



Totals Composite Report

RFP 2026-003 City Decorating Services -

Meeting Date: 4/15/2026

Criteria	Max Points per Evaluator	Total Max Points	Cherish August, LLC	Joy By, LLC	South Florida Lighting Team, LLC dba Miami Christmas Lights	The Christmas Kings	All Seasons Imports dba The Christmas Palace	Casa Blanca HM LLC dba The Holiday Pros
Experience and Qualifications		125	85	117	109	107.5	111	88
Proposer's qualifications including, but not limited to, company history and description, number of years in business, size, number of employees, office location where work is to be performed, licenses/certifications, credentials, capabilities and capacity to meet the City's needs	8	40	26	38	36	34	37	28
Qualifications and experience of all proposed key personnel	5	25	17	23	22	20.5	22	17
Proposer's relevant knowledge and experience in providing the services described in the "Scope of Services" to public sector agencies similar in size to the City of Coral Gables	7	35	22	33	32	31	32	22
Other relevant experience	5	25	20	23	19	22	20	21
Proposed Approach and Methodology		175	135	152	133	117	124.5	129
Proposer's overall detailed understanding, approach and methodology to perform the services solicited herein. Understanding of the RFP scope and requirements, implementation plan, strategies for assuring assigned work is completed on time, communication with City staff, and Proposer's intent to work with the City positively and innovatively in providing the services outlined in this RFP	10	50	38	45	39	34	35.5	45
Presentation of concept/design for visually appealing holiday décor including placement	5	25	21	22	18	16	18	13
Demonstrate how the décor contributes to joy and family-oriented fun during the holiday season while amplifying the values, history, and vibrancy of Coral Gables	10	50	41	42	35	30	32	28
Describe your approach and methodology to create a decorating service plan including design, technical proposals, operations, and maintenance that effectuates the creation of seasonal holiday decorations	5	25	20	23	21	19	18	21
Describe how the décor will be maintained and effectively troubleshoot as issues arise	5	25	15	20	20	18	21	22
Past Performance and References		50	37	47	44.5	38	38	36
Proposer's three (3) references (but no more than five (5)) similar in size to the City of Coral Gables, for which Proposer has provided the services described in the RFP AND list all contracts for which the Proposer as performed (past and present) as a PRIME for the City of Coral Gables. The City will review all contracts the Proposer has performed for the City. Any and all Proposer's performance records (satisfactory and unsatisfactory) will be utilized in the evaluation process regardless of the type of work performed for the city	6	30	21	27	26	24	24	16
Provide a list with contact information of all public sector clients in the last ten (10) years, and include if any, that have discontinued use of Proposer's services within the past two (2) years and indicate the reasons for the same. Additionally, please provide any documentation related to performance issues of the current or past contracts to include any non-performance reports or notices to cure. The City reserves the right to contact any reference or current customer identified as part of the evaluation process.	2	10	6	10	10	6.5	10	10
Incidents within the last five (5) years where (a) a civil, criminal, administrative, other similar proceeding was filed or is pending, if such proceeding arises from or is a dispute concerning the Proposer's rights, remedies or duties under a contract for the same or similar type services to be provided under this RFP	2	10	10	10	8.5	7.5	4	10
Agreement Comments/Exceptions		25	25	18	25	18	25	23
Review exceptions made by the proposer to the conditions listed in the agreement for the services.	5	25	25	18	25	18	25	23
Overall Cost		100	84	81	88	81	89	76
Proposed pricing as submitted in INFOR.	20	100	84	81	88	81	89	76
Total Points		475	366	415	399.5	361.5	387.5	352
Ranking			4	1	2	5	3	6