



City of Coral Gables
CITY COMMISSION MEETING
September 10, 2025

ITEM TITLE:

A RESOLUTION OF THE CITY COMMISSION TO AUTHORIZE A BID WAIVER FOR HOLIDAY DECORATIONS ON MIRACLE MILE AND GIRALDA PLAZA AND AUTHORIZING THE CITY MANAGER TO ENTER INTO A CONTRACT WITH JOY BY FOR CUSTOM DECORATIONS FOR A PERIOD OF ONE YEAR IN THE ESTIMATED AMOUNT OF \$298,926.50 AS A "SPECIAL PROCUREMENT/BID WAIVER", PURSUANT TO SECTION 2-691 OF THE PROCUREMENT CODE.

BRIEF HISTORY:

Joy By is a specialized holiday décor company with demonstrated experience in Coral Gables. Last year, they had a popup store on Miracle Mile, successfully created custom holiday installations for several downtown businesses and executed both interior and exterior décor for the Biltmore Hotel. Their design aesthetic is closely aligned with the City's brand and vision for the downtown, ensuring consistency, quality, and a strong visual impact.

Holiday décor must be fully installed by November 24, 2025 and removed by January 9, 2026. Industry-wide, holiday décor vendors are already finalizing procurement of materials and locking installation schedules; delaying to complete a bid process would risk the City missing the critical holiday installation window. Timely and impactful holiday décor is essential to supporting the City's economic development strategy. With current vacancies in the downtown, a high-quality holiday program is necessary to increase foot traffic, attract visitors, and enhance the retail and dining environment.

The Department reached out to multiple vendors. Only two responded and after reviewing both proposals, Joy By presented a more cohesive design concept for the downtown and demonstrated superior alignment with the City's goals. This project represents a new, Commission-approved budget allocation, provided specifically because the Commission was not satisfied with last year's holiday décor. The requested vendor will deliver a more impactful result within the approved budget. The project is estimated at amount of \$298,926.50 or in an amount not to exceed the available budget.

Under Section 2-691 of the Procurement Code, entitled "Special Procurement/Bid Waiver," a special procurement may be initiated when an unusual or unique situation exists that makes the application of all requirements of competitive sealed bidding or competitive sealed proposal contrary to the public interest.

ATTACHMENT(S):

1. Resolution
2. Professional Service Agreement Draft
3. Proposal

FINANCIAL INFORMATION:

No.	Amount	Account No.	Source of Funds
1.	\$298,926.50	001-6900-552-4833	Project: Christmas Events
Fiscal Impact: Through decision package FY25-90, the Commission has approved a budget of \$300,000 for holiday decorations for fiscal years: FY25 and FY26. A formal bid process will be conducted for FY26.			

BUSINESS IMPACT:

The holiday decorations will increase foot traffic, attract visitors, and enhance the retail and dining environment during the holidays.