



# Agenda Report

March 11, 2024

**TO:** Honorable Mayor and City Council

**FROM:** Parks, Recreation and Community Services Department

**SUBJECT: AUTHORIZE THE CITY MANAGER TO ENTER INTO A CONTRACT FOR \$319, 910 WITH CROWN PROMOTIONS GROUP FOR EQUIPMENT RENTAL SERVICES RELATED TO STAGING SPECIAL EVENTS**

It is recommended that the City Council:

1. Find that the action proposed herein is exempt from the California Environmental Quality Act (CEQA) pursuant to State CEQA Guidelines Section 15061(b)(3)(Common Sense Exemption); and
2. Authorize the City Manager to enter into a contract, as a result of a competitive bidding, as specified by Section 4.08.045 of the Pasadena Municipal Code, with Crown Promotions Group, for the Parks, Recreation and Community Services Department in an amount not to exceed \$319,910 for a period of three years with two one-year options which includes the base contract amount of \$278,183 with a contingency of \$41,727 to provide for any necessary change orders.

## **BACKGROUND:**

The Parks, Recreation and Community Services Department (PRCS) produces 12 citywide special events per year that are free and open to the public. Major events like the Black History Parade and Festival, the Latino Heritage Parade and Festival and Egg Bowl attract thousands of attendees including many young children. In order to create a festive and safe environment, these events require rental equipment such as canopies, canopy weights, stages, tables, chairs, generators, inflatable games and onsite attendants through the vendor to operate and monitor equipment.

The PRCS Department does not own the equipment to meet the needs of these large special events.

On December 21, 2023, a notice for inviting bids was published on OpenGov, in the *Pasadena Press*, and posted on the City of Pasadena website. Notices were sent electronically to 2,846 vendors, 241 were local. A total of 15 vendors downloaded the bid specifications.

Vendors provided their cost to furnish the following event equipment.

| <b>Event Equipment</b>                                     | <b>Quantity</b> |
|--|-----------------|
| Tents/Canopies   | 144             |
| Sandbags (tent weights)                                    | 504             |
| Tables   | 188             |
| Chairs   | 900             |
| Inflatables (games, slides, obstacle course, bounce house) | 16              |
| Generators   | 13              |
| Stage with skirt and stairs                                | 12              |
| Umbrellas  | 37              |
| Dance floor  | 2               |
| Fire extinguishers   | 59              |
| LED Lights/stage lights                                    | 10              |
| Trackless Train  | 2               |
| Pipe and drape   | 2               |

On January 21, 2024, two responsive bids were received as shown below.

| <b>Bidder</b>             | <b>Location</b> | <b>Amount</b> |
|---------------------------|-----------------|---------------|
| 1. Crown Promotions Group | Pasadena, CA    | \$92,727      |
| 2. Town and Country       | Van Nuys, CA    | \$123,395     |

Crown Promotions Group is recommended for the award based on being the lowest responsive bidder. The contract period is for three years with two additional one-year options. This procurement will satisfy equipment related services for 12 events per year over a three-year period in an amount not to exceed \$319,910. A three-year period would allow PRCS Department to document event costs for future years and allow for the successful proposer to learn and meet the City’s requirement for events in public places.

**COUNCIL POLICY CONSIDERATION:**

This action supports the City Council's strategic planning goal to maintain fiscal responsibility and stability.

**ENVIRONMENTAL ANALYSIS:**

The action proposed herein has been determined to be exempt from the California Environmental Quality Act (CEQA) pursuant to State CEQA Guidelines Section 15061(b)(3), the “Common Sense” exemption that CEQA applies only to projects which have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. Such is the case with the proposed action.

**FISCAL IMPACT:**

The total cost of this action will be \$319,910 for three years with two one-year options which includes a contingency. Funding will be addressed by the utilization of existing budgeted appropriations in the Parks, Recreation and Community Services Department (budget account 101181061-811400).

Respectfully submitted,



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