



COMMUNITY DEVELOPMENT CORPORATION COMMUNICATION

DATE: July 8, 2026

FROM: Shannon Montgomery, Town Secretary

AGENDA ITEM: Receive Update on Christmas Lighting at the corner of FM 407 and McMakin (Old Town).

SUMMARY:

At the April meeting, the Directors discussed the possibility of utilizing the same vendor for the Old Town Christmas Lighting while continuing to use the Christmas tree and lighting decorations from the 2025 season.

Staff obtained two proposals from the vendor: one for the purchase of the Christmas tree and one for leasing the tree. The purchase option exceeded the annual marketing expenditure limitations established for the Board. To remain within the Board's authorized marketing budget and funding guidelines, staff elected to lease the Christmas tree for both the 2026 and 2027 holiday seasons at a cost of \$14,000 per year.

This approach allows the Board to continue enhancing the Old Town Christmas event while maintaining compliance with established marketing expenditure requirements.

FISCAL INFORMATION:

FY2026 - \$14,000

FY2027 - \$14,000

RECOMMENDED MOTION OR ACTION:

Discussion only; no action to take.

ATTACHMENTS: N/A