



The City of Coral Gables

Procurement Division

2800 S.W. 72ND AVENUE
MIAMI, FLORIDA 33155

April 27, 2026

All Responding Proposers (See Distribution List)

SUBJECT: RFP 2026-003 City Deorating Services

Dear Proposers:

The evaluation of the proposals submitted in response to the above cited solicitation is complete. The City Manager has recommended an award as shown in the attached document (Award Recommendation).

This notice is provided in accordance with Section 2-910 (c) of the Code of Ordinances for Coral Gables. Our provision of this notice also serves to confirm the lifting of the Cone of Silence from this procurement action as dictated by Section 2-1027 (4b) of the same City Code.

Thank you for your participation in this competition. If you have any questions please contact Michael Angrand, Procurement Specialist at 305-460-5103 or mangrand@coralgables.com.

Sincerely,

A handwritten signature in blue ink, appearing to read "Tanya D. Donigan".

Tanya D. Donigan
Assistant Chief Procurement Officer

Attachment: Award Recommendation

Distribution List of Proposers:

All Seasons Imports dba The Christmas Palace
Casa Blanca HM LLC dba The Holiday Pros
Cherish August, LLC
Joy By, LLC
South Florida Lighting Team, LLC dba Miami Christmas Lights
The Christmas Kings

CITY OF CORAL GABLES

-MEMORANDUM-

TO: Honorable Mayor and
Members of the City Commission

Date: April 22, 2026

FROM: Peter J. Iglesias
City Manager Peter J.
Iglesias

Digitally signed by
Peter J. Iglesias
Date: 2026.04.27
16:56:25 -04'00'

SUBJECT: Award Recommendation
RFP 2026-003 City Decorating Services

At the next available City Commission Meeting an award recommendation for RFP 2026-003 City Decorating Services will be included on the agenda. This memorandum serves to notify you that in accordance with Section 2-763 of the City Code entitled "Contract Award", my recommendation to the City Commission for award of the subject RFP is as follows:

- 1) Accept the recommendation of the Chief Procurement Officer to award the RFP and authorize negotiations with Joy By LLC, the highest ranked responsive and responsible proposer for City Decorating Services, RFP 2026-003.
- 1) Should negotiations fail with the top-ranked proposer, negotiations may commence with the next highest ranked responsive-responsible proposer, South Florida Lighting Team, LLC dba Miami Christmas Lights, if determined to be in the best interest of the city, until a satisfactory agreement and contract is reached.
- 3) Reaffirm the City's right to pursue alternative courses of action.

On January 13, 2026, the Procurement Division of Finance formally advertised, issued, and distributed Request for Proposals (RFP) 2026-003 City Decorating Services. One hundred twenty-seven (127) prospective proposers were notified by INFOR, the City's web-based e-Procurement system.

On February 13, 2026, six (6) firms submitted proposals in response to the RFP: All Seasons Imports dba The Christmas Palace, Casa Blanca HM LLC dba The Holiday Pros, Cherish August, LLC, Joy By, LLC, South Florida Lighting Team, LLC dba Miami Christmas Lights, and The Christmas Kings.

The responses were reviewed by the Procurement Division in order to determine responsiveness to the requirements of the RFP.

On April 15, 2026, the Evaluation Committee convened to evaluate the six (6) responsive and responsible proposals and ranked the firms in the following order: Joy By, LLC (top ranked), South Florida Lighting Team, LLC dba Miami Christmas Lights (second ranked), All Seasons Imports dba The Christmas Palace (third ranked), Cherish August, LLC (fourth ranked), The Christmas Kings (fifth ranked), and Casa Blanca HM LLC dba The Holiday Pros (sixth ranked). The Evaluation Committee recommended that the City negotiate with Joy By, LLC to provide the requested services for an initial one (1) year term with four (4) additional one (1) year periods.

The Evaluation Committee further recommended that should negotiations fail with Joy By LLC, negotiations could be conducted with the next ranked firm, South Florida Lighting Team, LLC dba Miami Christmas Lights (second ranked).

