



**REQUEST FOR PROPOSALS (“RFP”) FOR
2026 HOLIDAY LIGHTING AND DECORATIONS
FOR THE TOWN OF JONESBOROUGH**

Prepared by:

**The Town of Jonesborough
117 Boone Street
Jonesborough, Tennessee 37659
August 2026**

INTRODUCTION

The Town of Jonesborough seeks the services of a licensed, qualified and experienced holiday lighting and decorations contractor to provide holiday lighting and decorations in downtown Jonesborough and the select areas for the 2026 holiday season. Our goal is to encourage visitation and to create a full experience for each resident and visitor. The intent of the RFP is to have a successful contractor enter into an agreement with the Town of Jonesborough for the desired services. The term of the initial agreement shall be for the 2026 holiday season. The Town of Jonesborough will retain the option, at its sole discretion, to award up to three (3) renewal periods of one (1) year each. The selected company will use creative ideas and concepts to ensure cohesiveness in the holiday theme and design of all lights and decorations in all areas designated by the Town of Jonesborough in this RFP.

For more information about the Town of Jonesborough, visit jonesboroughtn.org.

INSTRUCTIONS TO RESPONDENTS

1. GENERAL

The following instructions are given as guidance to respondents in properly preparing their responses to this Request for Proposals (“RFP”) for providing 2026 holiday lighting and decorations for the Town of Jonesborough. A description of requirements is provided in the “Scope of Work and Requirements section of this RFP”. It is marked Exhibit “A” and is incorporated into this RFP by this reference.

2. SUBMISSION DEADLINE AND OPENING OF RESPONSES

All responses must be received by email or the physical address of the Town of Jonesborough Visitors Center no later than **10:00 a.m., on August 28, 2026**.

ATTN: Holiday Lighting Committee
117 Boone Street
Jonesborough, Tennessee 37659

info@jonesborough.com

Please include “Holiday Lighting Proposal” in your subject line and proposals must be in PDF format.

3. POSTPONEMENT AND EXTENSION OF DATE FOR SUBMITTING RESPONSES.

The Town reserves the right to postpone and extend the date for the receipt of responses, and will give ample notice of any such postponement and extension to each prospective respondent.

4. **QUALIFICATION SUBMISSION PAGES.** The items stated below should be fully addressed in the response to the RFP in a concise narrative form. The following is the order in which to respond:

Letter of Interest: The Letter of Interest should not exceed two (2) pages.

Statement of Proposed Services: Responses should be directed to the Scope of Work (Exhibit A). The response should provide a description of the respondent's abilities and innovative and creative approaches that will be used to perform the required services.

Company Experience: Provide identification of company's distinctive competencies, staff level of company and the experience and skills that you or your team will bring to the project. Provide a brief history of your company and detail your expertise in holiday lighting and decoration and advise on training and experience of staff who will actually be performing the required services. Please refer to Exhibit "A", for requirements.

Organizational Credentials: Provide information on experience and qualifications of respondent's management team in providing similar services as proposed in this RFP. An organizational chart which identifies key personnel to be assigned to perform work on the project should be provided.

Similar Project References Information: Provide a list of at least three (3) examples of holiday lighting and decorations successfully installed by the respondent within the past three (3) years. The list shall include: name of client, client contact information (stated below under references), scope of project, dates of installation and photos and/or video of work.

5. INSURANCE COVERAGE

Respondents **MUST** comply with Town insurance requirements.

6. SELECTION

The Town will consider respondents who are responsive and deemed responsible by the Town based upon the responses submitted.

7. EVALUATION CRITERIA AND PROCEDURES

All submitted responses will be evaluated based on the information provided in each response to this RFP. Evaluation criteria will include, but not be limited to, a review of the background and

experience of the respondent in providing similar services to other clients, references, and a review. The Town of Jonesborough may select for interview, but is not obligated.

10.1 The Town of Jonesborough reserves the right to accept or reject any or all responses, or parts of any responses, to waive any informalities, technicalities or irregularities, to re-advertise the RFP, to request other responses or clarifications, or take any similar actions that may be deemed to be in the best interests of the Town. The Town reserves the right to negotiate an agreement with more than one (1) respondent in response to this RFP, and may elect to provide the services itself, without any assistance.

