



## Staff Report

**TO:** City Council  
**FROM:** Doug Story, Community Services Director  
**DATE:** November 18, 2025  
**SUBJECT:** Seasonal Holiday Lights Program and Street-Light Banner Program Services Agreement.

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**Description:** Award a General Services Agreement to Dekra-Lite Ind Inc. for the Design, Printing, Installation, and Removal of Event Banners and/or Installation, Removal, and Storage of Holiday Decorations in an Amount Not to Exceed \$260,000

### **Background and Analysis:**

On June 25, 2025, the City of Beaumont issued a Request for Proposals (RFP) seeking qualified firms to provide services for the design, printing, installation, and removal of event banners, and installation, removal, and storage of holiday decorations throughout the City. The intent of the RFP was to secure a vendor (or vendors) capable of providing high-quality, timely, and reliable services that support the City’s community events, branding efforts, and seasonal programs, including the Holiday Lights Program and Veteran’s Banner Program.

The RFP was advertised on the City’s procurement portal, PlanetBids, and open to all interested and qualified firms. By the proposal deadline, the City received a total of four proposals, and each submittal was evaluated by a selection panel of City staff based on the following criteria outlined in the RFP.

<b>Criteria</b>	<b>Points</b>
Experience of the Proposer, including references and project history	20
Proposer’s demonstrated ability to perform the requested services	20
Subject matter expertise and qualifications	20
The proposed project costs	40
<b>Total</b>	<b>100</b>

Following the evaluation and scoring process, Dekra-Lite was determined to be the most qualified and responsive proposer offering the best overall value and service quality to the City.

The proposed General Services Agreement establishes a contract term of three (3) years, with the option for two (2) additional one-year extensions, subject to approval by the City Council. The selected firm will perform services on an as-needed basis, including but not limited to:

- Design, printing, and installation/removal of streetlight pole banners for City events; and
- Installation, removal, and storage of holiday decorations along City streets, facilities, and event locations; and
- Maintenance or repair of existing City-owned décor and hardware as necessary.

**Fiscal Impact:**

Funding for this contract is provided in the Parks and Recreation and Communications operational budgets for Fiscal Year 2025–26 and in subsequent years, subject to future appropriations by the City Council. All expenditures under the agreement will be made only within approved budget allocations for each fiscal year.

The cost to prepare this staff report is estimated to be \$360.

**Recommended Action:**

Approve the Three-Year General Services Agreement with Dekra-Lite Ind. Inc for a period of November 18, 2025, through November 18, 2028, in an aggregate amount not to exceed \$260,000; and,

Authorize the Mayor to execute the agreement.

**Attachments:**

- A. General Services Agreement and Proposal
- B. Levine Act Form