

City of Clearwater

Elite Holiday Decor, Inc. (dba Elite Christmas Lighting)

Proposal by: Tony Schnur (President)

1607 91st Ct.
Vero Beach, FL 32966

www.elitechristmaslighting.com
Office: (772) 933-9349
Cell: (772) 444-2204
Tony@elitechristmaslighting.com

Letter of Transmittal:

Elite Holiday Decor was formed in 2011 in Vero Beach, FL as a holiday lighting and decor installation company. The company was formed by our acting president, Tony Schnur. Elite Holiday Decor is also a retailer of commercial grade holiday lighting, decor, and accessories. We provide lighting to many contractors throughout the United States. Our installation division (DBA Elite Christmas Lighting) is the primary focus of our business and product distribution helps to support this as we have the unique ability to have a full inventory of products on hand. This gives us a competitive advantage over other installation companies as we don't need to wait to source products during the busy holiday season and also don't need to worry about running out of stock on installation materials.

Tony still plays an important role in the company as our main designer and operations manager of our larger projects. He is the main designer on this proposal and attended the online pre-proposal meeting for this project.

Since our inception in 2011 holiday lighting installations have consistently experienced year over year growth. The 2023 holiday season experienced 34% growth. Recently we have doubled our footprint with purchasing another warehouse equal in size to our original building. Tony has been in the industry for 13 years and has dedicated his career to holiday lighting. He spends the rest of the year traveling to vendor shows all over the country as well as assisting in the training of other contractors. We currently hold a CLIPA (Christmas Light Installation Professional Association) certification. Tony has been the lead designer and project manager for many large holiday lighting projects including The Kennedy Space Center, City of Jacksonville, Town of Orange Park, City of Ormond Beach, City of Daytona Beach, City of Clearwater, McKee Botanical Gardens, and Palm Beach Atlantic University. We have also worked with the City of Clearwater for over two years providing light installation throughout Cleveland Street and Station Square Park. Our familiarity with the Cleveland street lighting is a big advantage over other vendors as most of our staff and Tony himself have worked on the project.

Elite Holiday Decor has year round project managers and field supervisors who work within our company. We also maintain a year round administrative team to assist with designs, invoicing, customer service, and human resources. All of our employees are trained in house and we do not subcontract our work to others.

As you will see in our references and many 5-star reviews we have very pertinent experience in working on similar projects. We understand the importance of treating the

downtown area carefully through the installation process and creating an enchanting environment for your residents to enjoy and rave about their experience in Downtown Clearwater.

- a. Elite Holiday Decor, Inc (dba Elite Christmas Lighting) will provide light installation to the 400 Block and 500 Block of Cleveland Street. We have experience lighting these Oaks already but we will be trying a new lighting style and wrapping technique to achieve the closest goal to the vision photo you provided. All power will be run to the middle of the medians. All lighting will be placed on timers with programmable on and off times. We will install lights to the 11 oak canopies.
- b. Lighting will utilize G50 bulbs which are slightly bigger and brighter than G40 which will enhance the appearance. We recommend 36" spacing between lights to create a uniform scattered star like effect. To enhance the appearance of the lights and allow the most uniform and even lighting in the tree canopies we will do more of an outer wrap rather than wrapping the branches of the canopies. This will create a much better appearance and also be much healthier for the trees.
- c. All work will be complete by September 27, 2024. We will require about 2 or 3 days to complete the project.
- d. Main Project Contact:

Tony Schnur
Cell (772) 444-2204
Email: sales@elitechristmaslighting.com
Office: (772)933-9349

Lead project manager:
Josh Aguilar

– Approach to Displays and Company History:

REFERENCES:

1. McKee Botanical Gardens

We have been exclusively providing an 18 acre walk through holiday lighting display for three consecutive years. We have been able to grow the show year over year and have provided the ability to produce record ticket sales for the venue.

- 2023 Season Contract Amount: \$84,893
- Lifetime Contract Amount: \$205,053

Point of contact: Connie Cotherman
772-794-0601 ext. 106
connie@mckeegarden.org

2. GHO Homes (Drive Through Display)

We created a drive through holiday lighting display show over several blocks. The show was open to the public and advertised to the public to be open for several weeks throughout the 2023 holiday Season. The show included hundreds of thousands of lights wrapped on palm trees and massive Oak trees, a massive 30ft Christmas tree, approximately 15 decor pieces ranging from 8ft to 12ft, LED uplighting, and many hanging and ground lighting pieces such as snowflakes and LED spheres. The event was organized and successfully completed with a short notice (approximately 60 days).

- 2023 Season Contract Amount: \$171,187

Margie Metzgar
772-408-3221
margiem@ghohomes.com

3. City of Ormond Beach

Main street holiday lighting of 21 trees over several city blocks including traffic control.

- 2023 Season Contract Amount: \$13,250
- Lifetime Contract Amount: \$35,829

John Fowler
219-380-9930
john.fowler@ormondbeach.org

Previous Holiday Installation Photos











CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
08/12/2024

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Tom Collins Insurance Agency, Inc. 1555 Indian River Blvd, Suite 130 Vero Beach, FL 32960	CONTACT NAME: Lilleigh Cashman	INSURER(S) AFFORDING COVERAGE	NAIC #
	PHONE (A/C, No. Ext): (772)778-9222	FAX (A/C, No.): (772)778-9255	
	E-MAIL ADDRESS: L.cashman@tomcollinsinsurance.com		
INSURED Elite Holiday Decor, Inc DBA Elite Christmas Lighting and Elite Landscape Lighting 1607 91st Ct Vero Beach, FL 32966-7502	INSURER A:	Nautilus Insurance Company	
	INSURER B:	Mercury Insurance Group	11201
	INSURER C:		
	INSURER D:		
	INSURER E:		
	INSURER F:		

COVERAGES CERTIFICATE NUMBER: 99003721-775737 REVISION NUMBER: 5

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL SUBR INSD	WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR			NN1612002	10/21/2023	10/21/2024	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ Excluded GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COM/POP AGG \$ 2,000,000
	GENL AGGREGATE LIMIT APPLIES PER <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:						
B	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input checked="" type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS ONLY <input checked="" type="checkbox"/> NON-OWNED AUTOS ONLY			BA090000018462	12/08/2023	12/08/2024	COMBINED SINGLE LIMIT (Ea accident) \$ 500,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
	UMBRELLA LIAB <input type="checkbox"/> OCCUR EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE						EACH OCCURRENCE \$ AGGREGATE \$
	DED RETENTION \$						\$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE/OFFICER/EMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below						PER STATUTE <input type="checkbox"/> OTHER <input type="checkbox"/> E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

CERTIFICATE HOLDER City of Clearwater Attn: CRA P.O. Box 4748 Clearwater, FL 33758-4748	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE (LMC)
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