



CORAL GABLES

RFP NO. 2026-003
CITY DECORATING
SERVICES

Prepared By:

NAME OF FIRM: JOY BY LLC

NAME: STEPHANIE DARDENNE

JOY BY LLC

ADDRESS: 4801 SW 74th Avenue, Miami, Florida 33155

MAILING ADDRESS: 1556 Murcia Avenue, Coral Gables, Florida
33134

PHONE: (310) 729-6070

E-MAIL: Stephanie.dardenne@holidayjoyby.com

Table of Contents

SECTION I –

Administrative & Compliance Documentation

Proposer’s Acknowledgement Form Page 5
Solicitation Submission Checklist Page 6-8
Proposer’s Affidavit Page 9-10
 Schedule A – Statement of Certification Page 11
 Schedule B – Non-Collusion & Contingent Fee Affidavit Page 11
 Schedule C – Drug-Free Workplace Statement Page 12
 Schedule D – Proposer’s Qualification Statement Page 13
 Schedule E – Code of Ethics / Conflict of Interest / Cone of Silence Page 14
 Schedule F – Americans with Disabilities Act (ADA) Page 14
 Schedule G – Public Entity Crimes Page 15
 Schedule H – Acknowledgement of Addenda Page 16
E-Verify Affidavit Page 18-19
Minimum Qualification Requirements Page 20-36
 Five (5) Years Relevant Experience Page 21-23
 Reference Forms Page 21-23
 Key Personnel Qualifications Page 24-33
 Project Manager Qualifications Page 28-30
 Proof of Active Status Page 34-36
Lobbyist Registration Form & Oral Presentation Forms..... Page 37-41

SECTION II

– Experience & Proposer Qualifications

Company Overview Page 42-67
Vision & Mission Page 42
Company History & Global Experience Page 44-46
Leadership & Key Personnel Page 47
Organizational Structure & Locations Page 48
Services Overview Page 49
What Sets Joy By Apart Page 50-51
Credentials & Capacity to Meet the City’s Needs Page 52-62



Table of Contents

SECTION III - Project Approach & Methodology

Understanding of Scope & City Objectives Page 85-98
Creative Strategy & Design Approach Page 99-142
Seasonal Concepts Page 143-149
Our Ability Page 150-151

SECTION IV – Past Performance & References

References Page 153-155
City of Coral Gables 2025 Holiday InstallationPage 156-158
Public & Private Sector Experience Page 159

SECTION V – Proposal Pricing

Pricing Submitted via breakdown Page 160-162
Our Suggestion Page 163.....

SECTION VI – Agreement Comments / Exceptions (if any)

Agreement Comments / Exceptions Page 165





COMPLIANCE DOCUMENTATION

Prepared By:
NAME OF FIRM: JOY BY LLC
NAME: STEPHANIE DARDENNE

JOY BY LLC
ADDRESS: 4801 SW 74th Avenue, Miami, Florida 33155
MAILING ADDRESS: 1556 Murcia Avenue, Coral Gable,s Florida 33134
PHONE: (310) 729-6070
E-MAIL: Stephanie.dardenne@holidayjoyby.com

CITY OF CORAL GABLES, FL

2800 SW 72nd Avenue, Miami, FL 33155
 Finance Department / Procurement Division
 Tel: 305-460-5102 / Fax: 305-261-1601

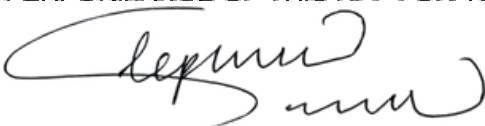
PROPOSER'S ACKNOWLEDGEMENT

<p>RFP No.: 2026-003</p> <p>RFP Title: City Decorating Services</p> <hr/> <p>A cone of silence is in effect with respect to this RFP. The Cone of Silence prohibits certain communication between potential vendors and the City. For further information, please refer to the City Code Section 2-1027 of the City of Coral Gables Procurement Code.</p>	<p>Electronic submittals must be received prior to 2:00 p.m., Friday, February 13, 2026, via INFOR and will remain valid for 120 calendar days. Submittals received after the specified date and time will not be accepted.</p> <p>Contact: Michael Angrand Title: Procurement Specialist Telephone: 305-460-5103 Email: mangrand@coralgables.com contracts@coralgables.com</p>
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<p>Proposer Name: JOY BY LLC</p>	<p>FEIN or SS Number: 37-2099566</p>
<p>Complete Mailing Address: MAILING ADDRESS: 1556 Murcia Avenue, Coral Gables Florida 33134</p>	<p>Telephone No.: 754-231-0452</p>
<p>Indicate type of organization below: single member llc Corporation: __ Partnership: __ Individual: __ Other: <u>X</u></p>	<p>Cellular No.: 310-729-6070</p>
<p>Bid Bond/Security Bond (if applicable) N/A</p>	<p>Fax No.: N/A</p>
	<p>Email: STEPHANIE.DARDENNE@HOLIDAYJOYBY.COM</p>

ATTENTION: THIS FORM ALONG WITH ALL REQUIRED RFP FORMS MUST BE COMPLETED, SIGNED (PREFERABLY IN BLUE INK), AND SUBMITTED WITH THE RESPONSE PRIOR TO THE SUBMITTAL DEADLINE. FAILURE TO DO SO MAY DEEM PROPOSER NON-RESPONSIVE.

THE PROPOSER CERTIFIES THAT THIS SUBMITTAL IS BASED UPON ALL CONDITIONS AS LISTED IN THE RFP DOCUMENTS AND THAT THE PROPOSER HAS MADE NO CHANGES IN THE RFP DOCUMENT AS RECEIVED. THE PROPOSER FURTHER AGREES IF THE RFP IS ACCEPTED, THE PROPOSER WILL EXECUTE AN APPROPRIATE AGREEMENT FOR THE PURPOSE OF ESTABLISHING A FORMAL CONTRACTUAL RELATIONSHIP BETWEEN THE PROPOSER AND THE CITY OF CORAL GABLES FOR THE PERFORMANCE OF ALL REQUIREMENTS TO WHICH THIS RFP PERTAINS. FURTHER, BY SIGNING BELOW PREFERABLY IN **BLUE INK**, ALL RFP PAGES ARE ACKNOWLEDGED AND ACCEPTED AS WELL AS ANY SPECIAL INSTRUCTION SHEET(S) IF APPLICABLE. THE UNDERSIGNED HEREBY DECLARES (OR CERTIFIES) ACKNOWLEDGEMENT OF THESE REQUIREMENTS AND THAT HE/SHE IS AUTHORIZED TO BIND PERFORMANCE OF THIS RFP FOR THE ABOVE PROPOSER.



Authorized Name and Signature

C.E.O.

Title

1/27/2026

Date

SOLICITATION SUBMISSION CHECKLIST

Request for Proposals (RFP) No. 2026-003

COMPANY NAME: (Please Print): <u>JOY BY LLC</u>	
Phone: <u>(310)-729-6070</u>	Email: <u>stephanie.dardenne@holidayjoyby.com</u>

A response package numbered by page must be submitted ELECTRONICALLY via INFOR. Please provide the PAGE NUMBER of your solicitation response in the blanks provided as to where compliance information is located in your Submittal for each of the required submittal items listed below:

SUBMITTAL - SECTION I: TITLE PAGE, TABLE OF CONTENTS, REQUIRED FORMS, AND MINIMUM QUALIFICATION REQUIREMENTS.

- 1) Title Page: Show the RFP number and title, the name of your firm, address, telephone number, name of contact person, e-mail address, and date. **PAGE #** 1
- 2) Provide a Table of Contents in accordance with and in the same order as the respective "Sections" listed below. Clearly identify the material by section and page number. **PAGE #** 2-3
- 3) Fill out, sign, and submit the Proposer's Acknowledgement Form. **PAGE #** 5
- 4) Fill out and submit the Solicitation Submission Check List. **PAGE #** 6-8
- 5) Fill out, sign, notarize (as applicable), and submit the Proposer's Affidavit and Schedules A through H. **PAGE #** 9-17
- 6) Fill out, E-Verify Affidavit **PAGE #** 18-19
- 7) Minimum Qualification Requirements: submit detailed verifiable information affirmatively documenting compliance with the Minimum Qualifications Requirements shown in Section 3. **PAGE #** 20-36
- 8) Fill out, Lobbyist Registration & Oral Presentation Forms **PAGE #** 38-41

SUBMITTAL - SECTION II: EXPERIENCE AND PROPOSER'S QUALIFICATIONS

(i) FOR PROPOSER:

- 1) Provide a complete history and description of your company, including, but not limited to, the number of years in business, size, number of employees, office location, copy of applicable licenses/certifications, credentials, capabilities, and capacity to meet the City's needs. **PAGE #** 42-67
- 2) Describe the 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. **PAGE #** 53-56

(ii) FOR KEY PERSONNEL:

1) Provide a summary of the qualifications, copy of applicable licenses/certifications, and experience of all proposed key personnel. Include resumes (listing experience, education, licenses/certifications) for your proposed key personnel and specify the role and responsibilities of each team member in providing the services outlined in the RFP. Provide an organizational chart of all key personnel that will be used. For each key team member, please describe the experience in providing the services solicited herein.

PAGE # __68-84

SUBMITTAL - SECTION III: PROJECT APPROACH AND METHODOLOGY

1) Describe in detail your approach to performing the services solicited herein. Includedetailed information, as applicable, which addresses, but need not be limited to: understanding of the RFPscopeand requirements, implementation plan and communication with City staff and Consultants. Indicatehow theProposer intends to positively and innovatively work with the City in providing the services outlinedinthis RFP.

PAGE # ___85-97_

2)Provide a detailed description of the service, including but not limited to:

a. Ability to create a decorating service plan that effectuates the creation of seasonal holiday decorations. b. Ability to maintain or enhance the established decorations and physical spaces/landscaping. c. Ability to generate an atmosphere of celebration, joy and family-oriented fun during the holiday season. **PAGE # __85-150**

3) Provide a comprehensive description of your proposed ability to provide a high level of festive decorations during the holiday season and potentially beyond that amplifies the values, history and vibrancy of Coral Gables.

PAGE # __85-150

SUBMITTAL – SECTION IV: PAST PERFORMANCE AND REFERENCES

1) Using the required Attachment A - Reference Form, provide a minimum of three (3) references (but no more than five (5)forwhichProposer hasperformedsame (orsimilar)scope of services inthelast five (5) years. *This information must be provided utilizing the City of Coral Gables Reference Form (Attachment A) ONLY. References submitted in any other format will not be accepted.* **DONOTinclude work/services performed fortheCityofCoralGables orCity employeesas a reference(Cityrelatedexperiencewillbeoutlined in the request below).** **PAGE # _153-155**

This information must be provided utilizing the City of Coral Gables Reference Form (Attachment A) ONLY. References submitted in any other format will not be accepted.

2) List allcontractsforwhichtheProposerasperformed(pastandpresent)asaPRIMEforthe City of Coral Gables.TheCitywillreviewallcontractstheProposerhasperformedfortheCity.Anyand all Proposer's performancerecords(satisfactoryandunsatisfactory)willbeutilizedintheevaluationprocess regardless of the typeofworkperformedforthecity.**PAGE # _156-158**

3) Providealistwithcontactinformation(NameofAgency,contactperson,telephonenumber, email address) of all publicsectorclientsinthelastten(10)years,andincludeifany,thathavediscontinueduse of Proposer's serviceswithinthelasttwo(2)yearsandindicatethereasonsforthesame.Additionally,please provide any documentationrelatedtoperformanceissuesofthecurrentorpastcontractstoincludeanynon-performance reportsornoticestocure.Thelistofprojectsshallincludethenameoftheproject,thevalue, date(s) of project,etc.TheCityreservestherighttocontactanyreferenceorcurrentcustomeridentified as part of the evaluationprocess. **PAGE # 159__**

4) Pleaseidentifyeachincidentwithinthelastfive(5)yearswhereacivil,criminal,administrative, other similar proceedingwasfiledorispending,ifsuchproceedingarisesfromorisadisputeconcerning the Proposer's **PAGE # 159**

rights, remedies or duties under a contract for the same (or similar) type services to be provided under this RFP (See Schedule D of Attachment B).

PAGE # 146

SUBMITTAL – SECTION V: PROPOSAL PRICE PROPOSAL

1) Provide pricing in INFOR via the Line Items tab for RFP City Decorating Services.

PAGE # 160-162

SUBMITTAL – SECTION VI: AGREEMENT COMMENTS/EXCEPTIONS

1) Please follow the instructions as outlined in Section 1.6 Agreement Execution. The acceptance of or any exceptions taken to the terms and conditions of the City's Agreement shall be considered a part of a Proposer's submittal and will be considered by the Evaluation Committee.

X

- - NOTICE - -

BEFORE SUBMITTING YOUR RESPONSE MAKE SURE YOU:

- 1. Carefully read and have a clear understanding of the RFP, including the Scope of Services and enclosed Professional Services Agreement (*draft*).
- 2. Carefully follow the Submission Requirements outlined in Section 6 of the RFP and ensure you have submitted all of the required information. DO NOT INCLUDE A COPY OF THE ORIGINAL SOLICITATION.
- 3. **Prepare and submit ONE (1) electronic copy via INFOR.**
- 4. Make sure your Response is submitted prior to the submittal deadline **Late responses will not be accepted.**

FAILURE TO SUBMIT THIS CHECKLIST AND THE REQUESTED DOCUMENTATION MAY RENDER YOUR RESPONSE SUBMITTAL NON-RESPONSIVE AND CONSTITUTE GROUNDS FOR REJECTION. THIS PAGE IS TO BE RETURNED WITH YOUR RESPONSE PACKAGE.

PROPOSER'S AFFIDAVIT

SOLICITATION: RFP 2026-003 City Decorating Services

SUBMITTED TO: City of Coral Gables
Procurement Division
2800 SW 72 Avenue
Miami, Florida 33155

The undersigned acknowledges and understands the information contained in response to this solicitation and the referenced Schedules A through H shall be relied upon by Owner awarding the contract and such information is warranted by the Proposer to be true and correct. The discovery of any omission or misstatements that materially affects the Proposer's ability to perform under the contract shall be cause for the City to reject the solicitation submittal, and if necessary, terminate the award and/or contract. I further certify that the undersigned name(s) and official signatures of those persons are authorized as (*Owner, Partner, Officer, Representative or Agent of the Proposer that has submitted the attached Response*). Schedules A through H are subject to Local, State and Federal laws (as applicable); both criminal and civil.

- SCHEDULE A – STATEMENT OF CERTIFICATION
- SCHEDULE B – NON-COLLUSION AND CONTINGENT FEE AFFIDAVIT
- SCHEDULE C – DRUG-FREE STATEMENT
- SCHEDULE D – PROPOSER'S QUALIFICATION STATEMENT
- SCHEDULE E – CODE OF ETHICS, CONFLICT OF INTEREST, AND CODE OF SILENCE
- SCHEDULE F – AMERICANS WITH DISABILITIES ACT (ADA)
- SCHEDULE G – PUBLIC ENTITY CRIMES
- SCHEDULE H – ACKNOWLEDGEMENT OF ADDENDA

This affidavit is to be furnished to the City of Coral Gables with its RFP response. It is to be filled in, executed by the Proposer and notarized. If the response is made by a Corporation, then it should be executed by its Chief Officer. This document **MUST** be submitted with the response.

STEPHANIE DARDENNE



CEO

02/04/2026

Authorized Name and Signature

Title

Date

STATE OF New York

COUNTY OF New York

On this 04 day of 02, 2026, before me the undersigned Notary Public of the State of New York, personally appeared STEPHANIE DARDENNE
(Name(s) of individual(s) who appeared before Notary)

And whose name(s) is/are subscribes to within the instrument(s), and acknowledges it's execution.



NOTARY PUBLIC, STATE OF New York

Robert Dominic Bregante, Notary Public

(Name of notary Public; Print, Stamp or Type as Commissioned.)

Personally know to me, or Produced Identification:

Passport

(Type of Identification Produced)

NOTARY PUBLIC
SEAL OF OFFICE:

ROBERT DOMINIC BREGANTE
Notary Public, State of New York
Registration No. 01BR0036442
Qualified in Kings County
Commission Expires Apr. 22, 2029

Notarized Online with NotaryLive.com

SCHEDULE "A" - CITY OF CORAL GABLES – STATEMENT OF CERTIFICATION

Neither I, nor the firm, hereby represented has:

- a. employed or retained for a commission, percentage brokerage, contingent fee, or other consideration, any firm or person (other than a bona fide employee working solely for me or the Proposer) to solicit or secure this contract.
- b. agreed, as an express or implied condition for obtaining this contract, to employ or retain the services of any firm or person in connection with carrying out the contract, or
- c. paid, or agreed to pay, to any firm, organization or person (other than a bona fide employee working solely for me or the Proposer) any fee, contribution, donation or consideration of any kind for, or in connection with, procuring or carrying out the contract except as here expressly stated (if any):

SCHEDULE "B" - CITY OF CORAL GABLES - NON-COLLUSION AND CONTINGENT FEE AFFIDAVIT

1. He/she is the OWNER
(Owner, Partner, Officer, Representative or Agent)

of the Proposer that has submitted the attached response.

2. He/she is fully informed with respect to the preparation and contents of the attached response and of all pertinent circumstances respecting such response;
3. Said response is made without any connection or common interest in the profits with any other persons making any response to this solicitation. Said response is on our part in all respects fair and without collusion or fraud. No head of any department, any employee or any officer of the City of Coral Gables is directly or indirectly interested therein. If any relatives of Proposer's officers or employees are employed by the City, indicate name and relationship below.

Name: N/A Relationship: _____

Name: N/A Relationship: _____

4. No lobbyist or other Proposer is to be paid on a contingent or percentage fee basis in connection with the award of this Contract.

SCHEDULE "C" CITY OF CORAL GABLES – VENDOR DRUG-FREE STATEMENT

Preference may be given to vendors submitting a certification with their bid/proposal certifying they have a drug-free workplace in accordance with Section 287.087, Florida Statutes. This requirement affects all public entities of the State and becomes effective January 1, 1991. The special condition is as follows:

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
3. Give each employee engaged in providing the commodities or contractual services that are under solicitation a copy of the statement specified in subsection (1).
4. In the statement specified in subsection (1), notify the employees that, as a condition of working on the commodities or contractual services that are under solicitation, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of chapter 893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
5. Impose a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community, by any employee who is so convicted.
6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section. As the person authorized to sign the statement, I certify that this form complies fully with the above requirements.

The company submitting this solicitation has established a Drug Free work place program in accordance with State Statute 287.087

SCHEDULE "E" CITY OF CORAL GABLES – CODE OF ETHICS, CONFLICT OF INTEREST, AND CODE OF SILENCE

THESE SECTIONS OF THE CITY CODE CAN BE FOUND ON THE CITY'S WEBSITE, UNDER GOVERNMENT, CITY DEPARTMENT, PROCUREMENT, PROCUREMENT CODE (CITY CODE CHAPTER 2 ARTICLE VIII); SEC 2-1023; SEC 2-606; AND SEC 2-1027, RESPECTIVELY.

IT IS HEREBY ACKNOWLEDGED THAT THE ABOVE NOTED SECTIONS OF THE CITY OF CORAL GABLES CITY CODE ARE TO BE ADHERED TO PURSUANT TO THIS SOLICITATION.

SCHEDULE "F" CITY OF CORAL GABLES - AMERICANS WITH DISABILITIES ACT (ADA) DISABILITY NONDISCRIMINATION STATEMENT

I understand that the above named firm, corporation or organization is in compliance with and agreed to continue to comply with, and assure that any sub-contractor, or third party contractor under this project complies with all applicable requirements of the laws listed below including, but not limited to, those provisions pertaining to employment, provision of programs and service, transportation, communications, access to facilities, renovations, and new construction.

The American with Disabilities Act of 1990 (ADA), Pub. L. 101-336, 104 Stat 327, 42 U.S.C. 12101,12213 and 47 U.S.C. Sections 225 and 661 including Title I, Employment; Title 11, Public Services; Title III, Public Accommodations and Services Operated by Private Entities; Title IV, Telecommunications; and Title V, Miscellaneous Provisions.

The Florida Americans with Disabilities Accessibility Implementation Act of 1993, Sections 5553.501-553.513, Florida Statutes

The Rehabilitation Act of 1973, 229 U.S.C. Section 794

The Federal Transit Act, as amended, 49 U.S.C. Section 1612

The Fair Housing Act as amended, 42 U.S.C. Section 3601-3631

SCHEDULE "G" CITY OF CORAL GABLES - STATEMENT PURSUANT TO SECTION 287.133 (3) (a), FLORIDA STATUTES, ON PUBLIC ENTITY CRIMES

1. I understand that a "public entity crime" as define in Paragraph 287.133(1)(g), **Florida Statutes**, means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency or political subdivision of any other state or of the United States, including, but not limited to, any Proposal or contract for goods or services to be provided to any public entity or an agency or political subdivision of any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.
2. I understand that "convicted" or "conviction" as defined in Paragraph 287.133(1)(b), **Florida Statutes**, means a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in any federal or state trial court of record relating to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, non-jury trial, or entry of a plea of guilty or nolo contendere.

3. I understand that an "affiliate" as defined in Paragraph 287.133(1)(a), Florida Statutes, means:

1. A predecessor or successor of a person convicted of a public entity crime; or 2. An entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term "affiliate" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of an affiliate. The ownership by one person of shares constituting a controlling interest in another person, or a pooling of equipment or income among persons when not for fair market value under an arm's length agreement, shall be a prima facie case that one person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.

4. I understand that a "person" as defined in Paragraph 287.133(1)(e), Florida Statutes, means any natural person or entity organized under the laws of any state or of the United States with the legal power to enter into a binding contract and which Proposals or applies to Proposal on contracts for the provision of goods or services let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term "person" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.

5. Based on information and belief, the statement which I have marked below is true in relation to the entity submitting this sworn statement. **[Must indicate which statement below applies.]**

Neither the entity submitting this sworn statement, nor any of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, nor any affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.

The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.

The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989. However, there has been subsequent proceeding before a Hearing Officer of the State of Florida, Division of Administrative Hearings and the Final Order entered by the Hearing Officer determined that it was not in the public interest to place the entity submitting this sworn statement on the convicted vendor list.

