



CITY OF DORAL COUNCIL MEETING MEMORANDUM

ITEM TITLE:

A RESOLUTION OF THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, APPROVING THE AWARD OF REQUEST FOR PROPOSAL RFP #2026-19 "CITY OF DORAL HOLIDAY LIGHTING & DECOR" TO THE TOP RANKED FIRM, AND AUTHORIZING THE CITY MANAGER TO NEGOTIATE AND ENTER INTO AN AGREEMENT WITH THE CHRISTMAS PALACE FOR THE PROVISION OF HOLIDAY LIGHTING AND DECOR FOR A PERIOD OF THREE (3) YEARS WITH THREE (3) ONE (1) YEAR RENEWALS, FOR A TOTAL OF SIX (6) YEARS, IN AN AMOUNT NOT TO EXCEED APPROVED BUDGETED FUNDS PER FISCAL YEAR; PROVIDING FOR IMPLEMENTATION; PROVIDING FOR INCORPORATION OF RECITALS; AND PROVIDING FOR AN EFFECTIVE DATE

DEPARTMENT RECOMMENDATION:

Approval

BRIEF HISTORY:

The Parks & Recreation Department respectfully requests approval from the Mayor and City Council to authorize the City Manager to negotiate and execute an agreement with The Christmas Palace for the City's Holiday Lighting and Décor services.

Annually, the City of Doral enhances public spaces throughout the holiday season with decorative lighting and displays to create a festive and welcoming atmosphere for residents, visitors, and businesses.

On June 12, 2026, the City of Doral ("City"), through its Parks and Recreation, prepared RFP No. 2026-19 - City of Doral Holiday Lighting & Décor (the "RFQ") to solicit qualified and experienced contractors to provide holiday lighting and décor services including materials, personnel and applicable permits. The notice was published on OpenGov.com and was distributed electronically to a wide network of vendors. A publicly noticed, non-mandatory pre-bid conference was held on June 23, 2026.

The City Manager appointed an Evaluation Committee comprised of five (5) members, including Assistant Parks & Recreation Director Kenneth Soler, Superintendent of Streets Henry Martinez, Cultural Arts & Events Administrator, Diana Maldonado, Seniors Program Coordinator Johanna Villasmil, and Facility Manager Igor Ignatenko.

Prior to the solicitation deadline, the City received thirty-six (36) questions from prospective respondents through OpenGov.com. Responses to all questions were issued through the platform in accordance with the procurement schedule.

On July 8, 2026, the City publicly received and opened five (5) timely submissions from the following firms: Artistic Holiday Designs, Holiday Outdoor Décor, Shellard Lighting Designs, LLC, South Florida Lighting Team, LLC, and The Christmas Palace. All proposals were reviewed and deemed responsive and shared with the evaluation committee to conduct independent review.

On July 13, 2026, the Evaluation Committee convened at a publicly advertised meeting to discuss the qualifications submitted and finalize their initial evaluations. The initial scores were as follows:

Initial Rankings

The Christmas Palace - 95.2
South Florida Lighting Team, LLC - 84.4
Shellard Lighting Designs, LLC - 83.0
Artistic Holiday Designs - 72.8
Holiday Outdoor Décor - 71.2

Based on the initial rankings, the Evaluation Committee determined that it was in the City's best interest to invite the three (3) highest-ranked firms: The Christmas Palace, South Florida Lighting Team, LLC, and Shellard Lighting Designs, LLC, to conduct oral presentations.

On July 17, 2026, oral presentations and interviews were held with the shortlisted vendors. On the same day, a publicly noticed evaluation meeting was held for Phase II scoring. All proposals were evaluated based on the published criteria. The committee unanimously agreed to recommend the highest scoring vendor for award. The final score is represented below:

Vendor	Qualifications & Experience	Resources & Methodology	Client References	Price Proposal	Total Score
The Christmas Palace	5	4.7	5	4.5	95.2
South Florida Lighting Team	4.7	3.9	4.4	4	84.4
Shellard Lighting Designs	3.8	3.8	3.7	5	83

Recommendation

Based on the evaluation process and the qualifications submitted, the Evaluation Committee unanimously recommends The Christmas Palace as the highest-ranked and most qualified firm to provide the City's Holiday Lighting and Décor services.

Accordingly, the Evaluation Committee recommends that the City Manager, following completion of all required due diligence, concur with the Committee's recommendation and that the Mayor and City Council authorize the City Manager to negotiate and execute an agreement with The Christmas Palace in an amount not to exceed the approved annual budgeted amounts, subject to annual budget appropriations.

The resulting agreement will consist of an initial term of three (3) years, with the option to renew for three (3) additional one-year terms, for a maximum potential contract term of six (6) years.

LEGISLATIVE ACTION: (IF APPLICABLE)

Date:	Resolution/Ordinance No.	Comments

FINANCIAL INFORMATION: (IF APPLICABLE)

No.	Amount	Account No.	Source of Funds
1.	\$258,400	001.90005.500340	PR - Contractual Services
2.	\$160,000	001.80005.500340	PW – Contractual Services
3.	\$17,000	001.50005.500520	General Funds – Operating Supplies
Total:	\$435,400		

Fiscal Impact Statement: The proposed item has a fiscal impact on expenditure.

STRATEGIC PLAN ALIGNMENT:

This item aligns with the Parks & Recreation Strategic Priority by enhancing the quality, appearance, and accessibility of public spaces through seasonal holiday décor that promotes community engagement and enriches the resident experience.

ATTACHMENT(S):

- A. Draft Resolution.
- B. Executed Memo for Recommendation to Award RFP 2026-19
- C. Notice of Intent to Award