

Choose an item.

DEPARTMENT: Economic Development

FROM: Alex Philips, Economic Development Director

MEETING: July 15, 2026

SUBJECT:

Receive a report, hold a discussion, and provide recommendation to the City Council on potential replacements of the Mayor Vera Calvin Plaza Christmas tree. *(Staff Contact: Alex Philips, Economic Development Director)*

STRATEGIC PRIORITY AND GOAL(S):

Strategic Priority	Strategic Goal
 Beautiful, Safe, & Vibrant Community	3.1 Encourage a clean and healthy community 3.2 Encourage placemaking and a sense of belonging 3.3 Enhance emergency response services 3.4 Ensure public safety equipment and personnel needs are being met 3.5 Continue community policing and risk reduction programs

SUMMARY:

The City's existing Christmas tree, which has been in service for the past five holiday seasons, has experienced significant wear and deterioration due to repeated installation, disassembly, storage, and exposure to seasonal weather conditions. In addition to its declining visual appearance, the tree's structural condition has become a growing concern. The City's current contracted installer has advised that the tree is in poor condition and may present a potential safety and liability risk if reused. The installer has further indicated that substantial repairs and ongoing maintenance would likely be necessary to ensure the tree remains structurally sound throughout another holiday season, with no guarantee of long-term reliability.

Replacing the existing tree will provide a safe, high-quality holiday display that enhances the appearance and festive atmosphere of the Mayor Vera Calvin Plaza. As one of the City's most recognizable seasonal attractions, the Christmas tree serves as the centerpiece for numerous community events, including the BTXMas Parade, the annual Tree Lighting Ceremony and Drone Show, and the Holiday Old Town Picture Show. Throughout the holiday season, the tree also functions as a popular gathering place and photo destination for residents and visitors,

contributing to increased activity in the Plaza and supporting local businesses by encouraging visitation to the surrounding downtown area.

RECOMMENDATION:

The committee's recommendation will be presented to City Council on August 3, 2026.

PRIOR ACTION/INPUT (Council, Boards, Citizens):

N/A

FISCAL IMPACT:

None

STAFF CONTACT:

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