[Attach a copy of the final order]

I UNDERSTAND THAT THE SUBMISSION OF THIS FORM TO THE CONTRACTING OFFICER FOR THE PUBLIC ENTITY IS FOR THAT PUBLIC ENTITY ONLY AND, THAT THIS FORM IS VALID THROUGH DECEMBER 31 OF THE CALENDAR YEAR IN WHICH IT IS FILED. I ALSO UNDERSTAND THAT I AM REQUIRED TO INFORM THE PUBLIC ENTITY PRIOR TO ENTERING INTO A CONTRACT IN EXCESS OF THE THRESHOLD AMOUNT PROVIDED IN SECTION 287.017, FLORIDA STATUTES FOR CATEGORY TWO OF ANY CHANGE IN THE INFORMATION CONTAINED IN THIS FORM.

SCHEDULE "H" CITY OF CORAL GABLES - ACKNOWLEDGEMENT OF ADDENDA

1. The undersigned agrees, if this RFP is accepted, to enter in a Contract with the CITY to perform and furnish all work as specified or indicated in the RFP, any associated addendum and Contract Documents within the contract time indicated in the RFP and in accordance with the other terms and conditions of the solicitation and contract documents.
2. Acknowledgement is hereby made of the following Addenda, if any (identified by number) received since issuance of the Request for Proposal.

Addendum No. _____ Date _____

Addendum No. _____ Date _____

Addendum No. _____ Date _____

Addendum No. _____ Date _____

Addendum No. _____ Date _____

Addendum No. _____ Date _____

Failure to adhere to changes communicated via any addendum may render your response non-responsive.



Notarized by: Robert D Bregante
Time: 2026-02-04 15:16:45 UTC
URL: <https://notarylive.com/tu/cdp/TSJZ5E>
Access ID: TSJZ5E
Pin: SD4YT3



City of Coral Gables
Finance Department/Procurement Division

Employer E-Verify Affidavit

By executing this affidavit, the undersigned employer verifies its compliance with F.S. 448.095, stating affirmatively that the individual, firm or corporation has registered with and utilizes the federal work authorization program commonly known as E-Verify, or any subsequent replacement program, in accordance with the applicable provisions and deadlines established in F.S. 448.095 which prohibits the employment, contracting or sub-contracting with an unauthorized alien. The undersigned employer further confirms that it has obtained all necessary affidavits from its subcontractors, if applicable, in compliance with F.S. 448.095, and that such affidavits shall be provided to the City upon request. Failure to comply with the requirements of F.S. 448.095 may result in termination of the employer's contract with the City of Coral Gables. Finally, the undersigned employer hereby attests that its federal work authorization user identification number and date of authorization are as follows:

SDAR2589

Federal Work Authorization User Identification Number

2/3/2026

Date of Authorization

I hereby declare under penalty of perjury that the foregoing is true and correct.

Executed on 2/4/2026 in New York (city), NY (state).

Signature of Authorized Officer or Agent

STEPHANIE DARDENNE C.F.O

Printed Name and Title of Authorized Officer or Agent

SUBSCRIBED AND SWORN BEFORE ME

ON THIS THE 04 DAY OF 02, 2026

NOTARY PUBLIC

My Commission Expires:

04/22/2029

ROBERT DOMINIC BREGANTE
Notary Public, State of New York
Registration No. 01BR0036442
Qualified in Kings County
Commission Expires Apr. 22, 2029

Notarized Online with NotaryLive.com



Notarized by: Robert D Bregante
Time: 2026-02-04 15:16:47 UTC
URL: <https://notarylive.com/tu/cdp/ST67BX>
Access ID: ST67BX
Pin: RXGBYP

SECTION 3

Minimum Qualification requirements key

20+ years of project management experience in the public
& private sector

Section 3- Minimum Qualification Requirements

1. Five (5) Years of Relevant Experience
2. Reference Form
3. Key Personnel qualifications (3 years of experience)
4. Project Manager (5 years of experience)

CITY OF CORAL GABLES REFERENCE FORM RFP 2026-003 City Decorating Services

Complete the form as indicated below, to provide the required information as outlined in Section 3 of the solicitation. The City shall contact the companies listed below to verify the work performed on behalf of your company. All fields must be completed.

Reference # 1 must cover the minimum five (5) year period from the issuance date of this solicitation.

1. ProjectName/Location Atlantis the Palm (ATP) and Atlantis the Royal (ATR) / Dubai UAE

OwnerName Atlantis Dubai

ContactPerson Ms. Kit Lee (VP Hotel Operations)

ContactTelephone No. Mobile: +971 50 170-7541 | Tel: +971 4 426-3374 (Direct Line)

EmailAddress: kit.lee@atlantisdubai.com

YearlyBudget/Cost AED 2,250,000 /\$ 620,000

DatesofContract From: 2020 To: 2025

ProjectDescription _____

Supply, installation and dismantling of bespoke and state-of-the-art installation of Christmas Decorations and NYE Decorations at Atlantis Dubai comprising of Atlantis the Palm (ATP) and Atlantis the Royal (ATR) : the two signature properties of Kerzner Group in Dubai.

Additional References must cover similar engagements satisfactorily performed in the last five (5) years.

2. ProjectName/Location The Biltmore

OwnerName Seaway Hotels Corporation

ContactPerson Eric Trelles

ContactTelephone No. 305-342-1286

EmailAddress: etrelles@biltmorehotel.com

YearlyBudget/Cost \$50,000 - \$100,000

DatesofContract From: 2024 2025 To: Yearly purchase agreement

ProjectDescription Joy By was engaged by The Biltmore Hotel to create a bespoke holiday design and execute a large-scale installation aligned with the property's historic interiors and luxury aesthetic. Scope included a 16-foot Christmas tree, custom pillar wraps, extensive garland, and coordinated décor throughout key guest-facing areas.
Our team managed procurement, logistics, on-site installation, safety compliance, and post-season dismantle, working closely with hotel operations to meet tight timelines while maintaining uninterrupted guest experiences.



Procurement Division
The City of Coral Gables

2800 S.W. 72ND AVENUE
MIAMI, FLORIDA 33155

3. ProjectName/Location Grosvenor House (GH) & Le Royal Meridien Beach Resort and Spa Dubai (LRM)

OwnerName Marriott International Inc

ContactPerson Mr Aadil Wazir, Complex Director of Housekeeping

ContactTelephone No. Tel +971.4. 316 6900 | Mobile +971 55 123 3654

EmailAddress: Aadil.Wazir@luxurycollection.com

YearlyBudget/Cost AED 887,765/\$ 241,900

DatesofContract From: 2020 To: 2025

ProjectDescription _____

Supply, installation and dismantling of bespoke and state-of-the-art installation of Christmas Decorations in F&B Outlets, House keeping and Porte Cochere of the two properties under Marriott International comprising of Grosvenor House (GH) & LeRoyal Meridien Beach Resort and Spa Dubai (LRM) inDubai.

4. ProjectName/Location Gables Plaza

OwnerName JLL

ContactPerson Yhelena Poyato

ContactTelephone No. 305561 8236

EmailAddress: Yhelena .Poyato@jll.com

YearlyBudget/Cost \$36,000

DatesofContract From: 2 0 2 5 To: 2 0 2 6

ProjectDescription _____

We delivered a bespoke holiday installation featuring five statement Christmas trees (16 ft, 12 ft, 12 ft, 10 ft, and 8 ft), each custom designed with oversized ball décor. The experience was completed with coordinating indoor and outdoor garlands, oversized bows, and wreaths, creating a seamless and elevated holiday atmosphere across both properties. All décor was professionally installed and dismantled by Joy By. They have now asked me to bid for an additional outdoor projected and referred me to another JLL office building.



Procurement Division
The City of Coral Gables

2800 S.W. 72ND AVENUE
MIAMI, FLORIDA 33155

5. ProjectName/Location Loews Coral Gables Hotel

OwnerName Loews Coral Gables Hotel

ContactPerson Nadim Barrage - General Manager

ContactTelephone No. T 786-772-7620

EmailAddress: Nadim. Barrage@ loewshotels.com

YearlyBudget/Cost \$14,000

DatesofContract From: 2025 To: 2026

ProjectDescription 2 Custom oversized ball trees in 10& 12ft

PROPOSER INFORMATION:

Company Name: Joy By LLC

Representative: Stephanie
Dardenne

Address: 4408 SW 74th Avenue Miami Florida,
33155 Telephone No.: 310729
6070 Fax No.:

N/A Email

Address: stephanie.dardenne@holidayjoyby.com

SECTION 3: B

Our key personnel

FEMALE-FOUNDED EXECUTIVE LEADERSHIP

Joy By is led by an all-female executive and project leadership team combining decades of experience across creative design, operations, and public-sector project management. Founder & CEO Stephanie Dardenne, Creative Director Rima Dardenne, and Senior Project Manager Stacey Jordan bring complementary strengths in visionary design, fabrication expertise, and operational execution. This collaborative leadership structure supports thoughtful design, clear communication, and hands-on oversight, ensuring every project is delivered with creativity, accountability, and professionalism.



STEPHANIE DARDENNE

CEO

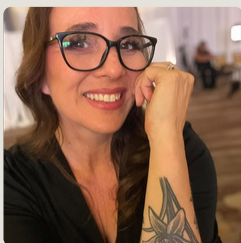
stephanie.dardenne@holidayjoyby.com



RIMA DARDENNE

CREATIVE DIRECTOR- 20+ years of experience

rima.dardenne@holidayjoyby.com



STACEY JORDAN

SENIOR PROJECT MANAGER- 20+ years of experience

stacey@holidayjoyby.com

Stephanie Dardenne

15+ years of luxury ecommerce merchandising

Founder & Chief Experience Officer

Stephanie Dardenne is the Founder and CEO of Joy By, where she leads creative direction, business strategy, and operational execution across all U.S. projects. With more than 15 years of experience in retail merchandising, e-commerce operations, and brand development, Stephanie brings a unique blend of commercial expertise and creative leadership to large-scale seasonal installations, informed by a refined design perspective shaped through her background in luxury fashion.

Stephanie serves as the creative visionary behind each project, overseeing overall aesthetic direction, conceptual development, and experiential flow from initial design through final execution. She works closely with clients to translate goals and brand identity into cohesive environments, guiding the creative process across architectural integration, décor elements, product selection, and spatial storytelling. Since partnering behind the scenes on Joy By Rima and launching Joy By as Irony Home's U.S. expansion, Stephanie has grown the company from concept into a multi-channel business delivering municipal installations, luxury bespoke projects, experiential pop-up retail environments, and a national e-commerce platform. She is deeply involved in product customization and design innovation, collaborating with fabrication partners and international creative teams to develop proprietary décor pieces, custom colorways, oversized installations, and site-specific architectural elements.

Stephanie is also responsible for Joy By's flagship retail pop-up concept on Miracle Mile and is a Coral Gables resident. Over the past two years, she has actively worked to increase foot traffic and retail engagement along Miracle Mile, bringing a personal commitment to creating elevated seasonal environments that enhance the City's public spaces and serve the local community she calls home.

STEPHANIE DARDENNE

LUXURY MERCHANT & DIRECT TO CONSUMER WIZARD

- ☎ 310-729-6070
- ✉ stephanie.dardenne@holidayjoyby.com
- 📍 Coral Gables & Dubai
- 🌐 <https://www.linkedin.com/in/rima-dardenne/>

PROFILE

Founder and Chief Executive Officer of Joy By, Stephanie Dardenne is a creative and operational leader with more than 15 years of experience across retail merchandising, e-commerce strategy, brand development, and experiential design. She brings a unique blend of commercial expertise and creative vision to large-scale seasonal installations, municipal projects, and luxury hospitality environments. Stephanie leads end-to-end project delivery—from concept development and client engagement through fabrication coordination and on-site execution—ensuring every installation meets aesthetic, operational, and community-focused objectives. With a background in luxury fashion and omnichannel retail, she is known for translating brand identity into immersive environments while driving accountability, efficiency, and high-impact results.

SKILLS

- Key Skills
- Executive Leadership & Founder-Led Project Delivery
 - Luxury Merchandising & Direct-to-Consumer Strategy
 - Experiential Design & Creative Direction
 - Municipal & Large-Scale Installation Management
 - End-to-End Project Oversight (Concept → Fabrication → Installation → Dismantle)
 - RFP Development, Client Presentations & Stakeholder Engagement
 - Six- to Seven-Figure Budget Management
 - Vendor, Fabrication Partner & Subcontractor Coordination
 - On-Site Executive Oversight & Quality Assurance
 - Architectural Integration & Spatial Storytelling
 - Product Customization & Design Innovation
 - Team Leadership & Cross-Functional Collaboration
 - Community-Focused Placemaking & Guest Experience Design

WORK EXPERIENCE

2020 - PRESENT
CORAL GABLES FLORIDA

JOY BY & JOY BY RIMA - CEO

- Founded Joy By as the U.S. expansion of Irony Home, leading creative direction, business strategy, and operational execution across municipal, hospitality, and commercial seasonal installations
- Serve as creative visionary for all projects, overseeing concept development, experiential flow, architectural integration, décor elements, and final on-site execution
- Lead client relationships, RFP submissions, budgeting, vendor partnerships, and project delivery, ensuring installations meet aesthetic goals while adhering to operational, safety, and scheduling requirements
- Manage six-figure to seven-figure project budgets and coordinate fabrication partners, international creative teams, and installation crews to deliver elevated public-facing environments
- Provide executive-level field oversight with frequent on-site walkthroughs during installation periods to ensure quality standards, schedule adherence, and rapid issue resolution

LANGUAGES

- ENGLISH

WORK EXPERIENCE CONTINUED

- Played a hands-on role in the City's 2025 holiday installation, including personally designing and installing the signature Giralda arch
- Developed Joy By into a multi-channel business encompassing municipal installations, luxury bespoke projects, experiential pop-up retail, and a national e-commerce platform
- Lead product customization and design innovation, collaborating with fabrication partners to develop proprietary décor pieces, custom colorways, oversized installations, and site-specific architectural elements
- As a Coral Gables resident, spearheaded the Joy By flagship retail pop-up on Miracle Mile and actively worked to increase foot traffic and community engagement through experiential seasonal placemaking
- Managed Irony Home's e-commerce strategy since 2020, overseeing digital merchandising, product assortment planning, and online customer experience to support international growth.

Carbon38 — Los Angeles, CA

Senior Director of Merchandising | 2021–2022

Director of Merchandising | 2017–2021

Buyer | 2016–2017

Held progressive leadership roles overseeing retail stores and a \$50M+ e-commerce platform.

- Built strategic range plans and private-label programs driving key performance metrics
- Led seasonal trend development and merchandising strategies across digital and retail channels
- Managed 100+ vendor relationships and negotiated in-season and end-of-season terms
- Directed cross-functional teams spanning buying, merchandising, design, production, and site merchandising
- Oversaw site re-platforms and operational process improvements to increase efficiency and conversion

Forever 21 — Los Angeles, CA

Associate Merchandiser | 2014–2016

Managed product assortments, vendor coordination, and monthly buy plans for one of the company's fastest-growing women's categories.

Burberry — New York, NY

Assistant Account Executive | 2012–2014

Supported wholesale menswear and non-apparel divisions, managing specialty accounts and contributing to \$46M+ annual shipment volumes.

Shoedazzle — Santa Monica, CA

Assistant Buyer | 2011–2012

Led product development initiatives and merchandising strategies to increase sell-through and elevate brand positioning.

Education

Bachelor of Science — International Business

Pepperdine University

Stacey Jordan

20+ years of project management experience in the public
& private sector

Senior Project Manager | Municipal & Large-Scale Installations Lead

Stacey Jordan serves as Senior Project Manager for Joy By's municipal and large-scale commercial installations, bringing more than 20 years of experience managing seasonal décor and experiential projects for public sector agencies, municipalities, and commercial districts nationwide.

Stacey leads project planning, site logistics, contractor coordination, and field execution for City and large-scale commercial projects. She is responsible for installation scheduling, equipment coordination, safety oversight, and on-site supervision, ensuring projects are delivered on time, within scope, and in compliance with public safety standards.

With extensive experience working directly with municipalities, Stacey manages documentation requirements, contractor compliance, and interdepartmental coordination, serving as the primary operational liaison between Joy By and City stakeholders. Her role includes risk mitigation planning, crew deployment, vendor oversight, and quality control throughout installation and dismantle phases.

Stacey works closely with Stephanie Dardenne and Rima Dardenne to translate creative concepts into executable installation plans, ensuring design intent is maintained while meeting structural, logistical, and regulatory requirements. Her leadership in the field provides the operational structure, accountability, and reliability essential for successful public-sector installations.

STACEY JORDAN

COMMERCIAL CHRISTMAS

714-727-8935

stacey@holidayjoyby.com

Schertz, Texas, US

<https://www.linkedin.com/in/staceyxmas/>

PROFILE

Senior Project Manager and commercial holiday décor professional with over 22 years of experience delivering large-scale seasonal installations for municipalities, lifestyle centers, hospitality clients, and commercial properties nationwide. Brings deep expertise in project planning, vendor coordination, operational execution, and client management, with a proven record supporting multimillion-dollar décor programs from concept through installation and dismantle. Known for combining creative leadership with operational discipline to deliver visually impactful projects on schedule and within scope

WORK EXPERIENCE

2025 - PRESENT

CORAL GABLES FLORIDA

SENIOR PROJECT MANAGER - Joy By

- Lead Project Manager for large-scale commercial and municipal installations, with primary responsibility for the City of Coral Gables 2025 holiday project
- Managed full project lifecycle from concept execution through production scheduling, logistics planning, on-site installation, dismantle, and refurbishment
- Coordinated vendors, installers, freight providers, and internal creative teams to meet strict municipal timelines and scope requirements
- Oversaw safety protocols, equipment scheduling (lifts, bucket trucks), and site access planning across multiple locations
- Served as primary operational liaison between Joy By and City of Coral Gables stakeholders
- Tracked deliverables, labor resources, and material readiness to ensure seamless execution across all installation sites

2025 - PRESENT

REMOTE

Red Sleigh Workshop

SKILLS

- Municipal & Commercial Installation Management
- End-to-End Project Planning & Scheduling
- Vendor, Contractor & Installer Coordination
- Budget Alignment, Cost Control & Scope Management
- Site Logistics, Safety Compliance & Equipment Scheduling (lifts, bucket trucks)
- Client & Stakeholder Communication
- Multi-Site Deployment Oversight
- Production & Material Readiness Tracking
- Timeline & Resource Management
- Municipal Coordination & Permitting Support
- Quality Control & Installation Standards
- Cross-Functional Team Leadership
- Freight & Logistics Coordination
- Risk Mitigation & On-Site Issue Resolution
- Client Reporting & Project Documentation

LANGUAGES

- ENGLISH

2025 - PRESENT

REMOTE

Red Sleigh Workshop

- Founded and lead Red Sleigh Workshop, providing nationwide consulting and execution for commercial holiday décor projects
- Directed concept development, sourcing, production coordination, and installation planning for municipal and commercial clients
- Supported client growth through market analysis, sales strategy, and operational guidance
- Leveraged long-standing supplier relationships to deliver commercial-grade décor, lighting, and custom elements
- Improved client profitability and scalability through strategic training and process optimization

AUGUST 2024- AUGUST 2025

REMOTE/ CA

DECOR IQ- ACCOUNTS MANAGER

- Managed commercial holiday décor accounts, overseeing client relationships, business development initiatives, and project planning from concept through execution
- Led coordination of lighting and décor installations across commercial properties and community environments, ensuring quality standards and timeline adherence
- Supported sales strategy, lead development, and resource scheduling to drive project efficiency and client satisfaction

JULY 2021 – DECEMBER 2024

CA

ENVIROLUME - VICEP PRESIDENT OF SALES

- Led commercial sales growth initiatives while partnering closely with operations teams to deliver innovative large-scale holiday décor concepts
- Developed and managed key client relationships, guiding projects from initial vision through installation execution
- Supported CRM management, client lifecycle planning, and pipeline development

MAY 2020 – JULY 2021

CA

CELEBRATION HOLIDAY STUDIO / HYDE MARKETING / CLIPA / WE SELL CHRISTMAS LIGHTS | MAY - DIRECTOR OF SALES AND MARKETING

APRIL 2003 - APRIL 2026

CA

DEKRA-LITE INDUSTRIES, INC. - SENIOR ACCOUNT EXECUTIVE

Rima Dardenne

20+ years of global experience in installation & design

Creative Director | Experiential Design & Custom Fabrication

Rima Dardenne serves as Creative Director for Joy By and Irony Home, bringing more than 20 years of international experience designing and producing large-scale holiday décor and experiential installations for hospitality groups, municipalities, retail centers, and destination properties worldwide.

Rima leads global creative development and fabrication strategy, overseeing custom design concepts, material selection, prototype development, and production coordination across Irony Home's international network. She works closely with Stephanie Dardenne to translate high-level creative vision into executable designs, ensuring each installation balances artistic integrity with structural feasibility and operational efficiency.

With deep expertise in architectural integration, large-format installations, and immersive seasonal environments, Rima plays a central role in developing proprietary décor pieces, custom fabrication programs, and innovative design solutions tailored to each client. Her hands-on involvement spans concept sketches through fabrication oversight and final on-site implementation, ensuring consistency across design, production, and installation.

Rima's leadership ensures every project is original, thoughtfully designed, and aligned with each client's brand and community while maintaining the durability, safety standards, and logistical requirements essential for public-facing environments.

RIMA DARDENNE

COMMERCIAL CHRISTMAS

☎ 310-871-6258

✉ Rima.Dardenne@holidayjoyby.com

📍 Dubai & Coral Gables

🌐 <https://www.linkedin.com/in/rima-dardenne/>

PROFILE

Creative Director of Irony Home and Joy By, a luxury interior design and festive décor company specializing in hospitality, retail, and large-scale seasonal environments. Brings over 20 years of experience delivering high-impact Christmas programs and bespoke design installations across global destinations. Renowned for concept-to-execution leadership, custom ornament programs, and visually immersive environments that elevate brand experience and guest engagement.

Rima Dardenne is a creative force in the holiday décor industry, known for pushing design boundaries and setting new standards for experiential Christmas environments. She delivers highly bespoke concepts tailored to luxury hospitality and premium commercial properties, seamlessly blending visionary creativity with production mastery to bring elevated, one-of-a-kind installations to life.

