

MEMORANDUM

TO: Claire Powell, City Manager

FROM: James Kunke, Community Relations & Tourism Director

DATE: September 18, 2023

SUBJECT: Approval of a Contract Award for the Holiday Decorations Program to Premiere Lighting Enterprises, LLC, in the Amount of \$108,995; and Authorization for the City Manager, or Her Designee, to Execute the Contract.

BACKGROUND

City staff was approached in March 2022 by representatives of Main & Mill Business Association (MMBA), who asked if the City would consider upgrading and increasing its holiday decoration package in the Old Town core from Thanksgiving weekend through the end of December. The MMBA representatives said local merchants believe the added decor would create a more festive and enjoyable atmosphere that could encourage increased visitation and consumer spending.

A budget request was approved for FY 2022-23 but there was not enough time to select a vendor and have the custom decorations manufactured prior to the 2022 holiday season. The attached agreement is for a one-time purchase of the decorations and the annual service of installing, maintaining, removing, and storing the decorations.

Current holiday decor in the Old Town core is limited to lights in the trees at City Hall, Lewisville Grand Theater, Wayne Ferguson Plaza, and along Main Street; and lighted Christmas trees in Wayne Ferguson Plaza and North Poydras Plaza. These items are installed in early- to mid-November but are not turned on until Old Town Holiday Stroll on the first Saturday of December. Some additional holiday decor items are brought in for the Stroll but are removed after the event. In the early 2000s, the City purchased lighted snowflakes that were installed on the decorative light poles along Main Street. That use was discontinued in about 2009 and, while we still own them, they are considered too old to use and are slated for disposal.

The original request from MMBA included specific requests for decoration types and locations and was based on a proposal solicited by the group from a lighting and decoration vendor. The City used specifications comparable to the MMBA request in the RFP process, but sufficiently generic that any qualified vendor could meet the specifications.

ANALYSIS

On July 11, 2023, one proposal was received for the Holiday Decorations Program from Premiere Lighting Enterprises, LLC, at \$108,995. This includes manufacturing custom decorations as well as installation, removal, and storage of the decorations.

This is the same vendor that worked with MMBA on the original proposal. While this was the only proposal received as a result of the RFP process, two other vendors did express interest in the project and one attended the pre-bid meeting and toured the site. The tight project budget appears to have been a factor in their decision not to submit a proposal. Staff is comfortable with moving forward with only one proposal based on its compliance with our allocated budget, the MMBA endorsement, and very positive references from three other North Texas cities.

The agreement includes the following decorations:

- Decorative treatments on light poles along Main Street
- New tree and riser in the North Poydras Plaza
- Lighted ground or walk-through element in North Poydras Plaza
- Lighted garland on the City Hall monument sign at Mill and Church
- Lighted garland on the Lewisville Grand Theater signage on Charles
- Sleigh prop in the Wayne Ferguson Plaza lower lawn
- Lighted gift-box elements with the sleigh prop
- Lighted decorations on the Wayne Ferguson Plaza stage

Funding is available in the General Fund for the one-time costs and in the Community Relations & Tourism budget for the annual service costs.

CITY STAFF'S RECOMMENDATION

That the City Council approve the award and authorize the City Manager, or her designee, to execute the contract as set forth in the caption above.