

**APPROVED**  
OCT 18 2006

REPORT OF GENERAL MANAGER

NO. 06-305

DATE October 18, 2006

**BOARD OF RECREATION  
and PARK COMMISSIONERS**

C.D. 9

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: **PERSHING SQUARE – CONTRACT FOR HOLIDAY LIGHTING FOR THE WINTER OF 2006-07**

J. Combs \_\_\_\_\_  
H. Fujita \_\_\_\_\_  
S. Huntley \_\_\_\_\_  
B. Jensen \_\_\_\_\_

J. Kolb \_\_\_\_\_  
F. Mok \_\_\_\_\_  
\*K. Regan \_\_\_\_\_  
M. Shull \_\_\_\_\_

*[Handwritten signature: K. Regan (for JKM)]*  
\_\_\_\_\_  
General Manager

Approved \_\_\_\_\_

Disapproved \_\_\_\_\_

Withdrawn \_\_\_\_\_

RECOMMENDATION:

That the board:

1. Award to Mobile Illumination, Inc., a contract, substantially in the form on file in the Board Office, in the amount of \$99,000, from fund 301, Department 88, Account 012M, for the design, rental, installation, maintenance, and removal of winter-themed exterior lighting décor for Pershing Square in the winter of 2006-07;
2. Find, in accordance with Charter Section 1022, that no City Department has the personnel available in its employ with the appropriate training and expertise to design, rent, install, maintain and remove an exterior lighting décor for Pershing Square, and it is more feasible and economical to secure these services by contract;
3. Direct the Board Secretary to transmit the proposed agreement forthwith to the Mayor in accordance with Executive Directive No. 3, and concurrently to the City Attorney for expedited review and approval as to form; and,
4. Authorize the Board President and Secretary to execute the agreement subsequent to the receipt of the necessary approvals.

SUMMARY:

Pershing Square is an outdoor concert and event center located in the heart of downtown Los Angeles at 532 South Olive Street, Los Angeles, CA 90013. Funded by the City of Los Angeles'

## REPORT OF GENERAL MANAGER

PG. 2

NO. 06-305

Department of Recreation and Parks, Pershing Square hosts an array of free programs for the downtown community. From mid-November to mid-January, Pershing Square is transformed into a winter wonderland and festive environment for the enjoyment of residents, businesses, and visitors. The Winter Holiday Festival activities will include an ice skating rink, live musical entertainment on weekday afternoons and on Sundays; and beginning Friday evenings through the weekend, the facility will provide free entertainment, arts and crafts, and various other activities.

Illuminated winter-themed décor has been an integral part of creating an inviting environment at Pershing Square. The décor previously included illuminated signage visible from the sidewalks, streets, and nearby office buildings. Municipal buildings in the downtown Los Angeles corridor, including City Hall, the Los Angeles Public Library, the Los Angeles Convention Center, and Pershing Square will be lit for the winter holiday season with hopes that they will be joined in subsequent years by various neighbors in the downtown government and business communities.

The Department of Recreation and Parks initiated a Request for Proposal (RFP) on August 24, 2006 to obtain proposals from experienced firms to design, install, maintain and remove winter-themed exterior lighting décor for Pershing Square on a rental basis within a \$99,000 budget. Firms were required to have five years' experience designing and installing outdoor lighting displays in park environments. Interested firms attended a mandatory site walk and pre-proposal conference on August 31, 2006. Department staff provided background information on the needed service, explained proposal requirements, and answered questions. The firms were required to present their qualifications, relevant experience, references, and a comprehensive plan for lighting of Pershing Square.

Four firms attended the site walk and submitted proposals. They were:

- Entertainment Lighting Services;
- Exhibit Lighting Group;
- George & George Design Associates; and
- Mobile Illumination, Inc.

Review of the four proposals received by the Department showed that each proposal contained a deficit in one form or another that renders the proposals non-responsive. All four proposals were rejected and another RFP was issued on September 21, 2006. A site walk and pre-proposal conference were held again on September 25, 2006, which were optional for the firms that had attended the first walk and conference; George & George Design Associates and Mobile Illumination, Inc. attended again.

The same four companies that submitted proposals for the original RFP submitted proposals for the reissued RFP. The four proposals received from the reissued RFP were all responsive to the proposal requirements, and each contractor demonstrated the capacity and experience to perform the requested service.

## REPORT OF GENERAL MANAGER

PG. 3

NO. 06-305

An evaluation committee reviewed each firm's design and service proposal. The committee was comprised of Vicki Israel, Superintendent for the Griffith Region, who oversees Pershing Square; Mike Fea, Construction and Maintenance Supervisor II for the Department's Citywide Construction; and Russ Ewald, Management Analyst II for the Griffith Region.

The evaluation committee selected Mobile Illumination, Inc., over the other three firms because the company's proposal provided the most elaborate and creative lighting display and best described where and how they would display the lighting. Their display addresses perimeter lighting that will attract the public passing by Pershing Square and creates decorative lighting signs more prominent than in the other proposals. Mobile's proposal showed in graphic detail how Pershing Square would appear.

The Department proposes to award the contract to Mobile Illumination, Inc. for one year with an option to renew for two additional one-year terms, subject to identification of funding and exercisable at the City's sole discretion.

### FISCAL IMPACT STATEMENT:

Cost to the Department is up to \$99,000 to be paid from Pershing Square Youth Programming funds in Fund 301, Department 88, Account No. 012M.

This report was prepared by Vicki Israel, Superintendent of the Griffith Region.