



City of Santa Ana
20 Civic Center Plaza, Santa Ana, CA 92701
Staff Report
May 21, 2024

TOPIC: Movies in the Park

TITLE

Agreement with Ultimate Entertainment, LLC dba Mega Outdoor Movies for Outdoor Movie Services (General Fund)

RECOMMENDED ACTION

Authorize the City Manager to execute an agreement with Ultimate Entertainment, LLC to provide outdoor movie services at the “Movies in the Park” series for a term from June 1, 2024 through May 31, 2026, with three, one-year renewal options, for a total amount not to exceed \$200,000 (Agreement No. A-2024-XXX).

GOVERNMENT CODE §84308 APPLIES: Yes

DISCUSSION

Parks, Recreation, and Community Services Agency has put together a series of “Movies in the Park” events for the community. Ultimate Entertainment, LLC was selected through a competitive Request for Proposals (RFP) process to provide services such as portable screens, sound systems, secondary Bluetooth player to synchronize Bluetooth headphones with translation services, and licensing for movies selected by City staff. The selected vendor will provide additional services such as inflatables or activities that will be available to the community prior to the start of the movies. The “Movies in the Park” series consists of seven different movie nights in June and July, with a potential to have additional movie events in the fall and winter.

Request for Proposals (RFP) No. 24-008 was issued on February 27, 2024 on the City’s online bid and management publication system. A summary of the invitation for bids and bids received follows:

169	Vendors notified
5	Santa Ana vendors notified
26	Vendors downloaded the bid packet
5	Bid received
0	Bids received from Santa Ana vendors

The proposal was evaluated according to the criteria listed in the RFP, which includes vendor responsiveness, experience, the fee proposal, and references to ensure that the proposal met the standards of the department. Due to previous events with Ultimate Entertainment, LLC, City staff is confident that the vendor will continue to provide quality services for our City events.

FISCAL IMPACT

Funds are budgeted and available in the following account for the current year and will be budgeted and made available for the following years, subject to City Council approval.

Fiscal Year	Accounting Unit-Account #	Fund Description	Accounting Unit, Account Description	Amount
FY 23-24	01113230-62300	General Fund	PRCSA- Recreation and Community Services- Contractual Services Professional	\$20,000
FY 24-25	01113230-62300	General Fund	PRCSA- Recreation and Community Services- Contractual Services Professional	\$40,000
FY 25-26	01113230-62300	General Fund	PRCSA- Recreation and Community Services- Contractual Services Professional	\$40,000
FY 26-27	01113230-62300	General Fund	PRCSA- Recreation and Community Services- Contractual Services Professional	\$40,000
FY 27-28	01113230-62300	General Fund	PRCSA- Recreation and Community Services- Contractual Services Professional	\$40,000
FY 28-29	01113230-62300	General Fund	PRCSA- Recreation and Community Services- Contractual Services Professional	\$20,000
Total				\$200,000

EXHIBIT(S)

1. Agreement

Submitted By: Hawk Scott, Executive Director of Parks, Recreation, and Community Services

Approved By: Alvaro Nuñez, Acting City Manager