SKILLS

- Creative Direction & Concept Architecture for Immersive Holiday Environments
- Signature Festive Design & Experiential Styling for Luxury Hospitality
- Bespoke Ornament Programs, Custom Collections & Artistic Fabrication
- Visual Storytelling Through Large-Scale Seasonal Installations
- End-to-End Creative Production (Design, Sourcing, Fabrication, Installation)
- High-Impact Christmas Destination Design & Themed Environments
- International Design Production & Global Supplier Collaboration
- Translating Creative Vision into Executable, High-End Experiences
- Guest Experience Design, Brand Atmosphere & Emotional Storytelling

WORK EXPERIENCE

2012 - PRESENT

CORAL GABLES FLORIDA

JOY BY - CREATIVE DIRECTOR

- Currently serves as Creative Director of Joy By, providing overall design vision and creative leadership for large-scale holiday installations, experiential seasonal environments, and bespoke décor programs across the United States.
- Directed full project lifecycle execution including concept development, creative design, custom décor sourcing and fabrication, logistics coordination, and on-site installation oversight.
- Partnered closely with hotel leadership teams to design customized holiday environments aligned with each property's architectural character, guest experience goals, and brand standards.
- Known for translating luxury design concepts into operationally executable installations while maintaining exceptional creative quality and attention to detail.

Selected U.S. Hospitality Projects (Joy By/Joy By Rima)

- Monarch Beach Hotel — California
- The Langham — Pasadena, California
- Montage Beverly Hills — California
- Montage Laguna Beach — California

LANGUAGES

- ENGLISH
- ARABIC

2002 - PRESENT

DUBAI

Irony Home

Founder and owner of Irony Home , responsible for global creative direction, fabrication strategy, and operational oversight for luxury seasonal décor and experiential installations.

Key Responsibilities:

- Leads creative vision from initial concept through fabrication and final on-site implementation
- Oversees annual décor programs with project budgets exceeding \$600,000 across hospitality and destination portfolios
- Manages and directs a multidisciplinary international team of more than 60 employees spanning design, production, logistics, and installation
- Executes full seasonal programs including Christmas, Easter, Ramadan, New Year's Eve, and additional cultural activations
- Develops proprietary décor collections, oversized installations, and custom architectural elements tailored to each client
- Oversees material selection, prototyping, and production coordination across global manufacturing partners
- Ensures structural integrity, durability, safety standards, and operational compliance for high-traffic public environments
- Collaborates closely with executive partners to translate creative concepts into executable installation plans

Selected Clients & Destination Projects

Creative leadership and fabrication strategy for luxury installations including:

- Atlantis The Royal
- Marina Bay Sands
- Monarch Beach Hotel
- Burj Al Arab
- Jumeirah

Projects range from boutique luxury environments to large-scale destination installations requiring coordinated international fabrication, multimillion-dollar budgets, and complex logistics planning.

Design Leadership Approach

Rima provides hands-on leadership across every phase of delivery, concept sketches through fabrication oversight and final on-site execution ensuring creative integrity while meeting structural, logistical, and operational requirements. Her ownership-driven approach delivers original, elevated environments that align with client brand standards, community context, and public-facing durability needs.

Proof of Active Status

State of Florida

Department of State

I certify from the records of this office that JOY BY, LLC is a Delaware limited liability company authorized to transact business in the State of Florida, qualified on August 6, 2024.


The document number of this limited liability company is M24000010255.

I further certify that said limited liability company has paid all fees due this office through December 31, 2025, that its most recent annual report was filed on April 7, 2025, and that its status is active.

I further certify that said limited liability company has not filed a Certificate of Withdrawal.

*Given under my hand and the
Great Seal of the State of Florida
at Tallahassee, the Capital, this
the Second day of February, 2026*




Secretary of State

Tracking Number: 8920843011CU

To authenticate this certificate, visit the following site, enter this number, and then follow the instructions displayed.

<https://services.sunbiz.org/Filings/CertificateOfStatus/CertificateAuthentication>

Delaware

Page 1

The First State

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY "JOY BY, LLC" IS DULY FORMED UNDER THE LAWS OF THE STATE OF DELAWARE AND IS IN GOOD STANDING AND HAS A LEGAL EXISTENCE SO FAR AS THE RECORDS OF THIS OFFICE SHOW, AS OF THE FIRST DAY OF AUGUST, A.D. 2024.

AND I DO HEREBY FURTHER CERTIFY THAT THE SAID "JOY BY, LLC" WAS FORMED ON THE TWENTIETH DAY OF JUNE, A.D. 2023.

AND I DO HEREBY FURTHER CERTIFY THAT THE ANNUAL TAXES HAVE BEEN PAID TO DATE.




Jeffrey W. Bullock, Secretary of State

7522975 8300

SR# 20243301022

You may verify this certificate online at corp.delaware.gov/authver.shtml

Authentication: 204066589

Date: 08-01-24

CITY OF CORAL GABLES
FINANCE DEPARTMENT/PROCUREMENT DIVISION
LOBBYIST REGISTRATION FORM

SOLICITATION NAME/NUMBER: RFP No. 2026-003
CITY DECORATING SERVICES

The Bidder/Proposer certifies that it understands if it has retained a lobbyist(s) to lobby in connection with this specific competitive solicitation that each lobbyist retained has timely filed the registration or amended registration required under the City of Coral Gables Lobbyist Registration requirement pursuant to Ordinance 2021-24 as outlined below:

Lobbyist means an individual, firm, corporation, partnership, or other legal entity employed or retained, whether paid or not, by a principal, or that contracts with a third-party for economic consideration to perform lobbying activities on behalf of a principal. *Lobbying activity* means any attempt to influence or encourage the passage or defeat of, or modification

to, governmental actions, including, but not limited to, ordinances, resolutions, rules, regulations, executive orders, and procurement actions or decisions of the city commission, the mayor, any city board or committee, or any city personnel. The term "lobbying activity" encompasses all forms of communication, whether oral, written, or electronic, during the entire decision-making process on actions, decisions, or recommendations which foreseeably will be heard or reviewed by city personnel. This definition shall be subject to the exceptions stated below.

Procurement matter means the city's processes for the purchase of goods and services, including, but not limited to, processes related to the acquisition of: technology; public works; design services; construction, professional architecture, engineering, landscape architecture, land surveying, and mapping services; the purchase, lease or sale of real property; and the acquisition, granting, or other interest in real property.

City personnel means those city officials, officers and employees who are entrusted with the day-to-day policy setting, operation, and management of certain defined city functions or areas of responsibility, even though ultimate responsibility for such functions or areas rests with the city commission, with the exception of the City Attorney, Deputy City Attorney, and Assistant City Attorneys, advisory personnel (members of city advisory boards and agencies whose sole or primary responsibility is to recommend legislation or give advice to the city commission); and any employee of a city department or division with the authority to participate in procurement matters, when the communication involves such procurement.

Affidavit requirement. The following provisions shall apply to certain individuals who, in procurement matters participate in oral presentations or recorded negotiation meetings and sessions:

a. The principal shall list on an affidavit form, provided by the City, all technical experts or employees of the principal whose normal scope of employment does not include lobbying activities and whose sole participation in the city procurement matter involves an appearance and participation in a city procurement matter involves an appearance and participation in an oral presentation before a city certification, evaluation, selection, technical review or similar committee, or recorded negotiation meetings or sessions.

b. No person shall appear before any procurement committee or at any procurement negotiation meeting or session on behalf of a principal unless he/she has been listed as part of the principal's presentation or negotiation team or has registered as a lobbyist. For purposes of this subsection only, the listed members of the oral presentation or negotiation team shall not be required to separately register as lobbyists or pay any registration fees. The affidavit will be filed by the city procurement staff with the city clerk at the after the proposal is submitted or prior to the recorded negotiation meeting or session. Notwithstanding the foregoing, any person who engages in lobbying activities in addition to appearing before a procurement committee to make an oral presentation, or at a recorded procurement negotiation meeting or session, shall comply with all lobbyist registration requirements.

The Bidder/Proposer hereby certifies that: (select one)

It has not retained a lobbyist(s) to lobby in connection with this competitive solicitation; however, if one is retained anytime during the competitive process and prior to contract execution for this project, the lobbyist will properly register with the City Clerk's Office within two (2) business days of being retained with copy to the city procurement staff.

It has retained a lobbyist(s) to lobby in connection with this competitive solicitation and certified that each lobbyist retained has timely filed the registration or amended registration required under the City of Coral Gables

CITY OF CORAL GABLES
FINANCE DEPARTMENT/PROCUREMENT DIVISION
LOBBYIST REGISTRATION FORM

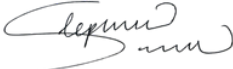
Lobbyist Registration requirement pursuant to Ordinance 2021-24 Section and that the required affidavit has been properly filed
It is a requirement of this solicitation that the following information be provided for all lobbyists retained to lobby in connection with this solicitation be listed below:

Name of Lobbyist: n/a
Lobbyist's Firm (if applicable): _____
Phone: _____
E-mail: _____

Name of Lobbyist: n/a
Lobbyist's Firm (if applicable): _____
Phone: _____
E-mail: _____

Name of Lobbyist: n/a
Lobbyist's Firm (if applicable): _____
Phone: _____
E-mail: _____

Name of Lobbyist: n/a
Lobbyist's Firm (if applicable): _____
Phone: _____
E-mail: _____

Authorized Signature:  _____
Printed Name: stephanie Dardenne
Date: 2/4/2026
Title: CEO
Bidder/Proposer Name: Joy By LLC

CITY OF CORAL GABLES
FINANCE DEPARTMENT/PROCUREMENT DIVISION

LOBBYIST AFFIDAVIT

Solicitation Name/Number: RFP No. 2026-003
CITY DECORATING SERVICES

The following provisions shall apply to certain individuals who, in procurement matters participate in oral presentations or recorded responsiveness, responsibility or negotiation meetings and sessions:

a. The principal shall list below all technical experts or employees of the principal whose normal scope of employment does not include lobbying activities and whose sole participation in the city procurement matter involves an appearance and participation in an oral presentation before an evaluation, selection, technical review or similar committee, or recorded responsiveness, responsibility or negotiation meetings or sessions.

b. No person shall appear before any procurement committee or at any procurement responsiveness, responsibility or negotiation meeting or session on behalf of a principal unless he/she has been listed as part of the principal's team pursuant to this affidavit or has registered as a lobbyist. For purposes affidavit only, the listed members of the oral presentation or negotiation team shall not be required to separately register as lobbyists or pay any registration fees.

This affidavit will be provided by the city procurement staff to the city clerk after the proposal is submitted or prior to the oral presentation. Any changes after the original affidavit is submitted by the proposer and prior to the oral presentations, an updated copy shall be presented to the Procurement Division and the City Clerk at least twenty-four (24) hours prior scheduled time for the oral presentation session. Notwithstanding the foregoing, any person who engages in lobbying activities in addition to appearing before a procurement committee to make an oral presentation, or at a recorded procurement negotiation meeting or session, shall comply with all lobbyist registration requirements.

List of employees & technical experts:

NAME	TITLE	ROLE	COMPANY/FIRM
Stephanie Dardenne	Founder & CEO	Executive Lead / Presenter	Joy By
Stacey Jordan	Senior Project Manager	Operations & Installation Lead	Joy By
Rima Dardenne	Creative Director	Design Lead	Joy By

CITY OF CORAL GABLES
FINANCE DEPARTMENT/PROCUREMENT DIVISION

LOBBYIST AFFIDAVIT

I do solemnly swear that all of the foregoing information is true and correct and I will fully comply with requirements of this affidavit and the associated City of Coral Gables Lobbyist Registration requirement pursuant to Ordinance 2021-24 Section.

Authorized Signature: 

Printed Name: Stephanie Dardenne Title: CEO

Date: 2/4/2026

Bidder/Proposer's Name: Joy By LLC

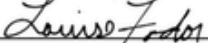
NOTARY PUBLIC

STATE OF Pennsylvania

COUNTY OF Monroe

On this 04 day of 02, 20 26, before me the undersigned Notary Public of the State of PA, personally appeared STEPHANIE DARDENNE (Name(s) of individual(s) who appeared before Notary

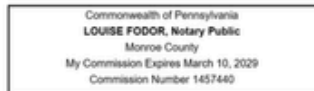
And whose name(s) is/are subscribes to within the instrument(s), and acknowledges it's execution.



NOTARY PUBLIC, STATE OF PA

Louise Fodor, Notary Public (Name of notary Public; Print, Stamp or Type as Commissioned.)

SEAL OF OFFICE:



Personally know to me, or Produced

Identification:

US Passport

(Type of Identification Produced)

Notarized Online with NotaryLive.com



Notarized by: Louise Fodor
Time: 2026-02-04 16:18:51 UTC
URL: <https://notarylive.com/tu/cdp/5RK3DC>
Access ID: 5RK3DC
Pin: GNBRRH9



SECTION II EXPERIENCE AND PROPOSER QUALIFICATIONS

Prepared By:

NAME OF FIRM: JOY BY LLC

NAME: STEPHANIE DARDENNE

JOY BY LLC

ADDRESS: 4801 SW 74th Avenue, Miami, Florida 33155

MAILING ADDRESS: 1556 Murcia Avenue, Coral Gables Florida
33134

PHONE: (310) 729-6070

E-MAIL: Stephanie.dardenne@holidayjoyby.com

SECTION II: A about us

ABOUT US



Joy By is a boutique experiential design company specializing in large-scale holiday décor, immersive seasonal environments, and community-centered activations for municipalities, hospitality partners, commercial districts, and high-end residential clients. Created by Stephanie Dardenne in partnership with Creative Director Rima Dardenne, Joy By and its parent company, Irony Home, bring over 20 years of combined international experience and offer fully integrated services including creative design, fabrication, logistics, and installation.

OUR VISION

Simplifying the holidays, one ornament at a time.

OUR MISSION

- At Joy By, our mission is to simplify the holidays while creating beautiful, immersive environments that make people feel good. Through thoughtful design and seamless execution, we transform everyday spaces into meaningful experiences that bring communities together, spark joy, and create core memories
- At Joy By, you're never just another commercial project. We treat every installation as if it were in our own home—with care, intention, and a deep love for the details. From the first design sketch to the final piece placed, we pour our hearts into creating spaces that feel warm, thoughtful, and joyful, because we believe in creating core memories that families and communities will carry long after the season ends. - create two bullets with these sentences for my mission, make it flow



COMPANY
PROFILE

1,000+
SUCCESSFUL
INSTALS
1,000,000+
PRODUCTS SOLD

500,000+
ORNAMENTS HUNG
60+
EMPLOYEE

100K +
SOCIAL MEDIA
FOLLOWERS
2
HEADQUARTERS

Our Company History



20+ years of global experience

Company History

Joy By is the U.S. expansion of Irony Home, bringing over 20 years of global experience delivering large-scale holiday décor and experiential installations across hospitality, commercial, and public destinations worldwide.

Headquartered in Coral Gables, Florida, Joy By combines international creative expertise with U.S.-based project execution, supported by integrated teams across the United States, the Middle East, and Asia. Services include end-to-end design, sourcing, fabrication coordination, logistics, and installation. Joy By specializes in bespoke, design-forward holiday environments; each installation is custom-created to reflect a property’s architecture, brand identity, and community. No two projects are alike.

Select Domestic Hospitality, Municipal & Destination Projects

Montage Laguna Beach — Laguna Beach, California- 2024

The Biltmore Hotel — Coral Gables, Florida - 2025

Coral Gables — Municipal Holiday Installations - 2025

The Loewes Coral Gables - 2025

Outrigger Reef Waikiki Beach Resort - 2022

Monarch Beach Hotel -2020

Langham Pasadena - 2019

- Please note that the date provided reflects the most recent year of the contract.

SECTION II: A

Our Company History

Select International Hospitality, Municipal & Destination
Projects since 2000

20+ years of global experience

ATLANTIS THE PALM
MARINA BAY SANDS SINGAPORE
THE ROYAL ATLANTIS RESORT AND RESIDENCES FZE
GROSVENOR HOUSE HOTEL DUBAI
LE ROYAL MERIDIEN BEACH RESORT AND SPA DUBAI
ONE AND ONLY ONE ZAABEEL RESORT AND PRIVATE HOMES
ICD BROOKFIELD PLACE LIMITED
HILTON DUBAI JUMEIRAH
THE LANA HOTEL
SIGNATURE DT REAL ESTATE DEVELOPMENT
THE ADDRESS DOWNTOWN DUBAI
MADINAT JUMEIRAH
JUMEIRAH BEACH RESORT
TAJ EXOTICA RESORT & SPA THE PALM JUMEIRAH BR OF GOLDEN SANDS HOTEL CO
CAESARS BLUEWATERS DUBAI
FIVE HOTEL
RAFFLES THE PALM DUBAI
LAMAR HOLIDAYS
SOFITEL THE PALM
SHANGRILA DUBAI HOTEL
FIVE HOTEL JUMEIRAH VILLAGE
SLS HOTEL AND RESIDENCES DUBAI
THE PALACE DOWNTOWN DUBAI HOTEL
BLA BLA BEACH CLUB
ADDRESS DUBAI MALL
NEO SCIENCE EQUIPMENTS & CHEMICALS TRADING
PALAZZO VERSACE HOTEL
W HOTEL PALM JUMEIRAH
HILTON DUBAI THE WALK HOTEL (BR OF GOLDEN SANDS HOTEL CO
ONE AND ONLY PALM DUBAI HOTEL
SHANGRI-LA QARYAT AL BERI, ABU DHABI
THE ARTS CLUB LIMITED

Years in Operation

20 YEARS OF HISTORY

Joy By LLC and its affiliates bring over 20 years of experience delivering large-scale holiday décor programs and experiential installations across hospitality, commercial, and public environments worldwide. Joy By LLC was formally incorporated on June 17, 2023.

From 2012 through June 2023, the company operated under the name Joy By Rima, completing its first U.S. project in 2012 at Montage Beverly Hills, followed by additional hospitality projects including Montage Laguna Beach, The Langham Pasadena, and other U.S.-based installations.

Joy By is affiliated with Irony Home, which continues to lead international holiday projects across Dubai, Singapore, Hong Kong, Manila, and additional global markets. For purposes of experience qualification and due to shared ownership and management, Joy By's operational history includes both its U.S. entity and Irony Home's established international portfolio, supported by consistent leadership, creative direction, vendor relationships, and installation partners across both organizations.

The scale of the company enables efficient sourcing, purchasing, and manufacturing, allowing Joy By to deliver customized, design-forward installations while providing cost efficiencies to its clients. This integrated model supports Joy By's commitment to bespoke environments tailored to each project's architectural context, brand identity, and community



2002

Company formally launches in Dubai with an experiential Christmas retail concept and large-scale commercial holiday installations across luxury hospitality properties.

2012

Following international expansion, the company begins serving luxury clients in the United States, completing its first U.S. project at the Montage in Beverly Hills California.

2024

Joy By opens its flagship holiday pop-up location in Coral Gables, Florida, serving as a seasonal retail destination and experiential showroom while supporting municipal and hospitality installations throughout the region.

SECTION II: A

Our leadership team

FEMALE-FOUNDED EXECUTIVE LEADERSHIP

Joy By is led by an all-female executive and project leadership team combining decades of experience across creative design, operations, and public-sector project management. Founder & CEO Stephanie Dardenne, Creative Director Rima Dardenne, and Senior Project Manager Stacey Jordan bring complementary strengths in visionary design, fabrication expertise, and operational execution. This collaborative leadership structure supports thoughtful design, clear communication, and hands-on oversight, ensuring every project is delivered with creativity, accountability, and professionalism.



STEPHANIE DARDENNE

CEO

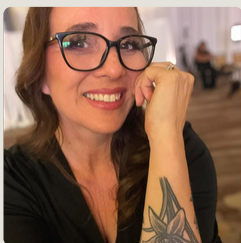
stephanie.dardenne@holidayjoyby.com



RIMA DARDENNE

CREATIVE DIRECTOR- 20+ years of experience

rima.dardenne@holidayjoyby.com



STACEY JORDAN

SENIOR PROJECT MANAGER- 20+ years of experience

stacey@holidayjoyby.com

SECTION II: A

Our locations

Joy By operates with an integrated leadership, design, and project management structure supported by Irony Home's international creative and sourcing infrastructure, along with a network of experienced domestic installation partners and specialty contractors.

Across U.S. and international operations, the organization maintains a combined full-time workforce of approximately 60 team members supporting executive leadership, creative design, sourcing, fabrication coordination, logistics, and project management. This core team is supplemented by professional installation crews, site supervisors, safety leads, and specialty contractors deployed based on project scope and location.

Joy By maintains headquarters in Coral Gables, Florida, with international operations based in Dubai, allowing for integrated creative development, procurement, and execution across regions.

Typical seasonal deployment includes executive leadership, creative direction, senior project management, design support, logistics and procurement coordination, installation and dismantle crews, and on-site supervision.

Staffing levels scale seasonally and per project, enabling Joy By to support multiple concurrent installations across different locations. The company regularly expands staffing through vetted installation partners and specialty contractors to meet project demands, providing flexibility and capacity for large-scale municipal programs while maintaining consistent oversight, quality control, and safety compliance.



US HEADQUARTERS

Miami - with a flagship pop up reatail store in Coral Gables



INTERNATIONAL HEADQUARTERS

dubai - with a flagship pop up location, office, & showroom

SECTION II: A

OUR SERVICES

WWW.HOLIDAYJOYBY.COM

BESPOKE HOLIDAY DÉCOR & EXPERIENTIAL INSTALLATIONS

At Joy By, we design immersive holiday experiences that bring communities together, elevate properties, and create lasting memories for families of all ages. Unlike traditional rental-based décor providers who deliver the same product to everyone, Joy By delivers fully custom, design-forward installations created specifically for each client and location. Every project begins with a creative concept tailored to architectural details, brand identity, and community culture, resulting in environments that feel thoughtful, elevated, and one-of-a-kind.



