



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. 2303, WITH BRIGHT EVENT RENTALS OF TORRANCE, CALIFORNIA, FOR THE FESTIVAL OF LIGHTS EVENT RENTALS, IN THE AMOUNT NOT TO EXCEED \$56,848.50, FOR A TERM ENDING JANUARY 31, 2024; AND APPROVE A SERVICES AGREEMENT FOR REQUEST FOR PROPOSAL NO. 2304, WITH GROOVELABS, LLC. FOR THE FESTIVAL OF LIGHTS ENTERTAINMENT SERVICES, IN AN AMOUNT NOT TO EXCEED \$87,744, FOR A TERM ENDING JANUARY 31, 2024.

ISSUE:

Approve a Services Agreement for Request for Proposal No. 2303 with Bright Event Rentals of Torrance, California, for the Festival of Lights Event Rentals, in the amount not to exceed \$56,848.50, for a term ending January 31, 2024; and approve a Services Agreement for Request for Proposal No. 2304 with Groovelabs, LLC of Apple Valley, California, for the Festival of Lights Entertainment Services in the amount not to exceed \$87,744, for a term ending January 31, 2024..

RECOMMENDATIONS:

That the City Council:

1. Approve a Services Agreement for Request for Proposal No. 2303 with Bright Event Rentals of Torrance, California, for the Festival of Lights Event Rentals, in the amount not to exceed \$56,848.50, for a term ending January 31, 2024; and
2. Approve the Services Agreement for Request for Proposal No. 2304 with Groovelabs, LLC of Apple Valley, California, for the Festival of Lights Entertainment Services in the amount not to exceed \$87,744, for a term ending January 31, 2024; and
3. Authorize the City Manager, or his designee, to execute the Services Agreements with Bright Event Rentals and Groovelabs, LLC. 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 Historic Mission Inn Hotel & Spa's 31st Annual Festival of Lights Presented by Kelly & Duane Roberts. An ice-skating rink is 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 rink will open on November 18, the date of this year's Switch-On Ceremony. 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, and indulge in a sweet treat from a food vendor. Live entertainment and artisans' collective will be open Thursday-Sunday, starting Friday, November 24.

This community event is held along Main Street between Tenth Street and Fifth Street and the surrounding area. This year the event will include the return of the community entertainment stage. The Festival had an entertainment stage in past for community and professional performances. The entertainment stage will return this year 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. 2303 (RFP No. 2303) for 2023 Festival of Lights - Event Rental services through the City's formal bidding platform PlanetBids. Upon bid closing on August 10, 2023, out of the 20 prospective bidders, one proposal was received from Bright Event Rentals. After review of the proposal for responsiveness, on September 05, 2023, the Purchasing division determined that Bright Event Rentals of Torrance, California was the most responsive and responsible proposer. The proposed Service Agreement amount shall not to exceed \$56,848.50.

On July 21, 2023, the Purchasing Division issued Request For Proposal No. 2304 (RFP No. 2304) for 2023 Festival of Lights Entertainment Services through the City's formal bidding platform PlanetBids. Upon bid closing on August 09, 2023, out of the 16 prospective bidders, the City received two proposals. After an evaluation committee completed the evaluations of the two proposals, the Purchasing division determined that Groovelabs, LLC of Apple Valley, California was the highest rated proposer. The proposed Service Agreement amount shall not to exceed \$87,744.

Proposers	Ranking
Groovelabs, LLC	930
Rhythm Tech Productions, LLC	804

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** – Both 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 2023 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 is used to secure the lowest cost for services related to the Festival of Lights services.
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 \$144,592.50. 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, 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 Bright Event Rentals
2. Agreement with Groovelabs, LLC.
3. RFP No. 2303 Award Recommendation
4. RFP No. 2304 Award Recommendation