



City of Arts & Innovation

City Council Memorandum

TO: HONORABLE MAYOR AND CITY COUNCIL DATE: NOVEMBER 7, 2023

FROM: COMMUNITY & ECONOMIC DEVELOPMENT WARD: 1
DEPARTMENT

SUBJECT: APPROVE A SERVICES AGREEMENT FOR REQUEST FOR PROPOSAL NO 2306, WITH SOUTHERN CALIFORNIA LIGHTING, INC. DBA THE CHRISTMAS KINGS OF LAKE ELSINORE, CA, FOR THE FESTIVAL OF LIGHTS DECORATIONS SERVICES, IN THE AMOUNT NOT TO EXCEED \$175,000, FOR A TERM ENDING JANUARY 31, 2024.

ISSUE:

Approve a Services Agreement for Request for Proposal No. 2306, with Southern California Lighting Inc. dba The Christmas Kings of Lake Elsinore, California, for the 2023 Festival of Lights Decoration Services, in the amount not to exceed \$175,000, for a term ending January 31, 2024.

RECOMMENDATIONS:

That the City Council:

1. Approve the Services Agreement for Request for Proposal No. 2306, with Southern California Lighting Inc. dba The Christmas Kings of Lake Elsinore, California, for the 2023 Festival of Lights Decoration Services, in the amount not to exceed \$175,000 for a term ending on January 31, 2024;
2. Authorize the City Manager, or his designee, to execute the Services Agreement with Southern California Lighting Inc., including making minor and non-substantive changes.

BACKGROUND:

The City of Riverside in partnership with The Historic Mission Inn Hotel & Spa’s 31st Annual Festival of Lights presented by Kelly & Duane Roberts will host the 31st Annual Festival of Lights (Festival) Switch-On Ceremony on Saturday, November 18, 2023, and the 2023 Festival of Lights from Sunday, November 19, 2023, through Sunday, December 31, 2023.

Ice-skating is returning to the Festival and planned for the west side of the Cheech Marin Center for Chicano Art and Culture of the Riverside Art Museum (“The Cheech”). The ice rink is a family tradition returning after a brief hiatus to provide an opportunity for the community to skate on real ice in an exciting and picturesque outdoor setting. For the first time, skaters will glide across the ice in the shadow of the historic Mission Inn Hotel & Spa, just across Orange Street from the rink, with millions of holiday lights twinkling in the background.

The ceremony ignites the holiday season with dazzling lights, holiday-inspired dining, captivating performances, and family-friendly activities. The festivities continue through December 31 with the light displays remaining until January 7.

The Switch-On Ceremony has been a celebration for over 30 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 performance.

Visitors also can enjoy live entertainment from local groups, purchase artisan gifts, patronize the downtown business, live entertainment, artisans' collective, and indulge in a sweet treat from a food vendor.

This community event is held along Main Street between Tenth Street and Fifth Street and the surrounding area. The event requires additional decorations for the expansion program areas and continue to enhance the experience of the event for residents and visitors.

DISCUSSION:

On July 21, 2023, the Purchasing Division released Request For Proposal No. 2306 (RFP No. 2306) for the 2023 Festival of Lights - Decoration Services through the City's formal bidding platform PlanetBids. The City did not schedule a pre-proposal job walk. Prior to bid opening, there were fourteen (14) questions and answers posted to PlanetBids by prospective bidders and the City did not post any addenda. Upon bid closing on August 9, 2023, out of the 27 prospective bidders, 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, CA was the highest rated proposer. The proposed Service Agreement shall not to exceed \$175,000.

Proposers	Score	Ranking
Southern California Lighting Inc. dba The Christmas Kings	848.33	1
Dekra-Lite Industries, Inc	802.63	2
St. Nick's	796.59	3
DÉCOR IQ	651.81	4

The Purchasing Manager concurs that the recommendation is in accordance with Purchasing Resolution 23914.

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** – Southern California Lighting Inc. participated in an open RFP for Festival of Lights security services and won the bid based on the ability to provide the requested service, pricing, and overall selection process.

2. **Equity** – The 2023 Festival of Lights is a free community event. Programming 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 ice rink.
4. **Innovation** – The Festival of Lights has expanded with a new location that was not included in programming in past years. Each year is an opportunity to showcase our community and attract visitors from across the country.
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 over the course of event seasons and programs generate revenue to sustain the event for coming years.

FISCAL IMPACT:

The total fiscal impact of the action is \$175,000. The funds are budgeted and available in the General Fund, CD-Arts & Cultural Affairs, Festival of Lights account number 2850000-453225.

Prepared by: Jennifer A. Lilley, AICP, Community & Economic Development Director
Certified as to availability of funds: Kristie Thomas, Finance Director/Assistant Chief Financial Officer
Approved by: Rafael Guzman, Assistant City Manager
Approved as to form: Phaedra Norton, City Attorney

Attachments:

1. Agreement with Southern California Lighting Inc.
2. RFP No. 2306 Award Recommendation