10.2 The Town may accept all items quoted in the bid or may accept part of the bid whichever is in the best interest of the Town. Each area as stated in Exhibit “A” must be priced separately. Award will be made to the respondent with the product/service that will best serve the needs of the Town.

10.3 The Town may require additional items or services not listed in the Services Exhibit A. The selected contractor is required to provide the additional work at prices that are the same or similar to that used in establishing the prices in the proposal submitted through this RFP.

8. TERM

The terms and conditions of the agreement resulting from this RFP with the successful respondent shall remain in effect for one (1) year. The Town shall have the sole option to renew the agreement annually for up to a maximum of three (3) additional one (1) year periods. Agreement renewals shall be at the discretion of the Town and will not be a right of the successful respondent. Ninety (90) days prior to the expiration date of the contract, the contractor will submit to the Town a price schedule for renewal of the agreement that will then be reviewed for approval. If approved, the Town Administrator will provide written notification of a continuation to the successful respondent.

9. INSTALLATION TASK MANAGEMENT

The successful respondent must produce and manage an installation task timeline. Respondent must be able to accomplish tasks on schedule and adhere to prepared timelines and schedules. Respondents should submit brief biographical sketches for key team members who will be engaged to work on the project and will be required to provide recommendations for any supplemental staff, subcontractors and other staffing requirements.

10. LOCATION

The Town requires lighting and decorations in various locations as stated in Exhibit “A”. All respondents must thoroughly acquaint themselves with the various locations.

EVALUATION CRITERIA

The award of the Agreement will be based on certain considerations as listed below:

- | | |
|--|-------------------|
| 1. Strength of overall proposal | 20 Points |
| a) Cohesive decorative expression | |
| b) Clear understanding of requirements | |
| 2. Experience with similar large scale holiday decorations | 25 Points |
| a) Number, type, quality and scale of similar projects | |
| b) References from past projects | |
| 3. Innovative, creative approach to rendering the required services | 15 Points |
| 4. Proven experience to complete projects in a timely and professional manner | 15 Points |
| a) Availability of all equipment necessary to complete project | |
| b) Qualifications of staff | |
| c) Experience of staff on similar projects | |
| 5. Pricing | 25 Points |
| 6. Extra points will be awarded to any group who is able to narrate a story through the lighting display | 10 Points |
| TOTAL POINTS AVAILABLE: | 110 Points |

EXHIBIT “A” SERVICES

SCOPE OF WORK AND REQUIREMENTS

Background

Downtown Jonesborough has created a festive ambiance with striking holiday lighting each season since 2020. This year we are looking to enhance the lights and the boundary. We are seeking a company that will provide a creative and cohesive Holiday display. Extra points will be awarded to any group who is able to narrate a story through the lighting display.

GENERAL SERVICES REQUIREMENTS

Pricing

- Each bid should provide options for the Town to either purchase or rent the lighting and decorations.
- Contractor must include storage, installation and maintenance/replacement of lights and decorations as required for subsequent years.

Permits

- Contractor will coordinate all required permitting with all applicable agencies, companies or governmental entities.

Display

- Provision, installation and removal of holiday lights and decorations.
- Contractor is to ensure all cords used are the appropriate length without excess and all cords are to be covered with non-hazardous and non-distracting cord covers. Cord covers can be provided by the Town. But this should be requested in advance with exact footage needed.

Display Period

- Lights must be in place by: **November 12, 2026**. If possible, some lighting may be requested to be installed earlier.
- A walk through after installation is mandatory.
- Lights must be removed by the week of **January 11, 2027**.
- Lit decorations should be on timers to remain on from dusk to dawn seven days per week.
- Large Christmas Tree by the Courthouse is to be turned on at an official tree lighting ceremony on **November 27, 2026**.

Lights

- The contractor shall provide high quality brand of lights.
- All trees, trunks, branches and bushes shall be wrapped with the lines of lights in symmetry and positioned close to each other to provide greater illumination impact.
- The contractor shall ensure that all safety measures are taken for all lights to avoid short outs and gaps in lighting because of faulty strands.
- The contractor is expected to provide excellent quality materials to meet safe electrical standards.
- The contractor is expected to provide timers for all lights and be on a consistent schedule.
- The Town will provide outlets and pay for electricity for each pole light.

Equipment

- Contractor shall supply all lifts and other materials necessary to safely and successfully install, maintain and remove lights and decorations unless other options are mutually agreed upon between the Town and the contractor.