CREATIVE DIRECTION & DESIGN

- Bespoke Christmas environments
- Signature trees, arches, and large-scale focal moments
- Outdoor streetscapes & public destination design
- Interior hospitality & retail transformations
- Seasonal refreshes beyond Christmas



FABRICATION & SOURCING

- Custom-built décor elements
- Oversized bows, ornaments, arches & specialty features
- Global sourcing + in-house product development
- Premium finishes designed for durability and visual impact



FULL-SERVICE PROJECT EXECUTION

- Logistics & warehousing coordination
- Professional installation + dismantle
- On-site project management
- In-season maintenance & touch-ups
- Refurbishment planning for future years

SECTION II: A

WHY WORK WITH JOY BY



- Provides fully bespoke holiday décor and experiential installations tailored to each client's architecture, brand standards, and community objectives
- Delivers end-to-end project services including concept development, design, custom fabrication, sourcing, logistics, installation, in-season maintenance, dismantling, and refurbishment
- Operates with a single-point-of-accountability model, ensuring seamless coordination across creative, operational, and installation phases
- Demonstrates proven experience delivering projects in high-traffic municipal and hospitality environments
- Utilizes structured project management processes emphasizing schedule adherence, safety compliance, quality control, and proactive communication
- Maintains executive-level oversight on every installation, ensuring consistent leadership, quality assurance, and rapid issue resolution
- Commits to responding to all client inquiries, concerns, or operational issues within twenty-four (24) hours
- Designs experience-led environments that prioritize guest engagement, accessibility, and family-friendly interaction
- Creates original installations developed exclusively for each client vs. delivering what exists in the marketplace.
- Supports placemaking goals by producing seasonal destinations that encourage repeat visitation and community participation
- Maintains consistent leadership, creative direction, and operational oversight throughout the project lifecycle
- Commits to collaborative partnerships, transparent timelines, and reliable execution from concept through completion



BECAUSE WE DELIVER CHRISTMAS 2025

During the 2025 holiday season, Joy By delivered a fully bespoke installation completed on schedule and dismantled in accordance with contractual requirements. The elevated décor received strong positive community feedback across social platforms, reflecting high engagement and reinforcing the project's impact on seasonal placemaking and visitor experience.

SECTION II: A

what sets us apart

The commercial holiday décor market largely relies on standardized rental inventory reused across multiple properties. Joy By operates differently. Rather than offering off-the-shelf decor, Joy By delivers fully bespoke, luxury installations designed specifically for each client and location.



Bespoke Design Approach

Each installation is custom-created from concept through execution. Clients receive a one-of-a-kind seasonal environment, not reused inventory.



Luxury Experiential Focus

We specialize in immersive, design-forward installations that elevate public spaces into destinations, delivering memorable guest experiences rather than decorative backdrops.



Integrated Global Infrastructure

With creative leadership, sourcing, and fabrication coordination supported by Irony Home's international operations, Joy By offers design depth and production capabilities beyond traditional domestic providers.



End-to-End Execution

Joy By manages every phase of delivery, including creative design, procurement, logistics, installation, safety compliance, and post-season dismantle—ensuring consistency, accountability, and quality control.

SECTION II: A CREDENTIALS

TRUSTED GLOBALLY
SINCE 2012

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OUR INSTALLATIONS RESONATE STRONGLY WITH A LUXURY CLIENTELE, REINFORCING JOY BY'S REPUTATION FOR THOUGHTFUL DESIGN, ELEVATED EXECUTION, AND REFINED GUEST EXPERIENCES.

Organizations turn to Joy By when they are ready to move beyond standard rental programs and are seeking elevated, luxury installations designed to enhance their city's visual identity, create meaningful experiences, and deliver beautifully curated public spaces.

Joy By's leadership team combines extensive design, project management, and commercial installation experience:

- Over 20 years of international holiday décor and experiential installation experience through Irony Home
- U.S.-based operations established in Coral Gables, Florida
- Proven municipal project delivery, including installations for the City of Coral Gables
- Hospitality clients including The Biltmore Hotel and Loews Coral Gables
- More than 1,000 hospitality & residential clients supported globally
- Over one million decorative elements produced and installed globally

RELEVANT KNOWLEDGE



Proposer's Relevant Knowledge & Public-Sector Experience:

- Joy By brings demonstrated experience delivering large-scale seasonal décor and experiential installations for municipal, hospitality, and public-facing environments comparable in scope and complexity to Coral Gables
- Successfully delivered the City's 2025 holiday installation on schedule and in full compliance with contractual requirements, including installation, in-season oversight, and dismantle
- Demonstrates experience managing high-budget projects ranging from \$100,000 to \$800,000 annually, reflecting operational scale, financial capacity, and staffing depth
- Portfolio includes luxury hospitality and destination clients such as The Royal Atlantis, The Biltmore Hotel Coral Gables, and Marina Bay Sands
- While Joy By primarily serves private-sector clients due to the bespoke nature of its design and fabrication process, many of these luxury destinations operate at a scale comparable to public-sector environments, with similar visitor volumes, operational complexity, and high-traffic public engagement—providing directly transferable experience to municipal projects

SECTION II: B

CAPACITY TO MEET THE CITY'S NEEDS

WWW.HOLIDAYJOYBY.COM



- Joy By maintains an integrated delivery model combining creative design, fabrication, logistics, and installation under one operational structure
- Demonstrated technical capacity through the successful execution of the City's 2025 holiday installation, including design development, custom fabrication, coordinated logistics, professional installation, in-season maintenance, and contract-compliant dismantle
- Deploys dedicated project management resources to oversee scheduling, site coordination, vendor management, and quality control across all phases
- Provides executive-level oversight on every installation to ensure consistency, accountability, and adherence to project standards
- Utilizes structured workflows for procurement, staging, installation sequencing, and field execution to support complex, multi-site environments
- Maintains established vendor and subcontractor networks to support scalable fabrication and installation needs
- Implements safety protocols and site logistics planning appropriate for high-traffic municipal environments
- Operates with a single-point-of-accountability model and commits to responding to all operational issues or client inquiries within twenty-four (24) hours
- Demonstrates staffing depth and operational scalability to deliver concurrent workstreams while maintaining quality and schedule adherence
- Supports long-term asset performance through in-season maintenance and refurbishment planning for future program continuity



previous work

In 2025, Joy By partnered with the City of Coral Gables to design and execute a coordinated holiday installation across key City Center locations, including Miracle Mile and Giralda Plaza. Scope of work included custom oversized bows, large-scale decorative elements, streetscape enhancements, and immersive seasonal moments designed to activate public spaces and drive community engagement.

WWW.HOLIDAYJOYBY.COM



WE DELIVER

2025 SOCIAL FEEDBACK



shop_forevergolden 8w · ❤️ by author

My neighborhood has never looked so beautiful!!



Reply Reply with a reel Hide



lexabexa29 8w · ❤️ by author

Thank you for making our city so beautiful. We are obsessed with the giant bows ❤️

Reply Reply with a reel Hide



ibissd 8w

Amazing! Can honestly say I've never seen the Mile decorated so beautifully 🎄

Reply Hide



24



junodecor 5w

You outdid yourself this season Coral Gables! ❤️ Looking forward to more of this and @holidayjoyby Christmas magic!!!!

Reply



angelicanavarrostyle 7w

Congratulations Stephanie I've been living in Coral Gables and this is the most exaggerated decoration I've ever seen here

I really love it 🥰 thank you for giving this spectacular view to our city beautiful

Reply Hide



SECTION II: B

CAPACITY TO MEET THE CITY'S NEEDS



MARINA BAY SANDS

- 33 sets of 30 ft Pre-lighted Christmas tree
- 3 sets of 20 ft Pre-lighted Tree with Decorations and Packaging
- 2 sets of 16 ft Pre-lighted Tree with Decorations and Packaging
- 1 pc 12 ft Pre-lighted Tree with Decorations and Packaging
- 800 ft of Pre-lighted Garland with Decorations.
- Christmas Village with Custom Made Houses with Life-sized Christmas Statues
- 4 sets of Mechanical Christmas Figures with Mini-house

SECTION II: B

CAPACITY TO MEET THE CITY'S NEEDS



MARINA BAY SANDS

- 3 sets of 30 ft Pre-lighted Christmas tree
- 3 sets of 20 ft Pre-lighted Tree with Decorations and Packaging
- 2 sets of 16 ft Pre-lighted Tree with Decorations and Packaging
- 1 pc 12 ft Pre-lighted Tree with Decorations and Packaging
- 800 ft of Pre-lighted Garland with Decorations
- Christmas Village with Custom Made Houses with Life-sized Christmas Statues
- 4 sets of Mechanical Christmas Figures with Mini-house



SECTION II: B

CAPACITY TO MEET THE CITY'S NEEDS



MONARCH BEACH RESORT

- 30ft Pre-lighted Tower Tree in Silver & White Shatter-proof Shell Inspired Ornaments and Gift Boxes
- 2pcs 12ft Slim LED Pre-lighted Trees with Blue, Silver & White Decorations and Woody Van, Gift Boxes
- 2sets 5ft pre-lighted LED Wreaths Adorned in Silver & White Shatter-proof Shell Inspired Ornaments
- 2pcs 12ft Slim LED Pre-lighted Trees with Silver & white with Accents of Aqua Shell Inspired Decorations
- 1 set 4ft Pre-lighted LED Wreath & Garland Adorned in Silver & White Shatter-proof Shell Ornaments
- 16ft Hanging Tree, Butterfly Inspired Decoration with Up-Light
- 10pcs 6ft Pre-lighted Christmas Trees with Decorations and Packaging
- 6pcs. Mix Faux Shell & Coral Cone Tree Focal Decorations
- 1set Capiz Cones with Pearlized White/Silver Gift Box Risers, Votive's with Battery Operated Lights
- 16 Sets of Archway Sea Inspired Decorated Garlands
- 1pc. 10ft Pre-lighted Christmas Tree with Customs Decorations and Gift Boxes, Sea Shells as Packaging

SECTION II: B

CAPACITY TO MEET THE CITY'S NEEDS



CAESARS PALACE

- 9.5ft Hanging Acrylic Tree with pole and gift packaging
- Hanging Neon Signs for Caesars Palace and Julius Tower Lobbies
- 2mtr H (approx) Stacked balls with gold and white round platform
- Varying sizes of disco balls by the Caesars Palace reception area
- Fiberglass Finials and decorations on both lobby entrances
- Fairy lights covering lobby entrances
- 3mtr stacked multi-colored fiber glass balls in the Julius Tower lobby
- 7sets of 7.5 ft Christmas Trees with Decorations and packaging

SECTION II: B

CAPACITY TO MEET THE CITY'S NEEDS



THE BILTMORE

OUR CREDENTIALS: A RECAP

 WWW.HOLIDAYJOYBY.COM


PROVEN PERFORMANCE:
2025 HOLIDAY
INSTALLATION



- Joy By is a full-service holiday décor and experiential installation firm specializing in bespoke municipal, hospitality, and commercial environments
- Provides integrated end-to-end services including creative concept development, custom fabrication, sourcing, logistics coordination, professional installation, in-season maintenance, dismantle, and refurbishment
- Successfully delivered the City's 2025 holiday installation in full compliance with contract requirements and timelines
- Operates under a single-point-of-accountability model to ensure streamlined communication and coordinated project delivery
- Maintains executive-level oversight on every installation to support quality assurance and consistent standards
- Fully registered to conduct business in Florida and maintains required insurance coverage (General Liability, Workers' Compensation, Automobile Liability), with the ability to name municipal partners as Additional Insured
- Insurance coverage was verified in 2025 and confirmed to meet all contractual requirements
- Utilizes licensed subcontractors for specialty services, including decorative lighting, as required
- Demonstrates experience managing complex, high-traffic public environments with structured project controls and safety protocols
- Delivers original, custom product on all installations (non-rental décor programs)
- Proven ability to meet municipal timelines, scope requirements, and quality expectations while supporting placemaking and community engagement objectives

SECTION II: A

Our licences

State of Florida

Department of State

I certify from the records of this office that JOY BY, LLC is a Delaware limited liability company authorized to transact business in the State of Florida, qualified on August 6, 2024.


The document number of this limited liability company is M24000010255.

I further certify that said limited liability company has paid all fees due this office through December 31, 2025, that its most recent annual report was filed on April 7, 2025, and that its status is active.

I further certify that said limited liability company has not filed a Certificate of Withdrawal.

*Given under my hand and the
Great Seal of the State of Florida
at Tallahassee, the Capital, this
the Second day of February, 2026*




Secretary of State

Tracking Number: 8920843011CU

To authenticate this certificate, visit the following site, enter this number, and then follow the instructions displayed.

<https://services.sunbiz.org/Filings/CertificateOfStatus/CertificateAuthentication>

Historical filing information

Filing information

Company Name	Joy By Rima, Inc.
Entity type	General Corporation
Governing Agency	California Secretary of State
Document Number	3508813
Date Filed	September 24, 2012
Company Age	13 years 4 months
State	CA
Status	Active
Formed In	California
Standing	
Secretary of State	Good
Franchise Tax Board	Good
Agent	Good
Victims of Corporate Fraud Compensation Fund	Good
Type of Business	HOLIDAY DECORATING SERVICE

The data on Joy By Rima, Inc. was extracted from the California Secretary of State's Registry (<https://bizfileonline.sos.ca.gov/search/business/>) as of 7/15/2025.



ADDITIONAL REMARKS SCHEDULE

AGENCY Next First Insurance Agency, Inc.		NAMED INSURED Joy By LLC 332 Miracle Mile Coral Gables, FL 33134	
POLICY NUMBER NXTVVDYLRT-00-GL		EFFECTIVE DATE: 2025-09-10	
CARRIER Next Insurance US Company	NAIC CODE 16285		

ADDITIONAL REMARKS

THIS ADDITIONAL REMARKS FORM IS A SCHEDULE TO ACORD FORM,
FORM NUMBER: ACORD 25 **FORM TITLE:** Certificate of Liability Insurance


The following addresses are additional locations listed on the above referenced policy:

4408 SW 74th Ave
Miami, FL 33155

LIVE CERTIFICATE



[Click or scan to view](#)



SECTION II: ii QUALIFICATION AND PERSONNEL

Prepared By:

NAME OF FIRM: JOY BY LLC

NAME: STEPHANIE DARDENNE

JOY BY LLC

ADDRESS: 4801 SW 74th Avenue, Miami, Florida 33155

MAILING ADDRESS: 1556 Murcia Avenue, Coral Gables, Florida
33134

PHONE: (310) 729-6070

E-MAIL: Stephanie.dardenne@holidayjoyby.com

our team overview

OUR STRUCTURE



Key Personnel Qualifications, Licenses/Certifications, and Experience
Joy By proposes a dedicated leadership and project delivery team with demonstrated experience executing large-scale seasonal décor and experiential installations for municipal, hospitality, and commercial environments comparable in scope to Coral Gables.

Each proposed key team member brings relevant technical expertise, operational knowledge, and hands-on experience supporting projects from concept through installation, in-season oversight, and dismantle. Together, the team provides integrated creative direction, project management, logistics coordination, and field execution to ensure timely delivery, quality assurance, and contract compliance.

OUR STRUCTURE

- Joy By operates under a single-point-of-accountability model supported by executive oversight, dedicated senior project management, creative leadership, and coordinated installation teams and subcontractors. As a Coral Gables-based business, Joy By's executive team conducts frequent on-site walkthroughs—often daily during installation periods—providing hands-on oversight to ensure quality standards, schedule adherence, and rapid issue resolution. In 2025, Joy By's CEO personally custom-designed and installed the signature arch in Giralda, demonstrating direct executive involvement in both creative execution and field delivery.
- An organizational chart outlining the reporting structure and assigned

RELEVANT EXPERIENCE

- Key personnel collectively bring extensive experience delivering high-traffic public and hospitality installations, including oversight of projects ranging from \$100,000 to upwards of \$1,000,000. The team successfully supported the City's 2025 holiday installation, managing design coordination, logistics, professional installation, in-season oversight, and dismantle in full compliance with contractual timelines and performance requirements.

SECTION II: A

Our leadership team

FEMALE-FOUNDED EXECUTIVE LEADERSHIP

Joy By is led by an all-female executive and project leadership team combining decades of experience across creative design, operations, and public-sector project management. Founder & CEO Stephanie Dardenne, Creative Director Rima Dardenne, and Senior Project Manager Stacey Jordan bring complementary strengths in visionary design, fabrication expertise, and operational execution. This collaborative leadership structure supports thoughtful design, clear communication, and hands-on oversight, ensuring every project is delivered with creativity, accountability, and professionalism.



STEPHANIE DARDENNE

CEO

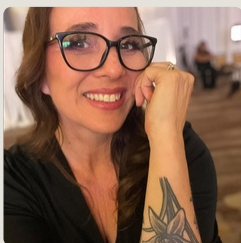
stephanie.dardenne@holidayjoyby.com



RIMA DARDENNE

CREATIVE DIRECTOR- 20+ years of experience

rime.dardenne@holidayjoyby.com



STACEY JORDAN

SENIOR PROJECT MANAGER- 20+ years of experience

stacey@holidayjoyby.com

SECTION II: ii-a

our leadership philosophy

LED BY A FEMALE EXECUTIVE TEAM

Joy By is led by an all-female executive and project leadership team combining decades of experience across creative design, operations, and public-sector project management. Founder & CEO Stephanie Dardenne, Creative Director Rima Dardenne, and Senior Project Manager Stacey Jordan bring complementary strengths in visionary design, fabrication expertise, and operational execution. This collaborative leadership structure supports thoughtful design, clear communication, and hands-on oversight, ensuring every project is delivered with creativity, accountability, and professionalism.



Stephanie Dardenne

15+ years of luxury ecommerce merchandising

Founder & Chief Experience Officer

Stephanie Dardenne is the Founder and CEO of Joy By, where she leads creative direction, business strategy, and operational execution across all U.S. projects. With more than 15 years of experience in retail merchandising, e-commerce operations, and brand development, Stephanie brings a unique blend of commercial expertise and creative leadership to large-scale seasonal installations, informed by a refined design perspective shaped through her background in luxury fashion.

Stephanie serves as the creative visionary behind each project, overseeing overall aesthetic direction, conceptual development, and experiential flow from initial design through final execution. She works closely with clients to translate goals and brand identity into cohesive environments, guiding the creative process across architectural integration, décor elements, product selection, and spatial storytelling. Since partnering behind the scenes on Joy By Rima and launching Joy By as Irony Home's U.S. expansion, Stephanie has grown the company from concept into a multi-channel business delivering municipal installations, luxury bespoke projects, experiential pop-up retail environments, and a national e-commerce platform. She is deeply involved in product customization and design innovation, collaborating with fabrication partners and international creative teams to develop proprietary décor pieces, custom colorways, oversized installations, and site-specific architectural elements.

Stephanie is also responsible for Joy By's flagship retail pop-up concept on Miracle Mile and is a Coral Gables resident. Over the past two years, she has actively worked to increase foot traffic and retail engagement along Miracle Mile, bringing a personal commitment to creating elevated seasonal environments that enhance the City's public spaces and serve the local community she calls home.

STEPHANIE DARDENNE

LUXURY MERCHANT & DIRECT TO CONSUMER SPECIALIST

- ☎ 310-729-6070
- ✉ stephanie.dardenne@holidayjoyby.com
- 📍 Coral Gables & Dubai
- 🌐 <https://www.linkedin.com/in/rima-dardenne/>

PROFILE

Founder and Chief Executive Officer of Joy By, Stephanie Dardenne is a creative and operational leader with more than 15 years of experience across retail merchandising, e-commerce strategy, brand development, and experiential design. She brings a unique blend of commercial expertise and creative vision to large-scale seasonal installations, municipal projects, and luxury hospitality environments. Stephanie leads end-to-end project delivery—from concept development and client engagement through fabrication coordination and on-site execution—ensuring every installation meets aesthetic, operational, and community-focused objectives. With a background in luxury fashion and omnichannel retail, she is known for translating brand identity into immersive environments while driving accountability, efficiency, and high-impact results.

SKILLS

Key Skills

- Executive Leadership & Founder-Led Project Delivery
- Luxury Merchandising & Direct-to-Consumer Strategy
- Experiential Design & Creative Direction
- Municipal & Large-Scale Installation Management
- End-to-End Project Oversight (Concept → Fabrication → Installation → Dismantle)
- RFP Development, Client Presentations & Stakeholder Engagement
- Six- to Seven-Figure Budget Management
- Vendor, Fabrication Partner & Subcontractor Coordination
- On-Site Executive Oversight & Quality Assurance
- Architectural Integration & Spatial Storytelling
- Product Customization & Design Innovation
- Team Leadership & Cross-Functional Collaboration
- Community-Focused Placemaking & Guest Experience Design

WORK EXPERIENCE

2020 - PRESENT

CORAL GABLES FLORIDA

JOY BY & JOY BY RIMA - CEO

- Founded Joy By as the U.S. expansion of Irony Home, leading creative direction, business strategy, and operational execution across municipal, hospitality, and commercial seasonal installations
- Serve as creative visionary for all projects, overseeing concept development, experiential flow, architectural integration, décor elements, and final on-site execution
- Lead client relationships, RFP submissions, budgeting, vendor partnerships, and project delivery, ensuring installations meet aesthetic goals while adhering to operational, safety, and scheduling requirements
- Manage six-figure to seven-figure project budgets and coordinate fabrication partners, international creative teams, and installation crews to deliver elevated public-facing environments
- Provide executive-level field oversight with frequent on-site walkthroughs during installation periods to ensure quality standards, schedule adherence, and rapid issue resolution

LANGUAGES

- ENGLISH

WORK EXPERIENCE CONTINUED

- Played a hands-on role in the City's 2025 holiday installation, including personally designing and installing the signature Giralda arch
- Developed Joy By into a multi-channel business encompassing municipal installations, luxury bespoke projects, experiential pop-up retail, and a national e-commerce platform
- Lead product customization and design innovation, collaborating with fabrication partners to develop proprietary décor pieces, custom colorways, oversized installations, and site-specific architectural elements
- As a Coral Gables resident, spearheaded the Joy By flagship retail pop-up on Miracle Mile and actively worked to increase foot traffic and community engagement through experiential seasonal placemaking
- Managed Irony Home's e-commerce strategy since 2020, overseeing digital merchandising, product assortment planning, and online customer experience to support international growth.

Carbon38 — Los Angeles, CA

Senior Director of Merchandising | 2021–2022

Director of Merchandising | 2017–2021

Buyer | 2016–2017

Held progressive leadership roles overseeing retail stores and a \$50M+ e-commerce platform.

