required in any of the following circumstances: When Services, except for Professional Services, can be Procured from a Contractor who offers the same or better price, terms and conditions as the Contractor previously offered as the Lowest Responsive Bidder under Competitive Procurement or

negotiations conducted by the City or another public agency, provided that, in the opinion of the Manager, it is in the best interests of the City to do so.” The First Amendment modifies the term until January 31, 2025, with a revised contract amount of \$350,000.00.

The Purchasing Manager concurs that the recommendation is in accordance with Purchasing Resolution 24101.

**STRATEGIC PLAN ALIGNMENT:**

This item contributes to Strategic Priority No. 1 and Goal No. 1.2 Enhance equitable access to arts, culture and recreational service offerings and facilities.

The item aligns with each of the five Cross-Cutting Threads as follows:

1. **Community Trust** – Vendors participated in an open RFP for Festival of Lights services and won the bid based on the ability to provide the requested service, pricing, and overall selection process.
2. **Equity** – The Festival of Lights is a free community event. Programing for the event includes opportunities for free experiences and participation by all the community.
3. **Fiscal Responsibility** – Competitive procurement was used to secure the lowest cost for services related to the Festival of Lights.
4. **Innovation** – Each year, the event features new programming as an enhancement to Festival of Lights.
5. **Sustainability & Resiliency** – The planning of the event considers practices that reduce waste, purchase and use of materials and products that will have an extended life, and programs that generate revenue to sustain the event for coming years.

**FISCAL IMPACT:**

The total fiscal impact of the action is \$587,231.68, which includes a 10% change order authority of \$53,384.70 for the three agreements in this Council action. The funds are budgeted and available in the General Fund, Arts & Cultural Affairs, Festival of Lights expenditure account number 5240000-453225.

Prepared by:	Margery Haupt, Parks, Recreation and Community Services Deputy Director
Approved by:	Pamela Galera, Parks, Recreation and Community Services Director
Certified as to availability of funds:	Kristie Thomas, Finance Director/Assistant Chief Financial Officer
Approved by:	Kris Martinez, Assistant City Manager
Approved as to form:	Phaedra A. Norton, City Attorney

Attachments:

1. First Amendment to Services Agreement with Groovelabs, LLC.
2. First Amendment to Services Agreement with Contemporary Services Corporation
3. First Amendment to Services Agreement with Southern California Lighting