After successful negotiations, a Professional Services Agreement will be executed. A more detailed description of the RFP, proposal response and evaluation results will be provided to you as part of the agenda package.

Please contact me should you have any questions.

Copy:

Cristina M. Suárez, City Attorney

Billy Y. Urquia, City Clerk

Carolina Vester, Assistant City Manager

Belkys Perez, Economic Development Director

Diana M. Gomez, Finance Director

Celeste S. Walker-Harmon, Chief Procurement Officer



Totals Composite Report

RFP 2026-003 City Decorating Services -

Meeting Date: 4/15/2026

Criteria	Max Points per Evaluator	Total Max Points	Cherish August, LLC	Joy By, LLC	South Florida Lighting Team, LLC dba Miami Christmas Lights	The Christmas Kings	All Seasons Imports dba The Christmas Palace	Casa Blanca HM LLC dba The Holiday Pros
Experience and Qualifications		125	85	117	109	107.5	111	88
Proposer's qualifications including, but not limited to, company history and description, number of years in business, size, number of employees, office location where work is to be performed, licenses/certifications, credentials, capabilities and capacity to meet the City's needs	8	40	26	38	36	34	37	28
Qualifications and experience of all proposed key personnel	5	25	17	23	22	20.5	22	17
Proposer's relevant knowledge and experience in providing the services described in the "Scope of Services" to public sector agencies similar in size to the City of Coral Gables	7	35	22	33	32	31	32	22
Other relevant experience	5	25	20	23	19	22	20	21
Proposed Approach and Methodology		175	135	152	133	117	124.5	129
Proposer's overall detailed understanding, approach and methodology to perform the services solicited herein. Understanding of the RFP scope and requirements, implementation plan, strategies for assuring assigned work is completed on time, communication with City staff, and Proposer's intent to work with the City positively and innovatively in providing the services outlined in this RFP	10	50	38	45	39	34	35.5	45
Presentation of concept/design for visually appealing holiday décor including placement	5	25	21	22	18	16	18	13
Demonstrate how the décor contributes to joy and family-oriented fun during the holiday season while amplifying the values, history, and vibrancy of Coral Gables	10	50	41	42	35	30	32	28
Describe your approach and methodology to create a decorating service plan including design, technical proposals, operations, and maintenance that effectuates the creation of seasonal holiday decorations	5	25	20	23	21	19	18	21
Describe how the décor will be maintained and effectively troubleshoot as issues arise	5	25	15	20	20	18	21	22
Past Performance and References		50	37	47	44.5	38	38	36
Proposer's three (3) references (but no more than five (5)) similar in size to the City of Coral Gables, for which Proposer has provided the services described in the RFP AND list all contracts for which the Proposer as performed (past and present) as a PRIME for the City of Coral Gables. The City will review all contracts the Proposer has performed for the City. Any and all Proposer's performance records (satisfactory and unsatisfactory) will be utilized in the evaluation process regardless of the type of work performed for the city	6	30	21	27	26	24	24	16
Provide a list with contact information of all public sector clients in the last ten (10) years, and include if any, that have discontinued use of Proposer's services within the past two (2) years and indicate the reasons for the same. Additionally, please provide any documentation related to performance issues of the current or past contracts to include any non-performance reports or notices to cure. The City reserves the right to contact any reference or current customer identified as part of the evaluation process.	2	10	6	10	10	6.5	10	10
Incidents within the last five (5) years where (a) a civil, criminal, administrative, other similar proceeding was filed or is pending, if such proceeding arises from or is a dispute concerning the Proposer's rights, remedies or duties under a contract for the same or similar type services to be provided under this RFP	2	10	10	10	8.5	7.5	4	10
Agreement Comments/Exceptions		25	25	18	25	18	25	23
Review exceptions made by the proposer to the conditions listed in the agreement for the services.	5	25	25	18	25	18	25	23
Overall Cost		100	84	81	88	81	89	76
Proposed pricing as submitted in INFOR.	20	100	84	81	88	81	89	76
Total Points		475	366	415	399.5	361.5	387.5	352
Ranking			4	1	2	5	3	6