- Built strategic range plans and private-label programs driving key performance metrics
- Led seasonal trend development and merchandising strategies across digital and retail channels
- Managed 100+ vendor relationships and negotiated in-season and end-of-season terms
- Directed cross-functional teams spanning buying, merchandising, design, production, and site merchandising
- Oversaw site re-platforms and operational process improvements to increase efficiency and conversion

Forever 21 — Los Angeles, CA

Associate Merchandiser | 2014–2016

Managed product assortments, vendor coordination, and monthly buy plans for one of the company's fastest-growing women's categories.

Burberry — New York, NY

Assistant Account Executive | 2012–2014

Supported wholesale menswear and non-apparel divisions, managing specialty accounts and contributing to \$46M+ annual shipment volumes.

Shoedazzle — Santa Monica, CA

Assistant Buyer | 2011–2012

Led product development initiatives and merchandising strategies to increase sell-through and elevate brand positioning.

Education

Bachelor of Science — International Business

Pepperdine University

Stacey Jordan

20+ years of project management experience in the public
& private sector

Senior Project Manager | Municipal & Large-Scale Installations Lead

Stacey Jordan serves as Senior Project Manager for Joy By's municipal and large-scale commercial installations, bringing more than 20 years of experience managing seasonal décor and experiential projects for public sector agencies, municipalities, and commercial districts nationwide.

Stacey leads project planning, site logistics, contractor coordination, and field execution for City and large-scale commercial projects. She is responsible for installation scheduling, equipment coordination, safety oversight, and on-site supervision, ensuring projects are delivered on time, within scope, and in compliance with public safety standards.

With extensive experience working directly with municipalities, Stacey manages documentation requirements, contractor compliance, and interdepartmental coordination, serving as the primary operational liaison between Joy By and City stakeholders. Her role includes risk mitigation planning, crew deployment, vendor oversight, and quality control throughout installation and dismantle phases.

Stacey works closely with Stephanie Dardenne and Rima Dardenne to translate creative concepts into executable installation plans, ensuring design intent is maintained while meeting structural, logistical, and regulatory requirements. Her leadership in the field provides the operational structure, accountability, and reliability essential for successful public-sector installations.

SECTION II: ii-a

STACEY JORDAN

COMMERCIAL CHRISTMAS

714-727-8935

stacey@holidayjoyby.com

Schertz, Texas, US

<https://www.linkedin.com/in/staceyxmas/>

PROFILE

Senior Project Manager and commercial holiday décor professional with over 22 years of experience delivering large-scale seasonal installations for municipalities, lifestyle centers, hospitality clients, and commercial properties nationwide. Brings deep expertise in project planning, vendor coordination, operational execution, and client management, with a proven record supporting multimillion-dollar décor programs from concept through installation and dismantle. Known for combining creative leadership with operational discipline to deliver visually impactful projects on schedule and within scope

WORK EXPERIENCE

2025 - PRESENT

CORAL GABLES FLORIDA

SENIOR PROJECT MANAGER - Joy By

- Lead Project Manager for large-scale commercial and municipal installations, with primary responsibility for the City of Coral Gables 2025 holiday project
- Managed full project lifecycle from concept execution through production scheduling, logistics planning, on-site installation, dismantle, and refurbishment
- Coordinated vendors, installers, freight providers, and internal creative teams to meet strict municipal timelines and scope requirements
- Oversaw safety protocols, equipment scheduling (lifts, bucket trucks), and site access planning across multiple locations
- Served as primary operational liaison between Joy By and City of Coral Gables stakeholders
- Tracked deliverables, labor resources, and material readiness to ensure seamless execution across all installation sites

2025 - PRESENT

REMOTE

Red Sleigh Workshop

SKILLS

- Municipal & Commercial Installation Management
- End-to-End Project Planning & Scheduling
- Vendor, Contractor & Installer Coordination
- Budget Alignment, Cost Control & Scope Management
- Site Logistics, Safety Compliance & Equipment Scheduling (lifts, bucket trucks)
- Client & Stakeholder Communication
- Multi-Site Deployment Oversight
- Production & Material Readiness Tracking
- Timeline & Resource Management
- Municipal Coordination & Permitting Support
- Quality Control & Installation Standards
- Cross-Functional Team Leadership
- Freight & Logistics Coordination
- Risk Mitigation & On-Site Issue Resolution
- Client Reporting & Project Documentation

LANGUAGES

- ENGLISH

2025 - PRESENT

REMOTE

Red Sleigh Workshop

- Founded and lead Red Sleigh Workshop, providing nationwide consulting and execution for commercial holiday décor projects
- Directed concept development, sourcing, production coordination, and installation planning for municipal and commercial clients
- Supported client growth through market analysis, sales strategy, and operational guidance
- Leveraged long-standing supplier relationships to deliver commercial-grade décor, lighting, and custom elements
- Improved client profitability and scalability through strategic training and process optimization

AUGUST 2024- AUGUST 2025

REMOTE/ CA

DECOR IQ- ACCOUNTS MANAGER

- Managed commercial holiday décor accounts, overseeing client relationships, business development initiatives, and project planning from concept through execution
- Led coordination of lighting and décor installations across commercial properties and community environments, ensuring quality standards and timeline adherence
- Supported sales strategy, lead development, and resource scheduling to drive project efficiency and client satisfaction

JULY 2021 – DECEMBER 2024

CA

ENVIROLUME - VICEP PRESIDENT OF SALES

- Led commercial sales growth initiatives while partnering closely with operations teams to deliver innovative large-scale holiday décor concepts
- Developed and managed key client relationships, guiding projects from initial vision through installation execution
- Supported CRM management, client lifecycle planning, and pipeline development

MAY 2020 – JULI 2021

CA

CELEBRATION HOLIDAY STUDIO / HYDE MARKETING / CLIPA / WE SELL CHRISTMAS LIGHTS | MAY - DIRECTOR OF SALES AND MARKETING**APRIL 2003 - APRIL 2026**

CA

DEKRA-LITE INDUSTRIES, INC. - SENIOR ACCOUNT EXECUTIVE

Rima Dardenne



20+ years of global experience in installation & design

Creative Director | Experiential Design & Custom Fabrication

Rima Dardenne serves as Creative Director for Joy By and Irony Home, bringing more than 20 years of international experience designing and producing large-scale holiday décor and experiential installations for hospitality groups, municipalities, retail centers, and destination properties worldwide.

Rima leads global creative development and fabrication strategy, overseeing custom design concepts, material selection, prototype development, and production coordination across Irony Home's international network. She works closely with Stephanie Dardenne to translate high-level creative vision into executable designs, ensuring each installation balances artistic integrity with structural feasibility and operational efficiency.

With deep expertise in architectural integration, large-format installations, and immersive seasonal environments, Rima plays a central role in developing proprietary décor pieces, custom fabrication programs, and innovative design solutions tailored to each client. Her hands-on involvement spans concept sketches through fabrication oversight and final on-site implementation, ensuring consistency across design, production, and installation.

Rima's leadership ensures every project is original, thoughtfully designed, and aligned with each client's brand and community while maintaining the durability, safety standards, and logistical requirements essential for public-facing environments.

RIMA DARDENNE

COMMERCIAL CHRISTMAS

☎ 310-871-6258

✉ Rima.Dardenne@holidayjoyby.com

📍 Dubai & Coral Gables

🌐 <https://www.linkedin.com/in/rima-dardenne/>

PROFILE

Creative Director of Irony Home and Joy By, a luxury interior design and festive décor company specializing in hospitality, retail, and large-scale seasonal environments. Brings over 20 years of experience delivering high-impact Christmas programs and bespoke design installations across global destinations. Renowned for concept-to-execution leadership, custom ornament programs, and visually immersive environments that elevate brand experience and guest engagement.

Rima Dardenne is a creative force in the holiday décor industry, known for pushing design boundaries and setting new standards for experiential Christmas environments. She delivers highly bespoke concepts tailored to luxury hospitality and premium commercial properties, seamlessly blending visionary creativity with production mastery to bring elevated, one-of-a-kind installations to life.

SKILLS

- Creative Direction & Concept Architecture for Immersive Holiday Environments
- Signature Festive Design & Experiential Styling for Luxury Hospitality
- Bespoke Ornament Programs, Custom Collections & Artistic Fabrication
- Visual Storytelling Through Large-Scale Seasonal Installations
- End-to-End Creative Production (Design, Sourcing, Fabrication, Installation)
- High-Impact Christmas Destination Design & Themed Environments
- International Design Production & Global Supplier Collaboration
- Translating Creative Vision into Executable, High-End Experiences
- Guest Experience Design, Brand Atmosphere & Emotional Storytelling

WORK EXPERIENCE

2012 - PRESENT

CORAL GABLES FLORIDA

JOY BY - CREATIVE DIRECTOR

- Currently serves as Creative Director of Joy By, providing overall design vision and creative leadership for large-scale holiday installations, experiential seasonal environments, and bespoke décor programs across the United States.
- Directed full project lifecycle execution including concept development, creative design, custom décor sourcing and fabrication, logistics coordination, and on-site installation oversight.
- Partnered closely with hotel leadership teams to design customized holiday environments aligned with each property's architectural character, guest experience goals, and brand standards.
- Known for translating luxury design concepts into operationally executable installations while maintaining exceptional creative quality and attention to detail.

Selected U.S. Hospitality Projects (Joy By/Joy By Rima)

- Monarch Beach Hotel — California
- The Langham — Pasadena, California
- Montage Beverly Hills — California
- Montage Laguna Beach — California

LANGUAGES

- ENGLISH
- ARABIC

2002 - PRESENT

DUBAI

Irony Home

Founder and owner of Irony Home , responsible for global creative direction, fabrication strategy, and operational oversight for luxury seasonal décor and experiential installations.

Key Responsibilities:

- Leads creative vision from initial concept through fabrication and final on-site implementation
- Oversees annual décor programs with project budgets exceeding \$600,000 across hospitality and destination portfolios
- Manages and directs a multidisciplinary international team of more than 60 employees spanning design, production, logistics, and installation
- Executes full seasonal programs including Christmas, Easter, Ramadan, New Year's Eve, and additional cultural activations
- Develops proprietary décor collections, oversized installations, and custom architectural elements tailored to each client
- Oversees material selection, prototyping, and production coordination across global manufacturing partners
- Ensures structural integrity, durability, safety standards, and operational compliance for high-traffic public environments
- Collaborates closely with executive partners to translate creative concepts into executable installation plans

Selected Clients & Destination Projects

Creative leadership and fabrication strategy for luxury installations including:

- Atlantis The Royal
- Marina Bay Sands
- Monarch Beach Hotel
- Burj Al Arab
- Jumeirah

Projects range from boutique luxury environments to large-scale destination installations requiring coordinated international fabrication, multimillion-dollar budgets, and complex logistics planning.

Design Leadership Approach

Rima provides hands-on leadership across every phase of delivery, concept sketches through fabrication oversight and final on-site execution ensuring creative integrity while meeting structural, logistical, and operational requirements. Her ownership-driven approach delivers original, elevated environments that align with client brand standards, community context, and public-facing durability needs.

Saeed AlRihani



design lead & interior architect

Multifunctional Lead in Design, Production, Procurement, and Operations (BFA)

Saeed Al Rihani is a multidisciplinary design and project management professional serving as Design & Projects Manager for Irony Home and Commercial Design Lead for Joy By. With over three years of full-time experience delivering high-end retail, hospitality, residential, and large-scale seasonal environments, Saeed brings a rare combination of creative vision and operational execution to complex commercial projects.

In his role, Saeed leads the design development of Joy By's commercial installations—translating bespoke creative concepts into buildable environments through layout planning, material selection, supplier coordination, and installation detailing. He works closely with Creative Direction and Senior Project Management to ensure each project balances luxury aesthetics with practical execution, schedule discipline, and budget alignment.

Across Irony Home, Saeed manages projects from concept through delivery, overseeing contract negotiations, supplier relationships, site coordination, and on-the-ground execution for showrooms, retail pop-ups, private residences, and seasonal décor programs. His portfolio includes international projects spanning Dubai and the United States, as well as high-profile seasonal installations such as Burj Al Arab.

Previously serving as Senior Project Designer, Saeed led creative concept development and supplier management for multi-site retail and commercial renovations, ensuring design integrity while maintaining quality standards and project timelines.

Known for his hands-on leadership style and strong vendor partnerships, Saeed plays a critical role in Joy By's ability to deliver bespoke, luxury commercial environments at scale—bridging creative vision with operational excellence to support hospitality, municipal, and experiential installations.

Dioreza Cruz



15+ years of international procurement experience

Head of Purchasing & Procurement for Irony Home and Joy By

As Head of Purchasing & Procurement for Irony Home and Joy By, Dioreza leads all global sourcing, vendor partnerships, and product procurement across residential, hospitality, commercial, and municipal projects. With deep experience in international manufacturing and supply chain management, she oversees the acquisition of décor, custom fabrications, lighting elements, and installation materials required to deliver large-scale seasonal environments.

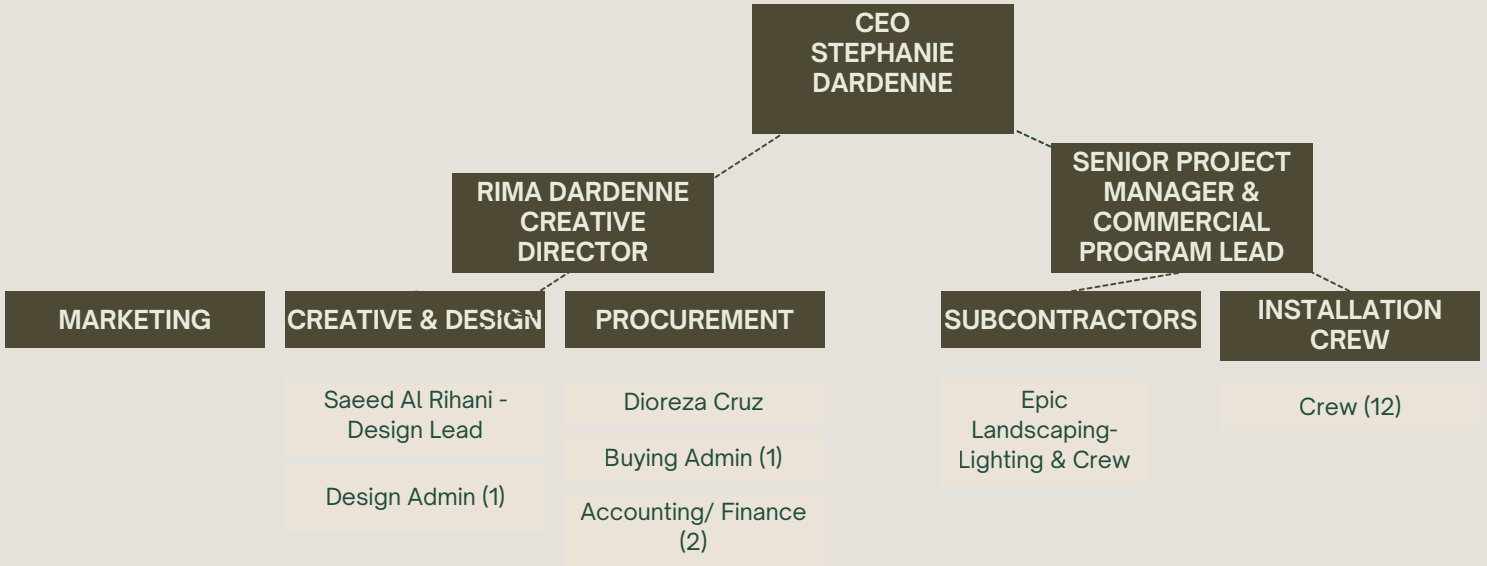
Their role spans supplier negotiation, cost control, production timelines, quality assurance, and logistics coordination—ensuring every project is supported by reliable inventory, consistent craftsmanship, and on-time delivery. Working closely with Creative, Project Management, and Installation teams, she translates design concepts into executable purchasing plans while maintaining budget alignment and operational efficiency.

Known for building long-term vendor relationships across Asia, Europe, and the U.S., she play a critical role in Joy By’s ability to deliver bespoke, luxury installations at scale—balancing creative vision with commercial discipline to support complex, multi-site holiday programs.

SECTION II: ii-a

organization chart + subcontractors

FOR CORAL GABLES INSTALLATION & DISMANTLE



RACI Matrix (Roles & Responsibilities)

Activity / Deliverable	Stephanie Dardenne (CEO)	Rima Dardenne (Creative)	Stacey Jordan (Senior PM)	Design Team	Logistics / Procurement	Installation Crews
Contract Execution & Budget Approval	R	I	C	I	I	I
Overall Creative Vision	A	R	C	C	I	I
Design Development & Custom Concepts	R	A/R	C	R	I	I
Product Customization & Fabrication	R	A/R	C	C	R	I
Project Schedule Development	C	C	A/R	I	C	I
Site Logistics Planning	C	I	A/R	I	C	C
Procurement & Inventory Management	R	C	C	I	A/R	I
Installation Planning	A	C	R	I	C	R
Installation Execution	A	I	R	I	C	R

Key:

R = Responsible (executes the work)

A = Accountable (final decision owner)

C = Consulted (provides input)

I = Informed (kept updated)



SECTION III PROJECT APPROACH AND METHODOLOGY

Prepared By:

NAME OF FIRM: JOY BY LLC

NAME: STEPHANIE DARDENNE

JOY BY LLC

ADDRESS: 4801 SW 74th Avenue, Miami, Florida 33155

MAILING ADDRESS: 1556 Murcia Avenue, Coral Gables, Florida
33134

PHONE: (310) 729-6070

E-MAIL: Stephanie.dardenne@holidayjoyby.com

Understanding

BESPOKE CHRISTMAS DECOR



Joy By understands that this RFP seeks more than seasonal decoration. It calls for a thoughtfully designed, professionally managed holiday environment that enhances the character of the City of Coral Gables while creating meaningful, family-oriented experiences for residents and visitors.

The scope requires a partner capable of delivering custom design, fabrication coordination, logistics planning, installation, in-season maintenance, and post-season dismantle while maintaining operational excellence, public safety, and consistent communication with City stakeholders.

We recognize that Coral Gables is not just any city. Its architectural heritage, cultural richness, and strong sense of community demand a site-specific, intentional approach. Our methodology prioritizes highlighting the City's existing beauty rather than overpowering it, thoughtfully bridging historic charm with elevated holiday décor and activating key spaces throughout the City.

Accordingly, every decorative element presented in this proposal has been custom created or intentionally refined to reflect Coral Gables' unique character, ensuring each installation feels authentic, elevated, and seamlessly integrated into the City's streetscapes. Our environments are designed to resonate across generations, offering both visual impact and interactive moments that invite families, residents, and visitors to engage with public spaces in new ways, creating a Christmas atmosphere that feels traditional yet modern, warm yet refined. Each experience is crafted to speak to both young and old, fostering shared moments and lasting memories.

As a Coral Gables resident, Joy By's CEO takes personal pride in helping make the City feel magical during the holiday season. This local connection informs our care, attention to detail, and commitment to delivering an experience that reflects the spirit of the community while elevating it through thoughtful design.

SUBMITAL III: a Approach

ONE-ON-ONE
ATTENTION FROM A
DEDICATED SENIOR
PROJECT MANAGER

Strategies for Timely Completion & Communication with City Staff Joy By ensures on-time delivery through proactive planning, milestone-based scheduling, and dedicated project management oversight for all City of Coral Gables locations. We establish clear installation timelines, conduct regular progress checks, and maintain contingency plans to address weather, logistics, or site changes. The City is supported by a designated Senior Project Manager who serves as the primary point of contact, providing schedule updates, coordinating site access, and communicating any adjustments in real time. Our approach prioritizes transparency, responsiveness, and collaborative problem-solving to ensure seamless execution and minimal disruption throughout the project lifecycle.



Implementation Plan

Joy By delivers a streamlined, end-to-end process designed to support the City of Coral Gables from concept through completion. Our methodology combines bespoke design, disciplined project management, and hands-on execution. Each phase is carefully coordinated to ensure timely delivery, visual consistency, and operational excellence. The result is a seamless holiday experience that elevates public spaces while minimizing disruption.



