



City Council Memorandum

City of Arts & Innovation

TO: HONORABLE MAYOR AND CITY COUNCIL DATE: NOVEMBER 4, 2025

FROM: PARKS, RECREATION AND COMMUNITY SERVICE DEPARTMENT WARD: 1

SUBJECT: SERVICES AGREEMENT WITH SOUTHERN CALIFORNIA LIGHTING INC. DBA THE CHRISTMAS KINGS, OF LAKE ELSINORE, CALIFORNIA, FROM REQUEST FOR PROPOSAL NO. 2474 TO PROVIDE HOLIDAY DÉCOR SERVICES FOR FESTIVAL OF LIGHTS IN AN AMOUNT OF \$360,000, WITH A 10% CHANGE ORDER AUTHORITY; FOR AN INITIAL TERM THROUGH JANUARY 31, 2027, WITH AN OPTION TO EXTEND FOR ONE (1) ADDITIONAL TWO-YEAR TERM

ISSUE:

Approve the Services Agreement with Southern California Lighting Inc. dba The Christmas Kings, of Lake Elsinore, California, from Request for Proposal No. 2474 to provide holiday decor services in an amount not to exceed \$360,000, with a 10% change order authority; for an initial term through January 31, 2027, with an option to extend for one (1) additional two-year term.

RECOMMENDATIONS:

That the City Council:

1. Approve the Services Agreement with Southern California Lighting Inc, dba The Christmas Kings, of Lake Elsinore, California, to provide holiday decor services for Festival of Lights for an initial term through January 31, 2027, in the amount of \$360,000 with an option to extend for one (1) additional two-year term;
2. Authorize a 10% change order authority to the agreement with Southern California Lighting Inc. dba The Christmas Kings, for changes including but not limited to, visitor safety, repairs, and unforeseen conditions; and
3. Authorize the City Manager, or his designee, to execute the Services Agreement with Southern California Lighting Inc. dba The Christmas Kings, of Lake Elsinore, California, including making minor and non-substantive changes, subject to availability of funds.

BACKGROUND:

The City of Riverside will host the 33rd Annual Festival of Lights Switch-On Ceremony on Saturday, November 22, 2025, and the 2025 Festival of Lights (Festival) from Sunday, November 23, 2025, through Wednesday, December 31, 2025. Live entertainment will be available Thursday through Sunday from 5:00 PM through 10:00 PM starting on Saturday, November 22, 2025.

The annual community event is held along the Main Street Pedestrian Walkway from Tenth Street to Fifth Street and Mission Inn Ave. from Market Street to Lime Street along with surrounding streets.

Attendees will be able to enjoy live entertainment from local community performers while they also indulge on products from the event food vendors and patronize the local surrounding businesses.

DISCUSSION:

Request for Proposal (RFP) No. 2474 was posted on the City's online bidding system, PlanetBids, on April 25, 2025, seeking prospective bidders to provide holiday decor services for the Festival of Lights.

The solicitation notification is summarized in the table below:

Action	Number of Vendors
External Vendors Notified	500
City of Riverside Vendors Notified	92
Vendors who downloaded the RFP	47
Proposals received	9

RFP No. 2474 closed on May 28, 2025, with a total of nine (9) responses. All responses were found to be responsive and responsible. Under the guidance of the Purchasing Division, four (4) City staff evaluated the proposals, which resulted in Southern California Lighting dba The Christmas Kings, ranking No. 1. The evaluation criteria, total points and rankings for each evaluation round are summarized in the tables below.

Evaluation Criteria	Total Points
Approach and Methodology	10%
Experience (Projects of similar size and scope)	20%
Qualifications	35%
Professional References	10%
Pricing	25%

Evaluation Results

Vendor	Location	Total Cost	Total Point	Rank
Southern California Lighting dba The Christmas Kings	Lake Elsinore, CA	\$360,000.00	882	1

Bapptre Landscaping, Inc. dba Shine Illumination	San Juan Capistrano, CA	\$400,000.00	827	2
DÉCOR IQ	San Antonio, CA	\$475,082.59	809	3
Mobile Illumination	Northridge, CA	\$350,000.00	746	4
St. Nicks Christmas Lighting & Décor	La Palma, CA	\$399,483.17	722	5
CLIPA, LLC	Rancho Santa Margarita, CA	\$463,286.00	669	6
Holiday Light Installations	Paramount, CA	\$400,000.00	644	7
Polar Bear Lighting	Los Angeles, CA	\$399,000.00	638	8
BrightLife Designs LLC	Huntington Beach, CA	\$415,500.00	611	9

Purchasing Resolution 24101, Section 508 Awards states, “Contracts procured through Formal Procurement shall be awarded by the Awarding Entity to the Lowest Responsive and Responsible, except that: (c) Contracts procured through Formal Procurement for Services or Professional Services, where a Request for Proposals or Request for Qualifications was used to solicit Bids, shall be awarded by the Awarding Entity in accordance with the evaluation criteria set forth in the Request for Proposals or Request for Qualifications.”

The Purchasing Manager concurs that the recommended actions are in accordance with Purchasing Resolution 24101, Section 508 (c).

FISCAL IMPACT:

The total fiscal impact of the action is \$396,000.00 which includes a 10% change order authority of \$36,000.00 over the two-year term of the agreement. The funds are budgeted and available in the General Fund, Arts & Cultural Affairs, Festival of Lights account number 5240000-453225.

Prepared by:	Margery Haupt, Parks, Recreation and Community Services Deputy Director
Approved by:	Pamela M. 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:	Rebecca McKee-Reimbold, Interim City Attorney

Attachments:

1. RFP No. 2474 Award Recommendation
2. Services Agreement with Southern California Lighting Inc, dba The Christmas Kings