Maintenance

- Contractor must maintain the lights and decorations throughout the display period to ensure all lights are on and functioning.
- All malfunctioning lights that occur during the period must be repaired within a reasonable time, not to exceed three (3) days from the time of notice of malfunctions.
- Please provide your maintenance staff contact information to facilitate contact regarding any display problem as required.

Removal

- Contractor is responsible for removal of all decorations and lighting within seven (7) days of the end of display period.

Disposal of Waste

- Contractor shall make arrangements to dispose of any and all waste from the work being performed.
- All areas of display must be kept clean and free from any debris, e.g., zip ties, tape, etc. after removal of decorations.

Safety Precautions

- Contractor shall be careful when working in the various areas. Damage to public and private property shall be the responsibility of the Contractor and shall be repaired or replaced at no additional cost to the Town.

AREAS TO BE ILLUMINATED AND DECORATED

PROVIDE QUOTE FOR EACH AREA (1-5)

AREA 1

Boone Street

- Four (4) trees on Boone Street in front of Boone Street Market to be wrapped from top to bottom in lights
- Can be a mix of colors on each tree, each tree a different color, or we may decide to go with white lights (example: *Photo 1 and Photo 2*)



Photo 1



Photo 2

AREA 2

Greenspace on Main Street

- Three (3) shrubs to be wrapped/netted from top to bottom in lights (example: *Photo 3* in relation to the fullness of lights desired)
- Can be a mix of colors or white lights



Photo 3

- One (1) crab apple tree to be wrapped from top to bottom in colored lights (example: *Photo 4 and 5*) with snowfall tubes or other lights with movement. This needs to coincide with the shrubs.



Photo 4



Photo 5

AREA 3

Trees on Main Street

- Thirteen (13) trees along Main Street to be wrapped from top to bottom in colored lights (example: *Photo 1 and 2*)
- Can be a mix of colors on each tree, each tree a different color, or we may decide to go with white lights (example: *Photo 1 and Photo 2*)
- Six (3) large trees (example: *Photo 4 and 5*)

AREA 4

Storytelling Plaza

- One (1) tree between the Storytelling Plaza and the Chester Inn to be wrapped from top to bottom in colored lights (example: *Photo 4 and 5*) with snowfall tubes or other additional light movement

AREA 6

Courthouse Tree

- Full coverage of the 50' evergreen tree located on the West side of the Washington County Courthouse on Main Street

- At least 4,000 commercial-grade LED bulbs colored and a mix of white (example: *Photo 7*)



Photo 7

Note: The Town will make arrangements for branches to be trimmed based on selected contractor's requirements.

Holiday Light Show

- If you have the capabilities to create a holiday light show throughout, or in one area of, our downtown, please include this in your proposal
- Please include length and number of shows possible per day or on select weekdays

Additional Lighting

- Creative additions and suggestions are encouraged.
 - Ideas:
 - Light tunnel at the entrance bridge at Mill Spring Park or the walking bridge behind Main Street Café
 - Additional decorations on the East side of the Courthouse beside the sleigh





REQUIREMENTS

- The selected company must fully comply with the specified insurance requirements.
- The selected company must provide all necessary licenses and obtain all required inspections and permits (Town, County and State).
- The selected company must provide and designate an experienced team member to regularly meet with Town staff to lead the planning and execution of tasks for a successful installation.
- The selected company must meet all deadlines to ensure all lighting and decorations are installed and operational in time as per Town requirements.

Provide project approach and qualifications including, but not limited to the following:

- Provide any additional information and suggestions for designs and features which will enhance the decorative plan for the Town of Jonesborough.
- Provide photographs of at least three (3) similar outdoor, large-scale lighting and decoration projects which your company has previously created, illustrating experience with planning and producing large scale illumination and your production style.

EXHIBIT “B”

REFERENCE LIST

THREE (3) CLIENTS FOR WHICH RESPONDENT PROVIDED SIMILAR SERVICES WITHIN THE PAST THREE (3) YEARS

Respondent is to include at least two (2) references from entities for which Respondent has provided similar services to those sought in this RFP in the past three (3) years:

The following reference information is required:

- Name of Entity for which services were performed
- Brief Description of Scope of Services
- Photos and/or Video of Services
- Amount of Contract Award
- Status of Contract
- Contact Name
- Contact Telephone Number
- Contact Email Address