Sample Schedule



CITY OF CORAL GABLES - Holiday 2025-2026

CREW SHIFT&ESTIMATEDHOURS TABLE(Overnight&DaytimeSchedule)

Date	Area	Crew Assigned	Equipment Needed	Est. Hours	ShiftTime	Notes
Nov 16 (Sunday Night → Mon AM)	Palm Tree Wrap	Epic Landscaping (9)+ Electrician	Lifts, 120V Outlets, Permit Docs	Variable	11:00 PM –7:00 AM	Coordinate with Jose for electrical
Nov 16 (Sunday Night → Mon AM)**	Main Poles	General Décor Crew (6)	2 Bucket Trucks,	8 hrs	11:00 PM – 7:00 AM	start pole bows
Nov 17 (Monday Daytime)**	Arches Prep/Finish Palms	General Crew (9)	2 Bucket Trucks	8 hrs	11:00 PM – 7:00 AM	start arches
Nov 18 (Tuesday Daytime)**	Entrance Arches	Crane + Bow Crew + Crane Team	Crane, 2 Bucket Trucks, Guide Wires	4 hrs	5:00 AM – 9:00AM	Daytime crane operation
Nov 18 (Tuesday Daytime)**	Arches Decor	General Crew	2 Bucket Trucks	8-10 hrs	7:00 AM – 5:00 PM	Finish arches
Nov 19 (Wednesday Daytime)**	McBride Plaza	General Décor Crew (6–9)	Ladders, Power Cords	8 hrs	7:00 AM – 5:00 PM	Keep walking paths clear

Sample Schedule

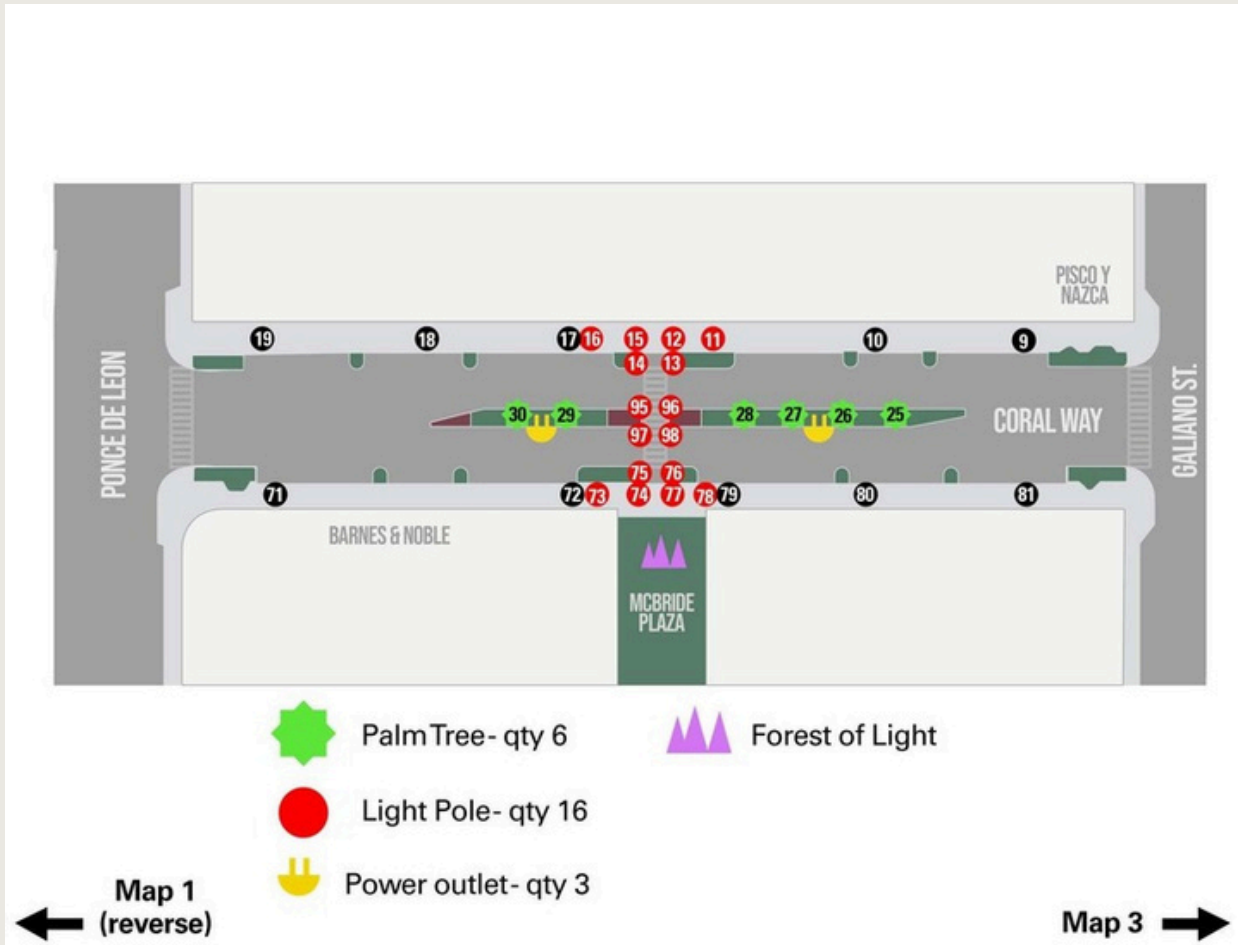
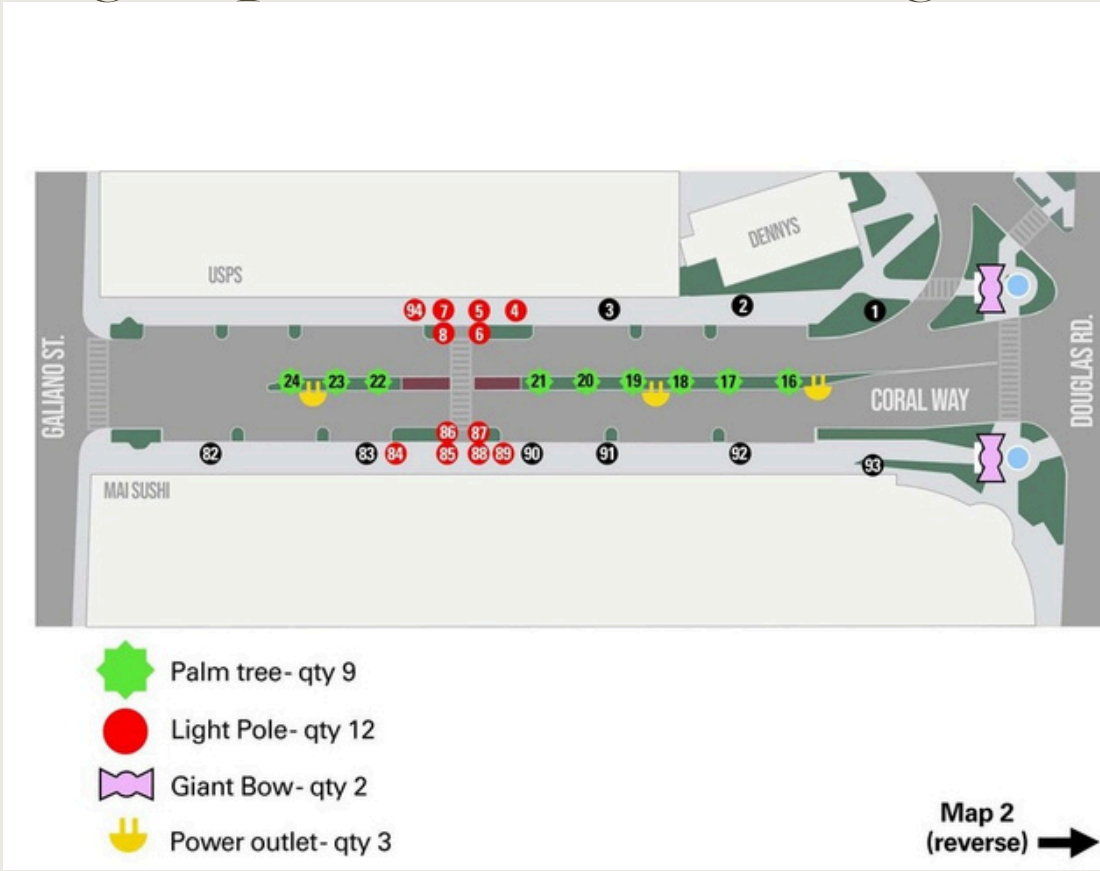


CITY OF CORAL GABLES - Holiday 2025-2026

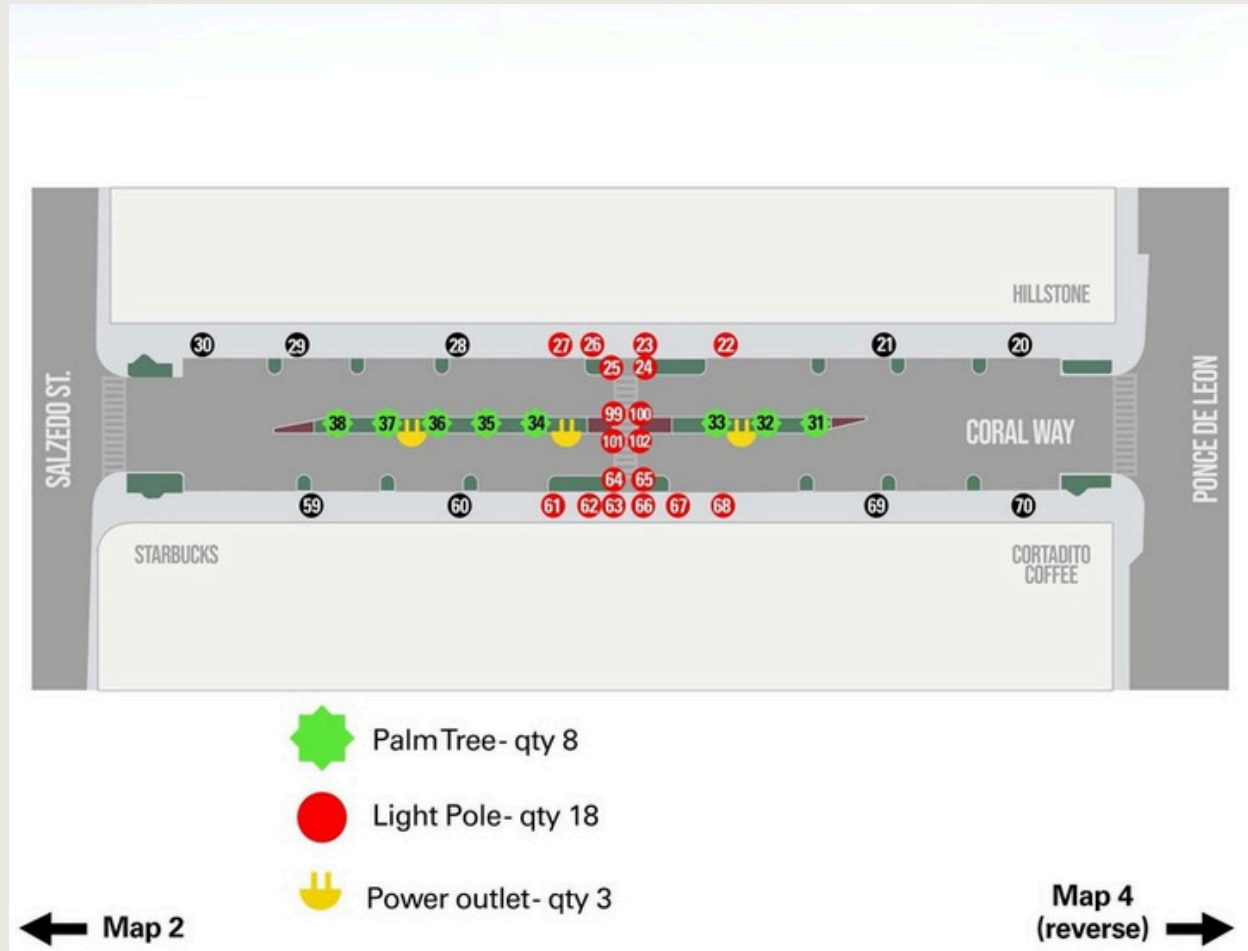
Date	Area	Crew Assigned	Equipment Needed	Est. Hours	ShiftTime	Notes
Nov 20 (Thursday Daytime)**	Fountain Setup	General Décor Crew (6-9)	Sandbags, Power Cords	8-10 hrs	7:00 AM – 5:00 PM	City to add pigtail for power;
Nov 20 (Thursday Daytime)**	Giralda Plaza Arch / Tree & Sleigh	General Décor Crew (6-9)	Ladders, Sandbags, Cord Covers	8 hrs	5:00 AM – 12:00 PM	Keep walking paths clear
Nov 21 (Fri Night)**	Final Testing / Walkthrough	Full Team	Lifts, Power Testing Tools	3 hrs	5:00 PM-8:00PM	Final power test & client sign-off

SUBMITAL III: a

Sample Planning Map from 2025 walk through



Sample Planning Map from 2025 walk through



Timely Completion & Communication



Joy By ensures on-time delivery through proactive planning, milestone-based scheduling, and dedicated project management oversight for all City of Coral Gables locations. We establish clear installation timelines, conduct regular progress checks, and maintain contingency plans to address weather, logistics, or site changes.

The City is supported by a designated Senior Project Manager who serves as the primary point of contact, providing schedule updates, coordinating site access, and communicating any adjustments in real time. Our approach prioritizes transparency, responsiveness, and collaborative problem-solving to ensure seamless execution and minimal disruption throughout the project lifecycle.

Positive & Innovative Collaboration with the City

Joy By approaches municipal projects as long-term community partnerships. Beyond décor, we focus on placemaking through thoughtful design and interactive experiences that encourage exploration across multiple City locations. We also prioritize scalable design solutions that support future activations, allowing Coral Gables to benefit from ongoing seasonal programming rather than one-time installations.

Our goal is to help the City establish a recognizable holiday identity that residents look forward to year after year, delivered with creative integrity, professional execution, and operational reliability.

SUBMITAL III:

Methodology

Phase	Focus Area	Joy By Approach	City Involvement
Phase 1	Discovery & Creative Direction	Initial kickoff meeting to confirm goals, site conditions, timelines, and design vision. Joy By develops a custom creative concept aligned with the City's architecture, culture, and community values.	Provide feedback on creative direction, priorities, and desired outcomes.
Phase 2	Design Development	Presentation of design concepts, layouts, and key visual moments. Refinements made based on City feedback to ensure alignment with scope, budget, and operational needs.	Review concepts and provide approvals or requested adjustments.
Phase 3	Engineering & Fabrication	Final designs translated into production-ready elements. Custom décor is fabricated and sourced through Joy By's established vendor network, with quality control at every stage.	Approval of final designs and materials as required.
Phase 4	Logistics & Pre-Installation Planning	Detailed installation schedule created, equipment coordinated, site access confirmed, and safety plans finalized. City receives timeline and staging plan in advance.	Coordinate site access, permits, and operational considerations.

Methodology- cont

Phase	Focus Area	Joy By Approach	City Involvement
Phase 5	Installation & On-Site Execution	Joy By manages full installation, including crew supervision, safety oversight, and quality checks. Stacey Jordan leads daily operations while maintaining real-time communication with City representatives.	Receive progress updates and conduct walkthroughs as needed.
Phase 6	In-Season Maintenance	Routine inspections and touch-ups ensure décor remains pristine throughout the season. Any issues are addressed promptly per Joy By’s escalation protocol.	Notify Joy By of any concerns or adjustments needed.
Phase 7	Dismantle	Professional removal of all décor elements following the holiday season, with care taken to protect City property and surrounding areas.	Confirm dismantle timing and access.
Phase 8	Refurbishment & Storage Planning	Select elements are refreshed and prepared for potential reuse or evolution in future seasons, supporting long-term value and continuity.	Review options for future enhancements or seasonal updates.

Escalation Protocol

Joy By maintains a clear escalation protocol to ensure rapid issue resolution and consistent communication with the City of Coral Gables. A dedicated Senior Project Manager serves as the City's primary point of contact, with executive leadership immediately engaged as needed. Issues are addressed in real time through defined response levels, ensuring accountability, swift decision-making, and uninterrupted project delivery throughout all phases of the program.



Level 1 – Site-Level Issues

(Minor installation adjustments, daily coordination, crew questions)

Primary Contact:

Stacey Jordan – Senior Project Manager

Stacey manages day-to-day site operations, including installation coordination, crew supervision, logistics, and safety oversight. Routine issues are resolved directly by Stacey and her on-site team.

Response Time: Immediate / Same Day



Level 2 – Operational or Schedule Impacts

(Timeline changes, equipment availability, material substitutions, site access challenges)

Escalates To:

Stacey Jordan – Senior Project Manager

Stephanie Dardenne – Founder & CEO

Stacey leads operational mitigation and schedule adjustments. Stephanie provides executive support for matters impacting scope, timelines, or City coordination. Together, they assess impact, implement solutions, and communicate updates to City representatives.

Response Time: Within 2–4 hours



Level 3 – Creative or Design Modifications

Escalates To:

Rima Dardenne – Creative Director

Stephanie Dardenne – Founder & CEO

Rima leads creative problem-solving and design adjustments, working closely with Stephanie to maintain design integrity while meeting operational requirements.

Response Time: Same Day



Level 4 – Executive-Level or Critical Issues

(Safety incidents, major scope changes, budget impacts, public-facing concerns)

Escalates To:

Stacey Jordan – Senior Project Manager

Stephanie Dardenne – Founder & CEO

Stacey immediately coordinates on-site response, safety protocols, and operational mitigation.

Stephanie assumes executive oversight and serves as Joy By's primary liaison with City leadership to ensure rapid resolution, clear communication, and alignment on next steps.

Response Time: Immediate

SECTION III: A

Methodology & Service Delivery Recap

Evaluation Criteria	Joy By Approach	Measurable Outcomes
Understanding of Project Scope	Joy By demonstrates a clear understanding of the City’s seasonal decorating goals, public-facing requirements, and operational constraints.	Bespoke installations tailored to City spaces; no standardized rental inventory.
Creative Methodology & Design Quality	Development of a site-specific creative concept rooted in tradition and natural greenery, followed by collaborative	Cohesive seasonal environment that enhances streetscapes and public gathering areas.
Project Management & Execution	End-to-end oversight including scheduling, logistics coordination, crew supervision, safety	On-time installation delivery with clear accountability and centralized leadership.
Maintenance & Responsiveness	Joy By conducts proactive bi-weekly inspections of all installations to identify and resolve issues before they are reported. Most concerns are addressed	Reduced service disruptions, consistent presentation quality, rapid issue resolution.
Communication & Escalation	Direct access to senior leadership and project management. The City receives regular updates and immediate notification of any	Transparent communication, rapid response times, minimized impact from unforeseen issues.
Operational Capacity & Reliability	Joy By manages design, fabrication, logistics, installation, maintenance, and dismantle in-house	Streamlined delivery model with single-point accountability.
Quality Control & Risk Mitigation	Internal quality checks prior to installation, ongoing in-season inspections, safety	High visual standards maintained throughout the season with minimal risk exposure.
Community Impact	Installations are designed to elevate public spaces, encourage visitation, and	Enhanced seasonal engagement and memorable community experiences.

SUBMITAL III: b

Our proposal

At Joy By, our decorating service plan begins with deep respect for the unique character of Coral Gables. As both residents and creative partners, we understand the magic that lives within this community—the architectural beauty, rich history, and strong sense of place that set Coral Gables apart from every other city.

Our approach is rooted in storytelling through design. Rather than applying a generic holiday formula, we create a fully customized seasonal environment that transports Coral Gables into a Christmas wonderland grounded in tradition, natural greenery, and elevated details. Every element is thoughtfully designed and curated specifically for this space—enhancing existing landmarks, celebrating the City’s heritage, and creating meaningful moments for residents and visitors alike.

Joy By does not offer off-the-rack décor programs. All installations are bespoke, developed through a collaborative process that blends creative vision with operational precision. From concept development through fabrication, logistics, installation, and in-season maintenance, our team manages the entire lifecycle of the project. Each decorative element is custom-created to complement Coral Gables’ unique streetscapes and gathering spaces, ensuring the final experience feels intentional, authentic, and community-driven.

The result is not simply holiday décor—but a cohesive seasonal destination designed to elevate the City, create lasting memories for families, and reflect the timeless beauty of Coral Gables.





JOY BY JOY

RFP No. 2026-003:
CITY DECORATING SERVICES



CORAL GABLES IS A CITY NEAR MIAMI, IN FLORIDA. IT'S HOME TO THE 1920S VENETIAN POOL, CARVED FROM A ROCK QUARRY, WITH ITS GROTTOES, TOWERS AND BRIDGE. CORAL GABLES MERRICK HOUSE IS THE RESTORED CHILDHOOD HOME OF CITY FOUNDER GEORGE MERRICK. FAIRCHILD TROPICAL BOTANIC GARDEN INCLUDES TREE-LINED LAKES, A TROPICAL RAINFOREST AND A BUTTERFLY DISPLAY. THE COLLECTIONS AT LOWE ART MUSEUM INCLUDE CUBAN AND CARIBBEAN WORKS.

PACKAGE A

JOY^{BY}

Mood



Board



MIRACLE MILE- OVERSIZED BOW ARCH



MIRACLE MILE- OVERSIZED BOW ARCH



MIRACLE MILE- OVERSIZED BOW ARCH



MIRACLE MILE- PALM TREES IN CENTER MEDIAN



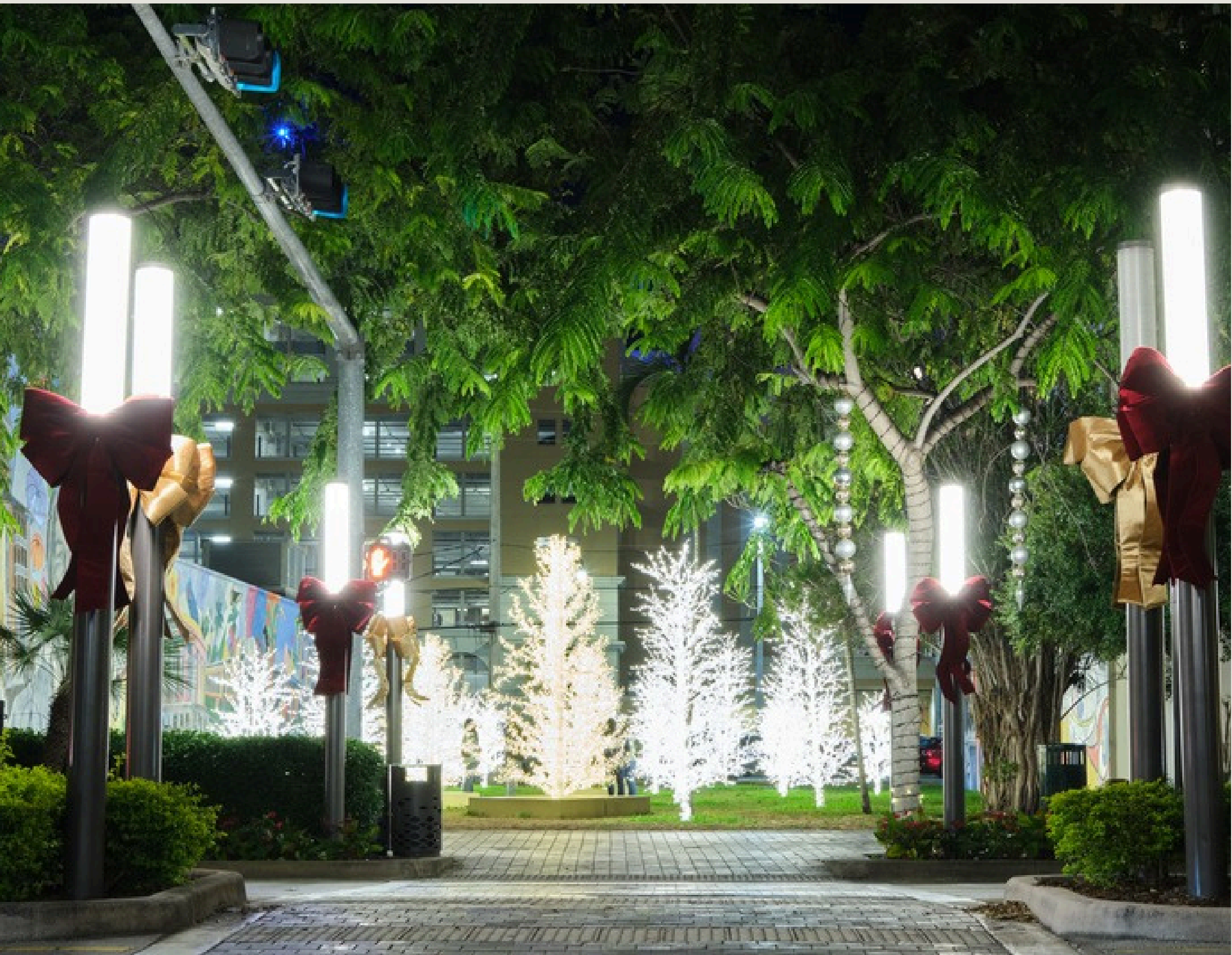
MIRACLE MILE- BOWS



THE FOUNTAINS



THE FOUNTAINS



MCBRIDE PLAZA



GIRALDA PLAZA



GIRALDA PLAZA

PACKAGE A NEW ADDITIONS

On top of the original decorations that were delivered in 2025 we have added these items to elevate the holiday installation further.

