



Legislation Details (With Text)

File #: TMP-2516 **Version:** 1

Type: Report **Status:** Study Session

File created: 12/21/2017 **In control:** City Council

On agenda: 1/23/2018 **Final action:**

Title: Discuss 2018 Christmas Activities

Sponsors: Jeff Harting

Indexes:

Code sections:

Attachments:

Date	Ver.	Action By	Action	Result
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Discuss 2018 Christmas Activities

BACKGROUND:

This past year completed the 26th year of the Tour of Lights. The past four years vehicles and donation totals are listed below:

Year	Vehicles	Donations
2017	16,576	\$50,872.64
2016	18,381	\$60,584.98
2015	13,961	\$35,534.95
2014	13,764	\$39,421.79

DISCUSSION:

There has been discussion about the possibility of changing the Tour of Lights for 2018. The following are ideas for Christmas activities beginning in 2018. The options listed below can be a la carte or combined to create a large Christmas event.

Tour of Lights: The concept stays the same but the route is reversed with vehicles entering at the Ford Road entrance of the Historical Park. Reversing the route would simplify the flow of traffic. The Tour of Lights would continue to be free with a \$5 suggested donation to local non-profits.

Budget Estimate	City Revenue Potential	Non-Profit Revenue Potential
\$250,000	\$0	\$50,000-\$60,000

Walking Tour: Create a lighted “trail” for guests to walk through the lights. The proposed path would include: Gussie Field Watterworth Park (Gussie) walking trail, Gussie pavilion & amphitheater, rose gardens, Jeff Fuller Rose Garden and The Grove @ Mustang Crossing. This would create a longer stay for guests and more interaction with the displays. The Walking Tour would be free but non-profits could volunteer with donation

boxes at each “entry” area.

Budget Estimate	City Revenue	
Potential	Non-Profit Revenue	
Potential		
\$125,000	\$0	\$25,000

Skating Rink: Partner with the StarCenter to host an outdoor skating rink. The skating rink would be located on the grass lot adjacent to the StarCenter. The rink would be rented by the City and operated by the StarCenter and profits would be split. To incorporate non-profit groups and drive traffic for less popular nights, non-profit groups would be awarded a night (Monday-Thursday) and a portion of the proceeds from that night would go towards that group.

Budget Estimate	City Revenue	
Potential	Non-Profit Revenue	
Potential		
\$150,000	\$190,000	\$27,000

Holiday Village: Walkable area that could include Santa’s house & Santa, concessions, animated element with sound, live music and activities as it grows. Possible locations include Gussie Pavilion and Amphitheater or The Grove @ Mustang Crossing. Non-Profit groups could set up booths to sell holiday items or provide activities for a charge.

Budget Estimate	City Revenue	
Potential	Non-Profit Revenue	
Potential		
\$55,000 - First year (Animated Tree Purchase) \$25,000 - Subsequent years	\$10,000	\$10,000

Outdoor Theatre: Partner with the Firehouse Theatre to host an outdoor performance at the Historical Park of the musical “Elf.” Tickets would be sold and there would be four different performances in the evenings. Please note: This event cannot be combined with the Tour of Lights

Budget Estimate	City Revenue	
Potential	Non-Profit Revenue	
Potential		
\$80,000	\$35,200	\$0

Light the City: Lighting would be modified to include areas throughout the City including west side development, east side development, four corners and station area.

Budget Estimate	City Revenue		
Potential	Non-Profit Revenue		
Potential			
\$35,000	\$0	\$0	