



## Legislation Text

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**File #:** 2016-0585, **Version:** 2

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### Title/Name/Summary

Holiday Decor and Branding Program - Artistic Holiday Designs

### History

This item was originally approved by the Board on August 15, 2016 and is being reintroduced to the Board to amend the contract amount with Artistic Holiday Designs and authorize a contract with Holiday Creations Pro. Inc., the vendor who will be providing the installation, labor, maintenance and storage.

In June, the Village issued a RFQ for holiday lighting and decoration design. This was done to begin the next phase of marketing and promotion of the entire Village of Orland Park, with consideration given to the following:

- Existing condition and age of the current holiday inventory and lights
- Substantial completion of the Lagrange Road Reconstruction
- Completion of Phase II of the Downtown (UCMC, Parking Deck and Orland Crossings)
- Finalization and implementation of the Village's new Branding and Wayfinding Program
- Village's strong commitment to assist existing businesses with growth in sales and customers
- Continued emphasis on Orland Park as a regional destination for shopping, dining and entertainment

The Village received four submittals and conducted interviews. The selection team consisted of staff from the Village Manager's Office, Finance and Development Services. Each of the proposals were evaluated based on work experience with other governmental entities, similar projects, experience of the project team, overall completeness and understanding of Village's goals, as well as interviews. The team unanimously selected Artistic Holiday Designs. Artistic Holiday Designs has extensive experience in both public and private holiday lighting designs, including customized and interactive displays. Clients include Rosemont, Wheeling, New Lenox, Carmel In., El Paso TX., Virginia Beach and others. The contract includes a three year warranty. The light life expectancy is 5-11 years; however, even after this, the frames and structure will last longer as they are aluminum. Re-lighting of the décor when the electrical becomes old can be done for a fraction of the replacement cost.

Village staff has attached a preview of the proposed design for Orland Park, which includes not only lights but large scale interactive displays. The Village's new logo will also be incorporated into the street pole décor, as brand implementation continues throughout the community. It is anticipated that implementation will be multi-year, as the LaGrange Road project is completed. Please note that LaGrange is not included in this first phase. Staff will continue to finalize the design for LaGrange Road with Artistic Holiday Design and bring the final design back to the Village Board prior to the 2017 holiday season.

### Financial Impact

The proposed cost for initial roll out and implementation is \$587,264.97, payable over three years.

The breakdown is as follows:

\$437,210.01 - Holiday Decor (Downtown, 143rd Street, Ravinia, and Village Center)

\$42,902.50 - Tree Lighting (178 trees)

\$107,145.42 - Labor, Installation, take down and storage (This includes installation of existing décor used to decorate Centennial Park.)

The terms of the contract are as follows:

2016 Payable - \$207,305.84 + installation

2017 Payable - \$136,403.34

2018 Payable - \$136,403.34

2019 Payable - \$1.00 buyout

There is currently \$67,000 included in the FY2016 budget for holiday décor. Additional funding needed for this project is available in the Economic Development Loan Program account; however, a budget adjustment is necessary as this purchase will increase the overall FY2016 expenditures of the Village's General Fund.

#### Recommended Action/Motion

I move to approve a contract with Artistic Holiday Designs, of Broadview, Illinois in the amended amount of \$480,112.51 (payable as outlined above) and a contract in the amount of \$107,145.42 payable to Holiday Creations Pro Inc. of Broadview, Illinois.