JOY
BY JOY

MIRACLE MILE

JOY^{BY}

SOLAR BOW LIGHTS OR FABRIC BOWS

Solar-powered illuminated bow installations will be added to select lamp poles along Miracle Mile, extending the signature bow design while introducing an energy-efficient lighting solution.

We can create an additional Fabric option that will be larger than the bows on the “Q-tip” lights, these items will match back to the beautiful existing decor.

JOY
BY JOY



MIRACLE MILE - OPTION 1: OVERSIZED SOLAR LIGHT UP BOWS - THIS ITEM IS SOLAR POWERED.



MIRACLE MILE - OPTION 2: OVERSIZED FABRIC BOW (DOUBLE SIDED)

PHOTOGRAPHY MOMENTS - 3 CURATED MOMENTS

A series of custom-designed photography moments will be installed throughout Coral Gables to encourage guest engagement, social sharing, and increased pedestrian activity. These signature installations will serve as visually striking destination points, thoughtfully designed to complement the surrounding architecture and seasonal décor program.

To maximize visibility and visitor interaction, three mobile photography moments will be strategically positioned in collaboration with the City's Economic Development team. Placement may be adjusted throughout the season based on pedestrian traffic patterns, special events, and key activation areas to ensure optimal guest experience and continued vibrancy across multiple districts.

CUSTOM LIT PHOTO MOMENTS THROUGHOUT THE CITY



OPTION 1: CHRISTMAS HOT AIR BALLOON WITH
OVERSIZED BOW



OPTION 2: CHRISTMAS HOT AIR BALLOON WITH
OVERSIZED BOW

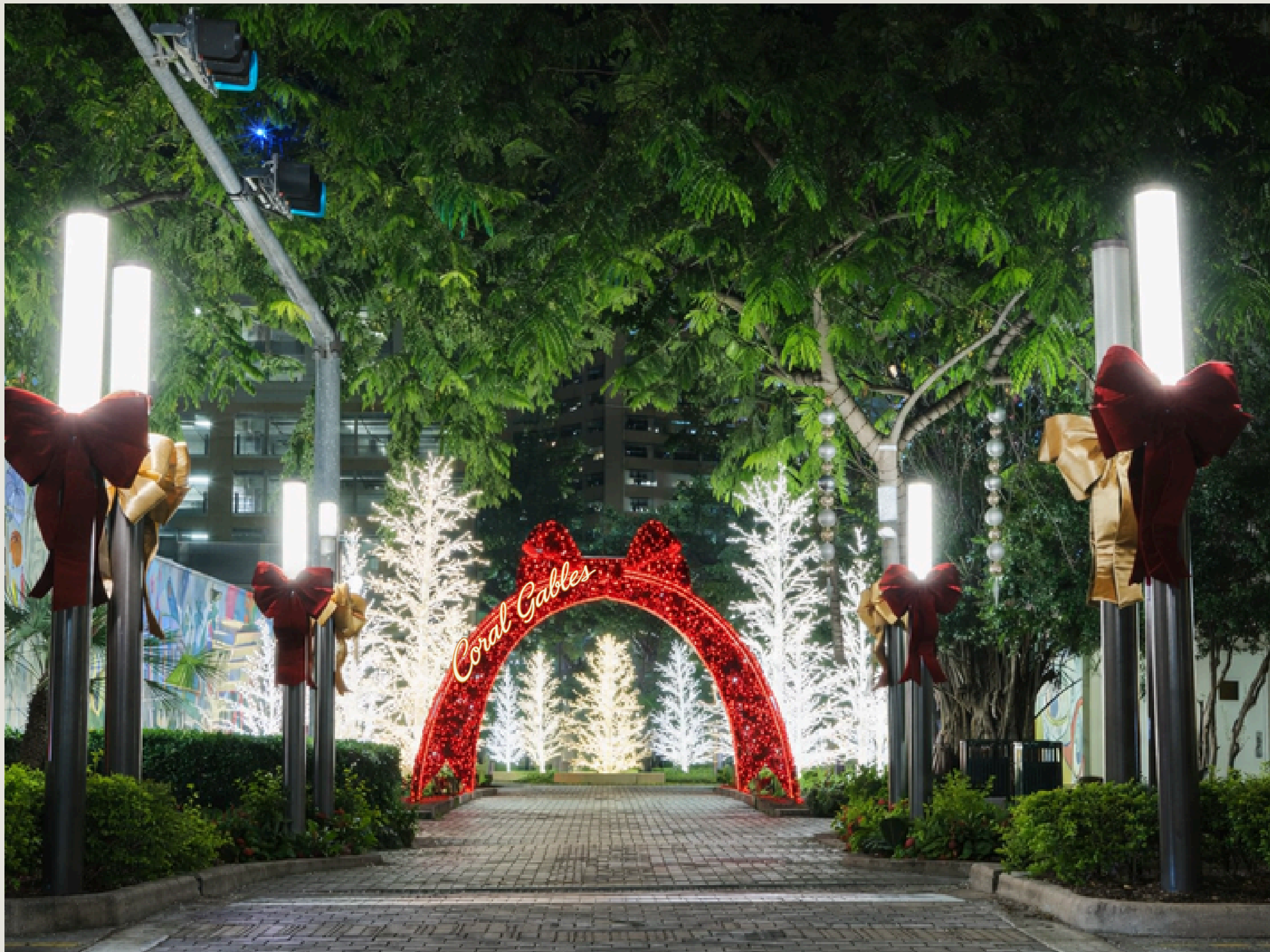
THESE WILL BE MOVED AROUND MIRACLE MILE AS NEEDED BASED ON
ELECTRICAL- THEY ARE CUSTOM DESIGNED FOR THE CITY OF CORAL
GABLES.



OPTION 3: CHRISTMAS ORNAMENT WITH OVERSIZED
BOW

MCBRIDE PLAZA

JOY¹²⁰
BY



MCBRIDE: ADD BOW ARCH

GIRALDA

JOY^{BY}



OPTION 1: PLEASE NOTE A CUSTOM CORAL GABLES NEON SIGN WILL BE ADDED TO ORIGINAL DESIGN



OPTION 2:ADJUST COLORS TO RICH RED & WHIMSICAL PATTERNS

PLEASE NOTE A CUSTOM CORAL GABLES NEON SIGN WILL BE ADDED TO ORIGINAL DESIGN

PHOTOGRAPHY MOMENTS - GIRALDA

A series of custom-designed photography moments will be installed throughout Coral Gables to encourage guest engagement, social sharing, and increased pedestrian activity. These signature installations will serve as visually striking destination points, thoughtfully designed to complement the surrounding architecture and seasonal décor program.

To maximize visibility and visitor interaction, three mobile photography moments will be strategically positioned in collaboration with the City's Economic Development team. Placement may be adjusted throughout the season based on pedestrian traffic patterns, special events, and key activation areas to ensure optimal guest experience and continued vibrancy across multiple districts.

JOY
BY

RGB PEACOCK ILLUMINATION – SEASONAL PHOTOGRAPHY MOMENT

An illuminated RGB peacock installation can be introduced as a signature photography moment for Coral Gables, offering a vibrant, artistic focal point that transitions seamlessly from the holiday season into spring programming. Designed with programmable color-changing lighting, the peacock can feature warm holiday tones during the winter season and shift to fresh, colorful palettes in spring, extending its usability and community value. Positioned in a prominent pedestrian-friendly location, this sculptural lighting element will create a memorable visual landmark, encourage social sharing, and provide an engaging year-round decorative asset for residents and visitors alike.

JOY
BY

CUSTOM LIT PHOTO MOMENTS IN GIRALDA



THIS ITEM COULD BE ADDED TO GIRALDA. IT IS A VERY PHOTO FRIENDLY CHRISTMAS MOMENT THAT TIES INTO THE HISTORY OF THE CITY OF CORAL GABLES.

COMMUNITY & EXPERIENCE FORWARD

Moments of MAGIC: A Coral Gables Holiday Walk

JOY
BY



COMMUNITY AND EXPERIENCE

MOMENTS OF MAGIC:

A coral gables holiday walk

Moments of Magic is a thoughtfully curated holiday walking experience designed to invite residents and visitors to explore Miracle Mile and Giralda Plaza through a series of elevated festive moments. Activated through a QR code, a map guides guests along a mapped journey highlighting bespoke holiday installations, architectural landmarks, and interactive community touchpoints, culminating in the newly designed Christmas Park.

Rooted in connection and discovery, Moments of Magic encourages families to slow down, explore, and engage with Coral Gables in a meaningful way.

Designed to drive foot traffic, support local businesses, and strengthen community engagement, Moments of Magic transforms the City Center into a warm, walkable holiday destination, creating lasting memories while honoring Coral Gables' culture, history, and vibrancy.

The Joy By team will work with the economic development department prior to the season to create the perfect map highlight the holiday installation, historical moments, and local businesses around the area.

- Please note the map to the left is an example. We will work with an artist to create a correct map

PACKAGE B

NEW ADDITIONS

Package B includes everything in Package A & B

JOY[~]
BY

HANGING LIGHTS & ORNAMENTS

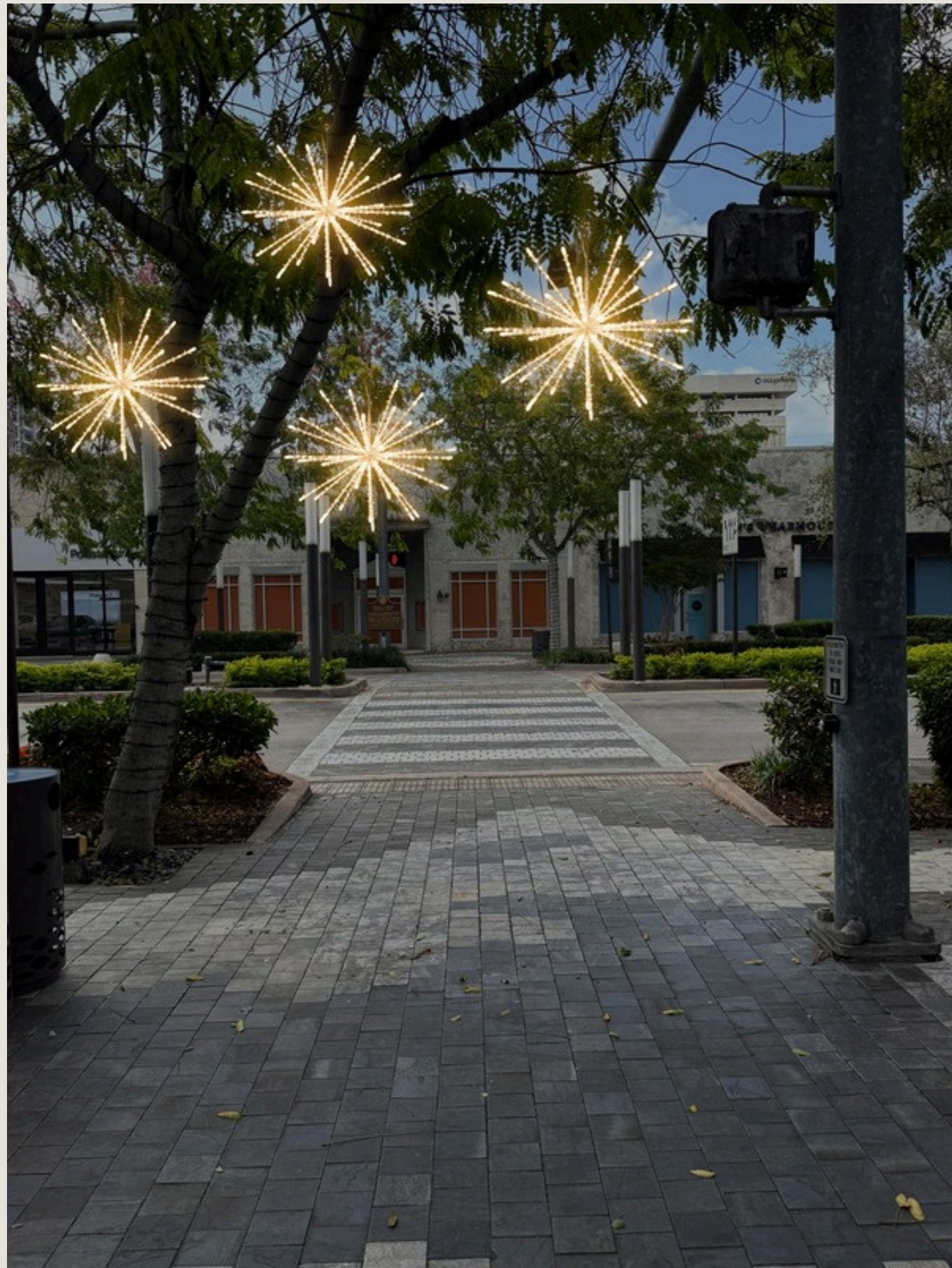
To further elevate the evening experience along Miracle Mile, additional lighting elements will be introduced to create a warm, magical nighttime atmosphere while maintaining the established design language. Enhancements will include elegant hanging bow installations accented with warm white illumination, suspended twinkling starburst lighting moments, and layered overhead lighting features that extend the signature bow theme throughout the corridor. Together, these elements will provide visual continuity, increase nighttime vibrancy, and transform Miracle Mile into a softly glowing holiday promenade that encourages strolling, photography, and extended evening visitation.

JOY
BY



MIRACLE MILE - OPTION 1: HANGING BOWS AND FIRECRACKER STARS





MIRACLE MILE - OPTION 2: MULTIPLE SIZE FIRECRACKERS - THESE TWINKLE LIKE FIREWORKS
JOY BY PICK





MIRACLE MILE - OPTION 3: OVERSIZED ORNAMENTS & FIRECRACKERS



PACKAGE C

NEW ADDITIONS

Package C includes everything in Package A, B & C

JOY[~]
BY

HANGING LIGHTS & ORNAMENTS

IN ADDITION TO HANGING ITEMS FROM THE BIG TREES WE WILL HANG ITEMS FROM ALL THE SMALL TREES
DOWN MIRACLE MILE.



JOY
BY

ADDITIONAL ITEMS IN THE MEDIAN

Additional illuminated decorative elements may be incorporated within roadway medians as part of an optional enrichment category, introducing layered lighting moments that enhance the city's evening ambiance while complementing the overall seasonal design program. These installations can include coordinated warm-white lighting features, sculptural illuminated accents, and thematic decorative elements designed to create visual continuity across key corridors. Final placement and selection of median lighting features will be coordinated with the City to ensure alignment with traffic safety considerations, sightline requirements, and high-visibility locations that maximize community impact.

Please note that this installation will require a significant electrical infrastructure component. We recommend working closely with the City to coordinate any necessary electrical upgrades or connections needed to support additional lighting elements within the medians, ensuring all installations are implemented safely, efficiently, and in full compliance with municipal standards.

JOY
BY



MIRACLE MILE - OPTION 1: PALMS + ICE THORNS THROUGH OUT THE MEDIAN



MIRACLE MILE - OPTION 2: PALMS + ICE THORNS + DEER THROUGH OUT THE MEDIAN

SECTION II: B

ABILITY TO CREATE A DECORATING SERVICE PLAN THAT INCLUDES ALL SEASONS

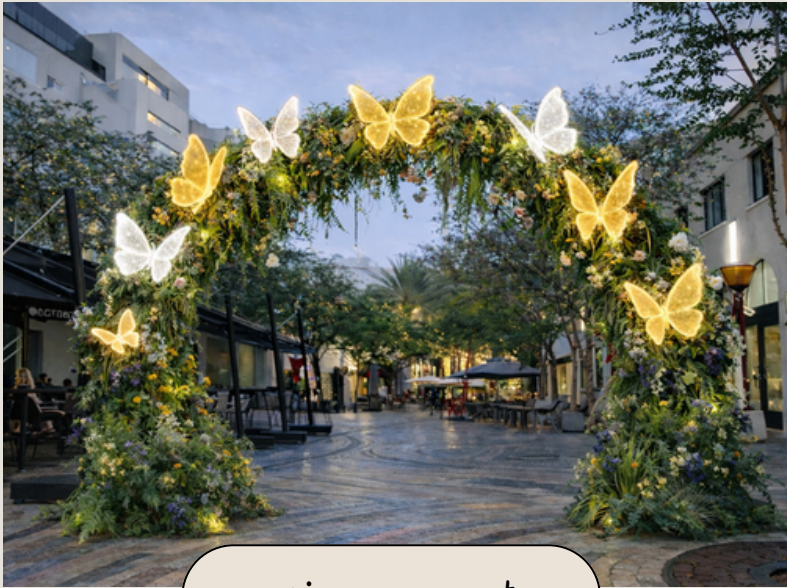
WWW.HOLIDAYJOYBY.COM



- Joy By brings global experience delivering immersive installations across multiple seasons and holidays, including Easter, Ramadan, New Year's Eve, and Harvest. Our approach extends beyond Christmas to support year-round placemaking through elevated seasonal environments that encourage repeat visitation and community engagement.
- For our vision in Coral Gables, we prioritize creating statement moments that feel refined, intentional, and distinctly local. Each installation is designed to highlight the City's architectural beauty while offering interactive photo opportunities that capture Coral Gables' elegance and charm.
- We utilize premium materials throughout all programs, with a strong emphasis on real-touch garlands, botanicals, and florals to achieve a natural, high-end appearance. For Harvest installations, Joy By specializes in realistic artificial pumpkins and seasonal elements that provide visual authenticity while remaining durable, lightweight, and operationally efficient for installation and maintenance.
- As part of our long-term vision, Joy By proposes a collaborative seasonal placemaking initiative titled "An Arch for Every Season." This program would introduce a signature photo arch at Giralda Plaza that transforms throughout the year with over-the-top, realistic seasonal styling. Each iteration would create a fresh visual experience while maintaining a consistent architectural framework, encouraging residents and visitors to return month after month.
- This multi-season strategy allows the City to maximize the value of its decorative investments while building a recognizable destination moment that supports tourism, community pride, and ongoing activation of public spaces.



SUBMITAL III: 2 a.



spring concepts



Spring Concept



Spring in Bloom

A seasonal placemaking experience for Coral Gables
Concept

Spring in Bloom transforms Coral Gables into a walkable garden destination, blending soft florals, warm citrus tones, glowing butterflies, and signature bows to create elevated photo moments throughout the district. Inspired by nature, movement, and light, the experience celebrates renewal while highlighting the City's architectural beauty and Mediterranean character.

The installation is designed as a collection of coordinated moments encouraging residents and visitors to stroll, pause, photograph, and connect with the space.

Palette: Pale orange • butter yellow • soft cream • fresh green

Materials: Real-touch florals • citrus accents • greenery • gingham ribbon • illuminated sculptural elements

Core Installation Moments

Spring Butterfly Arch (Hero Moment)

A lush floral arch layered with greenery and glowing butterfly accents creates a dramatic welcome and primary photo opportunity. This serves as the visual anchor of the program.

Floral Bunny Sculptures

Oversized sculptural bunnies wrapped in soft spring florals are placed in plaza pockets and along pedestrian corridors, offering family-friendly statement moments.

Signature Spring Bow Program

Pale orange gingham bows installed on light poles throughout Miracle Mile and Giralda visually connect the experience across the district, providing Joy By's signature touch.

SUBMITAL III: 2 a.



summer concept



Summer Concept



Golden Summer Garden

A seasonal placemaking experience for Coral Gables

Concept

Golden Summer Garden transforms key streets and plazas into an elevated Mediterranean-inspired summer destination. The experience blends citrus tones, soft florals, gingham accents, and natural textures to create walkable photo moments that encourage visitors to linger, explore, and return.

Palette & Materials

Butter yellow • Pale orange • Soft peach • Fresh green

Real-touch florals • Citrus accents • Linen & gingham • Wicker & ceramic

Core Installation Moments

1. Summer Entry Arch (Hero Moment)

A lush floral welcome arch layered with yellow and pale orange blooms, greenery, and subtle citrus accents. Serves as the primary photo opportunity and visual entry into the experience.

2. Umbrella Lounge Garden

A resort-style seating vignette with fringe umbrellas, striped cushions, surrounding florals, and styled citrus details—designed for rest, photos, and social sharing.

3. Citrus Market Cart

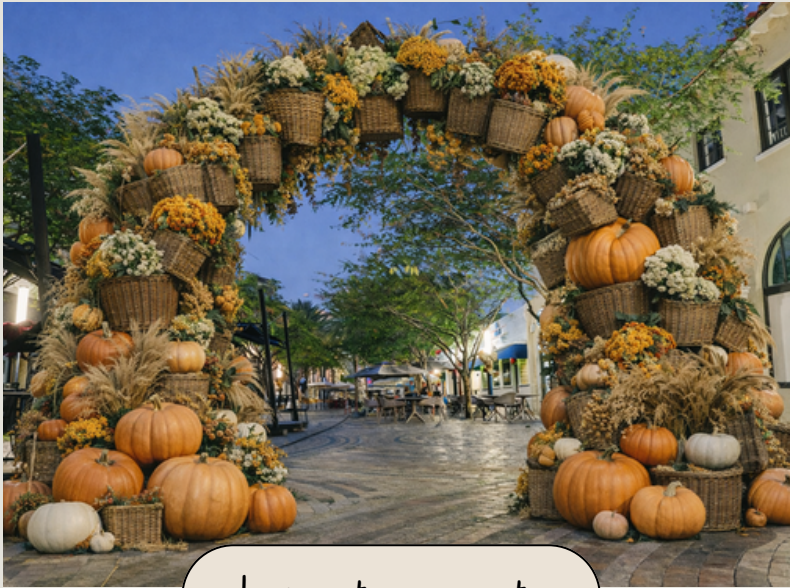
A European-inspired lemon cart featuring striped canopy, wooden crates of faux citrus, floral arrangements, and branded signage. Optional weekend activations with local partners.

