



**City of Santa Ana**  
**20 Civic Center Plaza, Santa Ana, CA 92701**  
**Staff Report**  
**November 15, 2022**

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**TOPIC:** DTSA 2022 Holiday Décor

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**AGENDA TITLE:**

Approve Amendment to the Agreement with BrightLife Designs, LLC for DTSA 2022 Holiday Décor 2022 in an Amount Not to Exceed \$370,000 (**Revive Santa Ana Program**)

**RECOMMENDED ACTION**

Authorize the City Manager to execute an amendment to the agreement with BrightLife Designs, LLC to increase the contract amount by \$370,000, for a total not-to-exceed amount of \$420,000 to provide holiday decorations in Downtown Santa Ana, subject to non-substantive changes approved by the City Manager and City Attorney.

**DISCUSSION**

To enhance the City's holiday experience and offer a placemaking attraction for the community, Staff is recommending approval of an amendment to the agreement (N-2022-271) with BrightLife Designs, LLC to provide holiday decorations in the downtown area. Holiday decorations serve as a beautification element throughout the holiday season and encourage residents to visit the downtown.

In an effort to respond to the community's request to install holiday decorations throughout Downtown, on September 8, 2020, the Community Development Agency (CDA) issued a Request for Proposals (RFP) #2019-119 for qualified and experienced contractors for the installation, removal, and storage of holiday decorations. The BrightLife Designs, LLC proposal was selected because it demonstrated the ability to meet the unique needs of downtown and provide for flexibility, was readily available with an office in Orange County, and had a solid reputation in working with other government agencies. Most importantly, BrightLife Designs, LLC prioritized safety with the installation of the holiday decorations in order to preserve the security of residents, visitors, and property.

CDA would like to allocate \$120,000 to continue to promote and market Downtown to visitors throughout the holiday season. Additionally, the Public Works Agency (PWA) is requesting an additional \$250,000 to use citywide on an "as-needed" basis to install additional holiday lighting and decorations. The installation of holiday decorations creates a very attractive and festive environment to encourage visitors to eat and shop in the downtown area.

**FISCAL IMPACT**

Funds are budgeted and available in the Downtown Holiday Light account (no. 18118013-62300 Contract Services) and will be appropriated in future fiscal year budgets as follows:

<b>Fiscal Year</b>	<b>Accounting Account</b>	<b>Unit-</b>	<b>Fund Description</b>	<b>Annual Amount</b>	<b>Contingency</b>	<b>Annual Total</b>
FY 22-23	18118013-62300 Activity# 22132301302		Downtown Holiday Light	\$55,535	\$4,465	\$60,000
FY 23-24	18118013-62300 Activity# 22132301302		Downtown Holiday Light	\$55,535	\$4,465	\$60,000
<b>Total</b>						<b>\$120,000</b>

For the Public Works Agency, there is no fiscal impact at this time. Prior to utilizing any of these on-call services, Public Works staff must receive Finance & Management Services Agency approval of funding and accounts to ensure that funds are available under the authorization and aggregate limit of \$250,000. Upon successful completion of this fiscal review, a corresponding Notice to Proceed containing specific scope and maximum expenditure for the task order will be issued to a contractor.

**EXHIBIT(S)**

1. Amended Agreement
2. Original Agreement

Submitted By: Michael L. Garcia, Executive Director of Community Development

Approved By: Kristine Ridge, City Manager