



CITY OF CORONADO

CITY COUNCIL STAFF REPORT

Authorize the City Manager to Execute a Professional Services Agreement with McCarty Event Lighting for Holiday Tree Lighting Services

RECOMMENDATION

Award a Professional Services Agreement to McCarty Event Lighting for holiday tree lighting services for a five-year term in accordance with Coronado Municipal Code 8.05.020 (D).

BACKGROUND

Each holiday season, Coronado hosts its Holiday Parade and Tree Lighting at Rotary Park, a long-standing community tradition that attracts residents and visitors. The Rotary Park tree is approximately 100 feet tall and wrapped in C-9 LED multi-color strand lights with additional strobe lighting and a large, illuminated star topper.

In November 2022, the City entered into a three-year agreement with McCarty Event Lighting to provide installation, maintenance, and removal of holiday lighting at the Rotary Park tree. The contractor has successfully delivered these services for the 2022, 2023, and 2024 holiday seasons, ensuring high-quality presentation and timely execution of the City's annual holiday lighting event.

As the contract term concluded in January 2025, the City sought to continue this tradition by soliciting bids for a new agreement.

ANALYSIS

The City issued a Request for Bids (RFB) for Holiday Tree Lighting Services on July 17, 2025, with proposals due August 15, 2025. The City received eight bids. After review and evaluation based on qualifications, experience, and cost, McCarty Event Lighting was selected as the most qualified firm to meet the City's needs.

Submitted Responses	Average Score	Recommended
BrightLife Designs	84	
Dekra-Lite Industries, Inc.	73	
Los Angeles Christmas Light Installers	78	
McCarty Event Lighting	89	X
Optima Energy, Inc.	62	
Outdoor Lighting of San Diego, Inc.	66	
St. Nick's Christmas Lighting & Decor	86	
Trovao and Associates, Inc.	76	

Per the RFB, the agreement would be in effect for a five-year period.

FISCAL IMPACT

The contract amount is a flat rate of \$53,750 annually, for a total of \$268,750 over the five-year term. Costs will be shared equally between the City of Coronado and Discover Coronado, with each contributing \$26,875 per year or \$134,375 over the full contract term. The contract will be paid out of the Public Services Admin Special Events budget account (10030001-80600).

ALTERNATIVE

The City Council could direct staff to choose an alternative contractor or amend the Professional Services Agreement.

CALIFORNIA ENVIRONMENTAL QUALITY ACT

This action is not subject to CEQA.

PUBLIC NOTICE

No notice required.

ATTACHMENTS

1. Professional Services Agreement – McCarty Event Lighting

Submitted By: City Manager's Office / Kelli Maples