4. Hanging Citrus Grove Walk

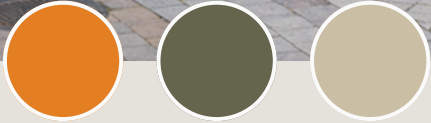
Overhead lemon/orange garlands and soft tassel drops suspended from trees or pergolas, paired with low floral planters and optional evening micro-lights for day-to-night ambiance.

5. Summer Sculptural Moments

Oversized citrus or abstract floral sculptures placed in plazas and corners to anchor the experience and provide additional photo destinations.



harvest concepts



Harvest Concept



Concept

Golden Harvest Garden transforms key streets and plazas into a warm, harvest-inspired autumn destination. The experience blends layered fall greenery, heirloom pumpkins, rustic textures, and velvet bow accents to create walkable photo moments that invite visitors to slow down, explore, and gather.

Palette & Materials

Burnt orange • Soft sage • Warm cream • Golden velvet

Autumn foliage • Heirloom pumpkins • Natural branches • Velvet bows •

Hay & wood textures

Core Installation Moments

1. Harvest Entry Arch (Hero Moment)

A dramatic fall foliage welcome arch layered with mums, baskets, and organic branches. Serves as the primary photo opportunity and visual entry into the experience.

2. Vintage Harvest Truck Display

A restored vintage pickup truck styled with abundant pumpkins, fall greenery, and a signature gold velvet bow. Anchors the installation as a nostalgic centerpiece and interactive photo destination.

3. Pumpkin Garden Walk

Oversized pumpkin groupings in soft creams, sages, and warm amber tones lining walkways and plazas, paired with grounded fall greenery to guide guests through the experience.

4. Sculptural Harvest Moments

Curated pumpkin stacks and organic fall arrangements placed throughout key corners and gathering zones to extend the experience and provide additional photo opportunities.

Our ability

Comprehensive Description of Our Ability to Deliver High-Level Festive Decorations for the City of Coral Gables

Joy By specializes in the creation of elevated, design-forward festive environments that transform public spaces into immersive seasonal destinations, places where community, culture, and celebration meet. Our approach goes far beyond traditional holiday décor. We design experiences that honor local identity, amplify architectural beauty, and invite residents and visitors to linger, explore, and connect.

For the City of Coral Gables, our proposed holiday program is rooted in three guiding principles: heritage, vibrancy, and community connection.

Design That Reflects Coral Gables' Identity

Every installation begins with a deep understanding of Coral Gables' Mediterranean Revival architecture, historic streetscapes, and reputation as The City Beautiful. Our creative concepts are developed to complement the city's refined aesthetic; layering warm palettes, classical proportions, lush greenery, and elegant detailing to create décor that feels timeless yet joyful.

Rather than applying standardized rental décor, we deliver bespoke designs tailored specifically to Coral Gables: from custom arches and statement trees to coordinated streetscape elements and photo moments.

Each piece is thoughtfully scaled to its surroundings, ensuring harmony with storefronts, plazas, and civic spaces while creating visual continuity across the district.

High-Impact Placemaking, Not Just Decoration

Our work is centered on placemaking: transforming streets and plazas into experiential environments that encourage foot traffic, social sharing, and repeat visitation. Strategic focal points, hero entry moments, interactive vignettes, and walkable visual are designed to guide visitors through the district, creating a cohesive holiday journey rather than isolated decorative elements.

These installations become gathering points for families, backdrops for community memories, and catalysts for economic activity, supporting local businesses while reinforcing Coral Gables as a premier seasonal destination.

Our ability

Comprehensive Description of Our Ability to Deliver High-Level Festive Decorations for the City of Coral Gables

Operational Excellence at Scale

Joy By brings end-to-end project management to every installation, including:

- Creative concept development and custom fabrication
- Procurement and inventory management
- Detailed site planning and logistics coordination
- Professional installation, maintenance, and dismantling
- Safety compliance and on-site supervision throughout the season

Our team is experienced in managing complex, multi-location deployments under tight timelines. Last year, our Christmas contract was signed in Q3, ensuring consistent quality, proactive communication, and minimal disruption to daily city operations.

Community-Centered Experiences

We design with people in mind. Our installations are created to be accessible, welcoming, and photo-friendly—inviting residents of all ages to participate in the holiday magic. Where desired, we can integrate interactive elements such as QR-based scavenger hunts, storytelling moments, or rotating seasonal features that encourage ongoing engagement throughout the year.

This approach supports Coral Gables' broader goals of fostering community pride, enhancing public spaces, and creating meaningful shared experiences.

Beyond the Holidays: A Platform for Year-Round Seasonal Programming

While Christmas remains our core expertise, our design framework allows for future seasonal transformations—spring gardens, summer moments, or fall harvest concepts, using semi-permanent or adaptable infrastructure. This creates the opportunity for Coral Gables to evolve select locations into year-round experiential touchpoints, giving residents and visitors a reason to return month after month.



PAST PERFORMANCE AND REFERENCES

Prepared By:

NAME OF FIRM: JOY BY LLC

NAME: STEPHANIE DARDENNE

JOY BY LLC

ADDRESS: 4801 SW 74th Avenue, Miami, Florida 33155

MAILING ADDRESS: 1556 Murcia Avenue, Coral Gables, Florida
33134

PHONE: (310) 729-6070

E-MAIL: Stephanie.dardenne@holidayjoyby.com



CITY OF CORAL GABLES REFERENCE FORM RFP 2026-003 City Decorating Services

Complete the form as indicated below, to provide the required information as outlined in Section 3 of the solicitation. The City shall contact the companies listed below to verify the work performed on behalf of your company. All fields must be completed.

Reference # 1 must cover the minimum five (5) year period from the issuance date of this solicitation.

1. ProjectName/Location Atlantis the Palm (ATP) and Atlantis the Royal (ATR) / Dubai UAE

OwnerName Atlantis Dubai

ContactPerson Ms. Kit Lee (VP Hotel Operations)

ContactTelephone No. Mobile: +971 50 170-7541 | Tel: +971 4 426-3374 (Direct Line)

EmailAddress: kit.lee@atlantisdubai.com

YearlyBudget/Cost AED 2,250,000 /\$ 620,000

DatesofContract From: 2020 To: 2025

ProjectDescription _____

Supply, installation and dismantling of bespoke and state-of-the-art installation of Christmas Decorations and NYE Decorations at Atlantis Dubai comprising of Atlantis the Palm (ATP) and Atlantis the Royal (ATR) : the two signature properties of Kerzner Group in Dubai.

Additional References must cover similar engagements satisfactorily performed in the last five (5) years.

2. ProjectName/Location The Biltmore

OwnerName Seaway Hotels Corporation

ContactPerson Eric Trelles

ContactTelephone No. 305-342-1286

EmailAddress: etrelles@biltmorehotel.com

YearlyBudget/Cost \$50,000 - \$100,000

DatesofContract From: 2024 2025 To: Yearly purchase agreement

ProjectDescription Joy By was engaged by The Biltmore Hotel to create a bespoke holiday design and execute a large-scale installation aligned with the property's historic interiors and luxury aesthetic. Scope included a 16-foot Christmas tree, custom pillar wraps, extensive garland, and coordinated décor throughout key guest-facing areas.
Our team managed procurement, logistics, on-site installation, safety compliance, and post-season dismantle, working closely with hotel operations to meet tight timelines while maintaining uninterrupted guest experiences.



Procurement Division
The City of Coral Gables

2800 S.W. 72ND AVENUE
MIAMI, FLORIDA 33155

3. ProjectName/Location Grosvenor House (GH) & Le Royal Meridien Beach Resort and Spa Dubai (LRM)

OwnerName Marriott International Inc

ContactPerson Mr Aadil Wazir, Complex Director of Housekeeping

ContactTelephone No. Tel +971.4. 316 6900 | Mobile +971 55 123 3654

EmailAddress: Aadil.Wazir@luxurycollection.com

YearlyBudget/Cost AED 887,765/\$ 241,900

DatesofContract From: 2020 To: 2025

ProjectDescription _____

Supply, installation and dismantling of bespoke and state-of-the-art installation of Christmas Decorations in F&B Outlets, House keeping and Porte Cochere of the two properties under Marriott International comprising of Grosvenor House (GH) & LeRoyal Meridien Beach Resort and Spa Dubai (LRM) inDubai.

4. ProjectName/Location Gables Plaza

OwnerName JLL

ContactPerson Yhelena Poyato

ContactTelephone No. 305561 8236

EmailAddress: Yhelena .Poyato@jll.com

YearlyBudget/Cost \$36,000

DatesofContract From: 2 0 2 5 To: 2 0 2 6

ProjectDescription _____

We delivered a bespoke holiday installation featuring five statement Christmas trees (16 ft, 12 ft, 12 ft, 10 ft, and 8 ft), each custom designed with oversized ball décor. The experience was completed with coordinating indoor and outdoor garlands, oversized bows, and wreaths, creating a seamless and elevated holiday atmosphere across both properties. All décor was professionally installed and dismantled by Joy By. They have now asked me to bid for an additional outdoor projected and referred me to another JLL office building.



Procurement Division
The City of Coral Gables

2800 S.W. 72ND AVENUE
MIAMI, FLORIDA 33155

5. ProjectName/Location Loews Coral Gables Hotel

OwnerName Loews Coral Gables Hotel

ContactPerson Nadim B arrage - General Manager

ContactTelephone No. T 786-772-7620

EmailAddress: Nadim. Barrage@ loewshotels.com

YearlyBudget/Cost \$14,000

DatesofContract From: 2025 To: 2026

ProjectDescription 2 Custom oversized ball trees in 10& 12ft

PROPOSER INFORMATION:

Company Name: _JOY_ _BY_ LLC

Representative: _Stephanie Dardenne

Address: _4408 SW 74th Avenue Miami Florida, 33155

Telephone No.: _310_-729_- 6070

Fax No.: _N/A

Email Address: _stephanie.dardenne@holidayjoyby.com

2025 Holiday Decor Contract



Joy By served as Prime Contractor for the City of Coral Gables during the 2025 holiday season, delivering the City’s seasonal décor program from concept through completion. Scope of work included creative design development, custom fabrication, logistics coordination, installation management, in-season maintenance, and post-season dismantle. Joy By acted as the City’s primary point of contact and held full responsibility for project execution, including subcontractor oversight, scheduling, quality assurance, safety compliance, and budget management. The project was delivered on schedule and within budget, with all installations completed in accordance with City requirements and timelines.

Key deliverables included installation of the Giralda Tree, a custom sleigh and bespoke arch feature, décor at both entrances of Miracle Mile, and McBride Plaza featuring a custom-designed Tree Forest experience. In addition, Joy By designed, fabricated, and installed 197 custom bows placed throughout Miracle Mile, creating a cohesive streetscape activation across the corridor.

Throughout the season, Joy By maintained proactive communication with City staff, provided detailed site walkthroughs and schedules, and conducted regular on-site inspections to ensure performance standards, visual quality, and public safety were consistently met. Any field conditions or adjustments were addressed in real time to avoid delays and maintain continuity of service.

The installation received strong positive media coverage and enthusiastic community response. Media reviews were highly favorable, and photographs of the completed installation along with local reactions are provided below for reference.

This engagement reflects Joy By’s ability to successfully manage large-scale municipal installations with professionalism, accountability, and operational excellence.

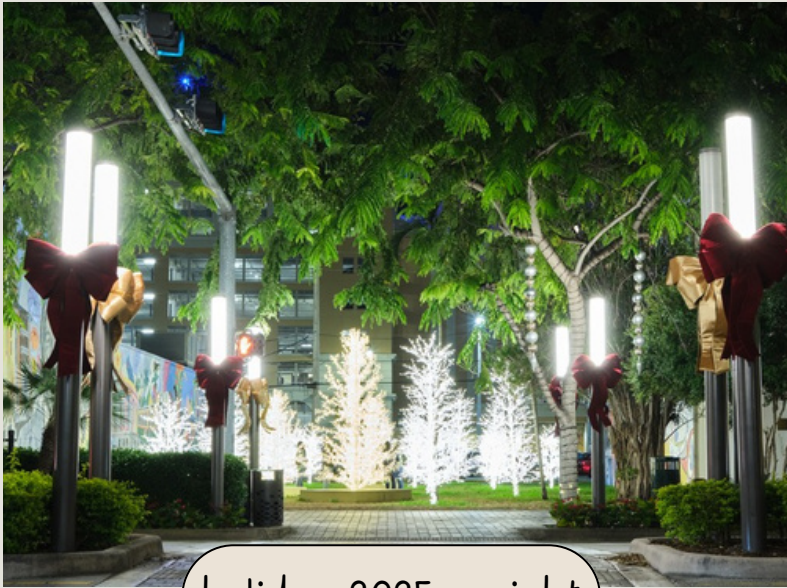
SUBMITAL IV: b



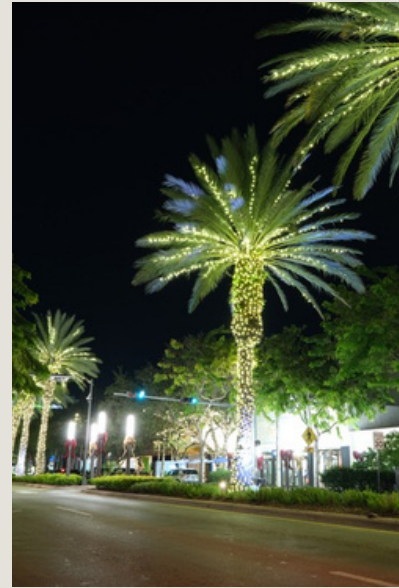
holiday 2025 - day



SUBMITAL IV: b



holiday 2025 - night



SUBMITAL IV: C & D

Public Sector Clients



Joy By has delivered seasonal décor, experiential installations, and large-scale holiday environments for both municipal and commercial destinations.

City of Coral Gables

Contact: Belkeys Perez

Title: Director of Economic Development

Email: bperez2@coralgables.com

Scope: Prime Contractor – 2025 Holiday Seasonal Décor Program (creative design, custom fabrication, installation, in-season maintenance, and dismantle)


While Joy By successfully supports select public-sector projects, the majority of our past work has focused on private-sector clients including luxury hotels, mixed-use developments, and premium retail destinations with budgets, visitor volumes, and compliance requirements comparable to those of the City of Coral Gables. These environments demand the same level of operational rigor, permitting coordination, safety standards, and creative excellence, allowing us to deliver highly customized installations at scale while maintaining consistent production quality across every project.

That being said, the City of Coral Gables partnered with Joy By in 2025 to deliver a fully bespoke holiday installation—collaborating closely with our team to develop a custom creative concept tailored specifically to the city’s architecture, community, and seasonal vision.

We have never had anyone discontinue the use of our services. We have never received a non-performance report.

159

D. We have had zero incidents where a civil, criminal, administrative or other similar proceeding was filed or is pending.



SECTION VI: PROPOSAL PRICING

Prepared By:

NAME OF FIRM: JOY BY LLC

NAME: STEPHANIE DARDENNE

JOY BY LLC

ADDRESS: 4801 SW 74th Avenue, Miami, Florida 33155

MAILING ADDRESS: 1556 Murcia Avenue, Coral Gable,s Florida
33134

PHONE: (310) 729-6070

E-MAIL: Stephanie.dardenne@holidayjoyby.com

Pricing

SUBMITAL III: b

our quotation

Please note that our approach is highly bespoke, and we intend to work closely with your team to ensure the final design is thoughtfully tailored and perfectly aligned with your vision.

We have developed three curated packages to provide structure and flexibility. Package A serves as the foundational starting point. From there, Packages B and C outline additional elements that can be added or substituted based on your preferences and priorities.

To support transparency and informed decision-making, we provide clear pricing visibility for each item within Packages B and C, allowing you to evaluate what can be achieved with incremental investment and customize accordingly.

We have provided a discount on the 2025 pricing - the discount ranges from 15% - 30%. This allows us to refresh the package and add new elements!

AREA NAME	2025 Cost	2026 Cost
PACKAGE A:		
Red & Gold Fiberglass Ball Display	\$ 31,685.00	\$ 22,179.50
Custom Fiberglass Bow, C9 Bulbs & Green Garland	\$ 44,917.00	\$ 35,933.60
Main Strip Quetip Light Poles- Fabric Custom Bows in Gold & Red	\$ 37,901.00	\$ 26,530.70
	\$ 14,805.00	\$ 10,363.50
Palm Trees		\$ 26,000.00
Mcbride Plaza Twinkle Forest	\$ 68,856.50	\$ 55,085.20
Bow Arch with custom Coral Gables Neon Sign	\$ 5,619.04	\$ 5,619.04
Giralda		
Arch with Gold Ball Décor & Real Touch Greenery, with new NEON sign	\$ 18,894.00	\$ 15,115.20
20 Ft Tower Tree + Décor Package, Oversized Bow & Sleigh	\$ 59,428.00	\$ 41,599.60
OPTION 1: Solar Bow Lights for Miracle Mile	\$ 29,000.00	\$ 29,000.00
OPTION 2: FABRIC BOWS		SAME AS ABOVE
3D LED Hot air Balloon with Bow Size: 310cm	\$ 5,962.44	\$ 5,962.44
3D LED Spiral Tower with Bow Size : 360cm	\$ 3,724.05	\$ 3,724.05
3D LED Ornament with Bow Size: 380cm	\$ 6,843.21	\$ 6,843.21
Peacock Photo Moment (RGB) - Giralda	\$ 16,000.00	\$ 16,000.00
	TOTAL PACKAGE A	\$ 305,575.08
PACKAGE B ADD ONS		
Hanging light up Ornaments in Big Trees - 40 LARGE TREES	\$ 80,000.00	\$ 80,000.00
	TOTAL PACKAGE B Additions	\$ 80,000.00
PACKAGE C ADD ONS		
Hanging Light up Ornaments - Small Tree 79 additional trees		\$ 100,701.23
Additional Light up options in Median: Option 1: Ice Thorns or Option 2: Ice Thorns & Deer in the Median (please note extensive electrical is required for this option.)		\$ 75,000.00
	TOTAL PACKAGE C Additions	\$ 175,701.23

Our suggestion

We recommend proceeding with Packages A and B.

These enhancements build upon last year's décor program and will create a more impactful, immersive experience throughout the downtown area. The additional elements introduce greater depth, visual layering, and moments of magic further elevating the festive spirit and enhancing the overall atmosphere for residents and visitors alike.



SECTION VI: AGREEMENT COMMENTS

Prepared By:

NAME OF FIRM: JOY BY LLC

NAME: STEPHANIE DARDENNE

JOY BY LLC

ADDRESS: 4801 SW 74th Avenue, Miami, Florida 33155

MAILING ADDRESS: 1556 Murcia Avenue, Coral Gable, Florida
33134

PHONE: (310) 729-6070

E-MAIL: Stephanie.dardenne@holidayjoyby.com

comments

Joy By asks to review the following items in the draft Agreement

- Item 5.2
- Item 6.5, 6.6 and 6.7
- Item 19.1
- Joy By would like to discuss the Agreement auto renewing after Year 1 unless Coral Gables opts out by February 1 following the take down



City of Coral Gables
Finance Department/Procurement Division

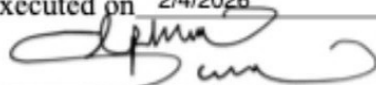
Employer E-Verify Affidavit

By executing this affidavit, the undersigned employer verifies its compliance with F.S. 448.095, stating affirmatively that the individual, firm or corporation has registered with and utilizes the federal work authorization program commonly known as E-Verify, or any subsequent replacement program, in accordance with the applicable provisions and deadlines established in F.S. 448.095 which prohibits the employment, contracting or sub-contracting with an unauthorized alien. The undersigned employer further confirms that it has obtained all necessary affidavits from its subcontractors, if applicable, in compliance with F.S. 448.095, and that such affidavits shall be provided to the City upon request. Failure to comply with the requirements of F.S. 448.095 may result in termination of the employer's contract with the City of Coral Gables. Finally, the undersigned employer hereby attests that its federal work authorization user identification number and date of authorization are as follows:

SDAR2589 2962004
Federal Work Authorization User Identification Number
2/3/2026
Date of Authorization

I hereby declare under penalty of perjury that the foregoing is true and correct.

Executed on 2/4/2026 in New York (city), NY (state).


Signature of Authorized Officer or Agent

STEPHANIE DARDENNE C.F.O.
Printed Name and Title of Authorized Officer or Agent

SUBSCRIBED AND SWORN BEFORE ME
ON THIS THE 04 DAY OF 02, 2026


NOTARY PUBLIC
My Commission Expires:
04/22/2029

ROBERT DOMINIC BREGANTE
Notary Public, State of New York
Registration No. 01BR0036442
Qualified in Kings County
Commission Expires Apr. 22, 2029
Notarized Online with NotaryLive.com

SCHEDULE "H" CITY OF CORAL GABLES - ACKNOWLEDGEMENT OF ADDENDA

1. The undersigned agrees, if this RFP is accepted, to enter in a Contract with the CITY to perform and furnish all work as specified or indicated in the RFP, any associated addendum and Contract Documents within the contract time indicated in the RFP and in accordance with the other terms and conditions of the solicitation and contract documents.
2. Acknowledgement is hereby made of the following Addenda, if any (identified by number) received since issuance of the Request for Proposal.

Addendum No. 1 Date 2/11/2026

Addendum No. _____ Date _____

Addendum No. _____ Date _____

Addendum No. _____ Date _____

Addendum No. _____ Date _____

Addendum No. _____ Date _____

Failure to adhere to changes communicated via any addendum may render your response non-responsive.