

Date: July 2, 2014
To: City Council
From: Stephanie Sheetz, AICP, Senior Planner
Re: Downtown Christmas Lighting



The SSMID Board has recently discussed downtown holiday lights and whether to continue replacing bulbs in the current decorations. The City also pays for bulb replacement, for decorations hung elsewhere in the community. SSMID has decided in 2014 that they only wish to maintain decorations along Central Avenue. Once downtown street reconstructions are completed, then they will pick up discussion on how to fundraise for new decorations. This discussion is being passed on to City Council, to consider how to handle decorations outside of downtown in 2014 and beyond.

Attached is information that SSMID considered regarding holiday lights. They decided the overhead garland and the wreaths along Central Ave. should continue as they remain in good condition and provide a holiday ambiance in the core downtown.

Staff would like to have a workshop discussion with Council to prepare for the winter and avoid confusion come November.

Date: October 11, 2013
 To: SSMID Board
 From: Stephanie Sheetz, AICP, Senior Planner
 Re: **Downtown Christmas Lights Investigation**



At last month's meeting Steve Mattke discussed options with the Board on the Christmas lights. The discussion was to look ahead for a policy in 2014, rather than for the current year. Steve indicated that LED replacement bulbs are now available. They are supposed to last longer. The cost to purchase them is higher than the cost for the current bulbs we use. There was also discussion about whether we should continue replacing bulbs or consider purchasing new decorations. SSMID typically covers 25% of the replacement bulb expense. The historical expenditures are listed below, along with an estimate on what it would have cost if LED's had been purchased. Also below is a summary of costs for a selection of new Christmas decoration styles. In the downtown, there are approximately 140 decorations.

SSMID Historical Expenditures on Christmas Bulbs

Year	Total Number of Bulbs Purchased	SSMID Portion Paid	SSMID Portion <i>if</i> LED (estimates)
2008	1,350	\$372.00	\$286.87
2009	1,718	\$235.00	\$365.07
2010	1,167	No SSMID payment	\$247.98
2011	2,195	\$346.50	\$466.43
2012	632	\$110.17	\$142.20

Christmas Decoration Styles & Costs Summary

Type	Unit Cost	Weight (lbs)	Quantity Cost 140
Celestial (8')	\$ 890.00	23	\$ 124,600.00
Sirius (8')	\$ 1,195.00	55	\$ 167,300.00
Joyful Double Bell	\$ 746.00	29	\$ 104,440.00
Christmas Stocking	\$ 412.00		\$ 57,680.00
Christmas Tree (8')	\$ 542.00		\$ 75,880.00
Classic Candy Cane (7')	\$ 455.00		\$ 63,700.00
Delux Forked Snowflake	\$ 529.00		\$ 74,060.00
Winterfest Diamond Snowflake (5')	\$ 563.00	20	\$ 78,820.00
Winterfest Forked Snowflake (5')	\$ 563.00	20	\$ 78,820.00
Shooting Star	\$ 434.00		\$ 60,760.00
Winterfest Spiral	\$ 425.00	20	\$ 59,500.00
Winterfest Deluxe Spiral (3 ½')	\$ 515.00	20	\$ 72,100.00
Range of cost: \$57,680 -167,300			

* They send pole plate with each one, if we don't need then probably \$20-50 savings/each.
 ** Quantity discounts are available, but were not explored at this time.

Winter Elegance

All LED



8' Celestial



8' Sirius

Garland Elegance

All LEDs



Joyful Double Bell



Christmas Stocking



Christmas Tree (8')



Classic Candy Cane

Silhouette Decorations



Deluxe Forked Snowflake



Winterfest Diamond Snowflake (5')



Winterfest Forked Snowflake (5')



Shooting Star (7')



Winterfest Spiral



Deluxe Spiral (3 1/2')