



CITY OF DORAL COUNCIL MEETING MEMORANDUM

ITEM TITLE:

A RESOLUTION OF THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, AUTHORIZING THE CITY MANAGER TO ACCEPT THE QUOTE SUBMITTED BY FLORIDA CDI LLC DBA CHRISTMAS DESIGNERS IN AN AMOUNT NOT TO EXCEED ONE HUNDRED ELEVEN THOUSAND SEVEN HUNDRED FIFTY TWO DOLLARS AND 00/100 (\$111,752.00) TO PURCHASE A NEW 40-FOOT LED HOLIDAY TREE WITH A 6-FOOT TREE TOPPER AND NEW ORNAMENT PACKAGE; PROVIDING FOR IMPLEMENTATION; PROVIDING FOR INCORPORATION OF RECITALS; AND PROVIDING FOR AN EFFECTIVE DATE

DEPARTMENT RECOMMENDATION:

Approval

BRIEF HISTORY:

The Parks and Recreation Department respectfully requests approval from the Mayor and City Council to accept the quote submitted by Florida CDI LLC dba Christmas Designers for the purchase of a new 40-foot Holiday Tree with 6-foot tree topper to be displayed outside of the Doral Government Center during the holiday season. This will replace the existing 30-foot tree, which will be relocated to be displayed outside at Doral Central Park, in lieu of renting a tree.

The Parks & Recreation Department coordinates and hosts the Holiday Park and Tree Lighting Ceremony every year, which includes the lighting ceremony of the holiday tree as well as performances, Santa pictures, activities, arts and crafts, letters to Santa and much more. The current holiday tree was purchased in 2021 and has been used for the last 5 years.

Throughout the years, the Downtown Doral area has continued to develop with the addition of the UHealth building next door to the Doral Government Center, the soon to be Library as well as other development in the surrounding areas. The Park & Tree lighting ceremony event has also continually grown in attendance each year with approximately 5,000 attendees at the event, with many more visiting the tree and holiday lighting in the park throughout the holiday season. A larger tree is now needed to match the growth and stature of both the surrounding buildings and the event magnitude.

The recommended holiday tree is a 40-foot Majestic Branch Tree equipped with 38,150 warm white LED bulbs, 6-foot 3D tree topper and a new ornament package.

The City has an agreement with Florida CDI LLC dba Christmas Designers for the holiday lighting and installation/break down of the Holiday Tree. As such, it is in the City's best interest to purchase the new tree from them for consistency. They have also applied a discount on the price.

The existing tree would be repurposed for display in the Doral Central Park entrance rotunda.

LEGISLATIVE ACTION: (IF APPLICABLE)

Date:	Resolution/Ordinance No.	Comments

FINANCIAL INFORMATION: (IF APPLICABLE)

No.	Amount	Account No.	Source of Funds
1.	\$111,752.00	102.90005.500640	Park Impact Fee- Capital Outlay Office
2.	\$0		
Total:	\$0		
Fiscal Impact Statement: The proposed item has a fiscal impact on expenditures of \$111,752.00			

STRATEGIC PLAN ALIGNMENT:

This item falls under the Parks & Recreation community events and beautification strategic item.

ATTACHMENT(S):

- A. Received Proposal
- B. Draft Resolution.