



## MEMORANDUM

**To:** Mayor and City Council

**From:** Ken Griffin, P.E., Director of Engineering and Public Works

**Date:** September 27, 2016

**Reference:** Holiday Lights Program

**2030:** Sense of Community, Goal 2  
Successful Community Events and Festivals  
Community Wellness and Enrichment, Goal 1  
Community Gathering Places  
Sustainable City Government, Goal 3  
Excellent and Well-Maintained City Infrastructure and Facilities

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### General Information:

- Budgeted amount of \$125,000.00
- RFP #0142 for Holiday Lights Program Opened August 16, 2016
- Contract includes a turn-key approach for the City's Holiday Light Program
- Four proposals received (bid tabulation attached)
- Bid was "Best Value" instead of "Low Bid" with weighted evaluation criteria
- Contract term is effective October 1, 2016 for a two-year term, with options to renew 3 additional one year terms

### Introduction:

This agenda item is being presented to consider approval of awarding RFP #0142 for the Holiday Lights Program to Christmas By Zenith, LLC. in the amount of \$122,450.00 as budgeted in the General Fund; and authorizing the City Manager to sign any necessary documents.

### Analysis:

The Holiday Lights Program was bid last in 2015 as a formal sealed bid with options to renew for an additional 4 years. Awarded to the lowest bidder, the program incurred many glitches. The previous vendor did not meet the milestone dates along the way, failed to attend the "test" lighting appointment that was required one week before the Holiday Parade and Event, and did not fully decorate one of the exterior trees resulting in the previous Facilities Manager purchasing additional decorations and requiring City employees to place them. The 2013 and 2014 awarded vendor's also had issues. As a result, the City decided to change the approach from a formal sealed bid to a Request for Proposal process.

The Request for Proposal (RFP) process allows the City to award to the most responsive, responsible offeror whose proposal is the most satisfactory and advantageous to the City based on the factors set forth in the RFP. The evaluation criteria were discussed during a mandatory pre-bid on August 2, 2016 and included Cost – 35 points, Method of Approach and Creative Designs – 30 points, Firm and Personnel Qualifications – 15 points, Safety – 10 Points, and References – 10 points. The City's vision for the program was also discussed at the meeting as well as the opportunity for interview and presentation before a Best and Final Offer is submitted.

An evaluation team of four City employees participated in the scoring and recommendation for this Program. The employees are Kami McGee, Special Events Coordinator; Mindi Hurley, Economic Development Coordinator; April Reiling, Public Information Officer and Christa Christian, Facilities Manager. The vision for the Program this year includes a turn-key solution where all City facilities rooflines are lit in warm, white lights, including the newly renovated and expanded Cozby Library and Community Commons as well as the Life Safety Park; Town Center front entry area, interior and exterior Plaza area; and Old Town Coppell. In addition, and new this year, we asked for five photo opportunities around town beginning the night of the Tree Lighting and decoration of the six City of Coppell entry monuments located at: East Beltline Rd., North Denton Tap Rd., West Bethel Rd., East and West Sandy Lake Rd., and North Freeport Pkwy (at 121).

Three of the four offerors are previous awarded vendors for this program. The evaluation team made it clear that the vision was to keep an elegant and time-honored look for the program characteristic to the City. After reviewing all of the proposals, the team invited all four offerors to present their ideas, bring examples of materials proposed and finally, submit a Best and Final Offer (BAFO).

RFP #0142 for the Holiday Lights Program opened on August 16, 2016. There were four (4) proposals received. Facilities staff conducted the reference checks on each offeror. Using the evaluation criteria established, the team assigned points for each bidder. After evaluating the scores assigned, the team recommended Christmas By Zenith, LLC as the successful offeror for this project in the amount of \$122,450.00. They received the highest total points and are within the anticipated budgeted amount. Christmas By Zenith will deliver the exceptional service and end product that meet and exceed the expectations of not only our employees, but citizens who frequent our facilities.

**Legal Review:**

N/A

**Fiscal Impact:**

The fiscal impact of this Agenda item is \$122,450.00; as budgeted in the general fund.

**Recommendation:**

The Engineering Department recommends approval of this contract with Christmas By Zenith, LLC.