



CITY COUNCIL AGENDA REPORT

MEETING DATE: SEPTEMBER 20, 2016

ITEM NUMBER: CC-12

SUBJECT: PROFESSIONAL SERVICES AGREEMENT WITH SHOW DEVELOPMENT WEST TO PROVIDE LIGHTING AND ENTERTAINMENT SERVICES FOR THE SNOOPY HOUSE HOLIDAY DISPLAY

DATE: SEPTEMBER 9, 2016

FROM: CHIEF EXECUTIVE OFFICE

PRESENTATION BY: DANIEL K. BAKER, ASSISTANT TO THE CEO

FOR FURTHER INFORMATION CONTACT: DANIEL K. BAKER AT (714) 754-5156

RECOMMENDATION:

It is recommended that the City Council authorize the City CEO to enter into a Professional Services Agreement (Attachment 1) with Show Development West, to continue lighting and entertainment services for the Snoopy House Holiday display, for an additional two-year contract, in an amount not to exceed \$50,000.

BACKGROUND:

In December 2011, the City entered into an agreement with Mr. Jim Jordan to allow the use of the front lawn area of City Hall to be the new home of the Snoopy House display. Having long been known in Costa Mesa, and by many in Orange County, as the place to go for hot cider, free pictures with Santa and general holiday cheer, the City and the Jordan family agreed that a larger more permanent venue was needed to increase the capacity of the event.

The move to City Hall has been successful. Over the last several years, the City has added display pieces which have allowed additional community involvement which has included youth groups raising funds via food and beverage sales and the participation of local musical acts that have, in turn, added to the hometown winter festival atmosphere.

The first two years of the display provided a modest lighting and coordinated music show. In 2014, it was decided that a more interactive area was needed for young children. In September of 2014, the City issued a Request for Proposal (RFP) for additional lighting of the building and venue area with a coordinated music show, snow machines and holiday train ride for young children and families. The City received one response from Show Development West (SDW) and subsequently entered into a two-year contract with the company. In an effort to further enhance the display, Conference and Visitor Bureau funding was utilized to fund the lighting and music show and increase awareness of the event in the hopes of reaching a larger audience.

Since this time, the owners of SDW have provided outstanding customer service and are routinely seen on site during the snoopy house event to assist staff with the lighting and music display coordination and are quick to respond and assist with minor system irregularities.

ANALYSIS:

Staff recommends entering into a new PSA with Show Development West for lighting and entertainment services based upon a number of different factors.

When the RFP was issued in 2014, a generic scope was presented regarding the light and music show. Since this time, SDW has created a one of a kind show exclusive to Costa Mesa's Snoopy House. The City could potentially go out to bid again. However, if SDW was not the selected vendor, the City would need to start over with a new vendor to create a new custom show which could take months to complete. Additionally, the City would also have to compromise on the train ride. This is not the desired outcome as the train provided by SDW has proven to be very reliable and enjoyed by the public and is a one-of-a-kind piece to the display.

Entering into a multi-year agreement will allow SDW to continue to provide the Costa Mesa Community with a holiday display that is one-of-a-kind.

ALTERNATIVES CONSIDERED:

An alternate consideration would be to not enter into agreement with SDW. This is not the desired outcome due to the unique customization that SDW provides for the Snoopy House display. Going out to bid for this service could potentially cancel the light and music show for the 2016 display while the City looks for a suitable vendor.

FISCAL REVIEW:

The City is requesting to enter into a two-year agreement with a not to exceed \$50,000 compensation limit. All funding for the required services are to be funded with annual Conference and Visitor Bureau funding.

LEGAL REVIEW:

The City Attorney's Office has prepared and approved documents as to form.

CONCLUSION:

Staff recommends that the City Council authorize the City CEO to enter into a Professional Services Agreement with Show Development West for Snoopy House display lighting and entertainment services, in an amount not to exceed \$50,000. This will allow the City to continue to provide the Community with a one-of-a-kind holiday display.

DANIEL K. BAKER
Assistant to the CEO

ATTACHMENTS: 1 [Professional Services Agreement with Show Development West to provide lighting and entertainment services for Costa Mesa's Snoopy House Display](#)