



MVCP Christmas Tree Replacement

Community Services Committee

July 15, 2026

Summary of Request

Consider replacement options for the Christmas tree annually displayed within the Mayor Vera Calvin Plaza during the holiday season



Current Tree Overview

- ❑ Purchased in 2020
- ❑ Purchase Price: \$39,700
- ❑ Height: 34 ft.

Annual/recurring costs

- ❑ \$16,000
 - Includes: install, takedown
& storage (*pricing as of Dec 2025*)

NOTE: Install & takedown requires a team of 6-8 contractors and 10-12 hours assembly time



Summary of Concerns

- ❑ Existing Christmas tree has been in service for five (5) holiday seasons and has experienced significant wear and deterioration.
- ❑ Repeated installation, disassembly, storage, and seasonal weather exposure have contributed to its declining condition.
- ❑ The City's contracted installer has determined the tree is in poor structural condition and has reached it's end of useful life.
- ❑ The tree's visual appearance has noticeably deteriorated, reducing its overall aesthetic appeal.

Benefits of Replacement

- ❑ Replacing the tree will provide a **safe, durable, and visually appealing** centerpiece for Mayor Vera Calvin Plaza.
- ❑ The replacement will preserve a popular community gathering place and photo destination for residents and visitors throughout the holiday season.
- ❑ A new tree will continue to support the City's signature holiday events, including:
 - BTXMas Parade
 - Annual Tree Lighting Ceremony and Drone Show
 - Holiday Old Town Picture Show
 - Holiday Farmer's Market

NOTE: Pricing included within this presentation is for the lease/purchase of tree only & *does not* include install, storage and takedown.

Tree Option 1- RGB Animated Christmas Tree

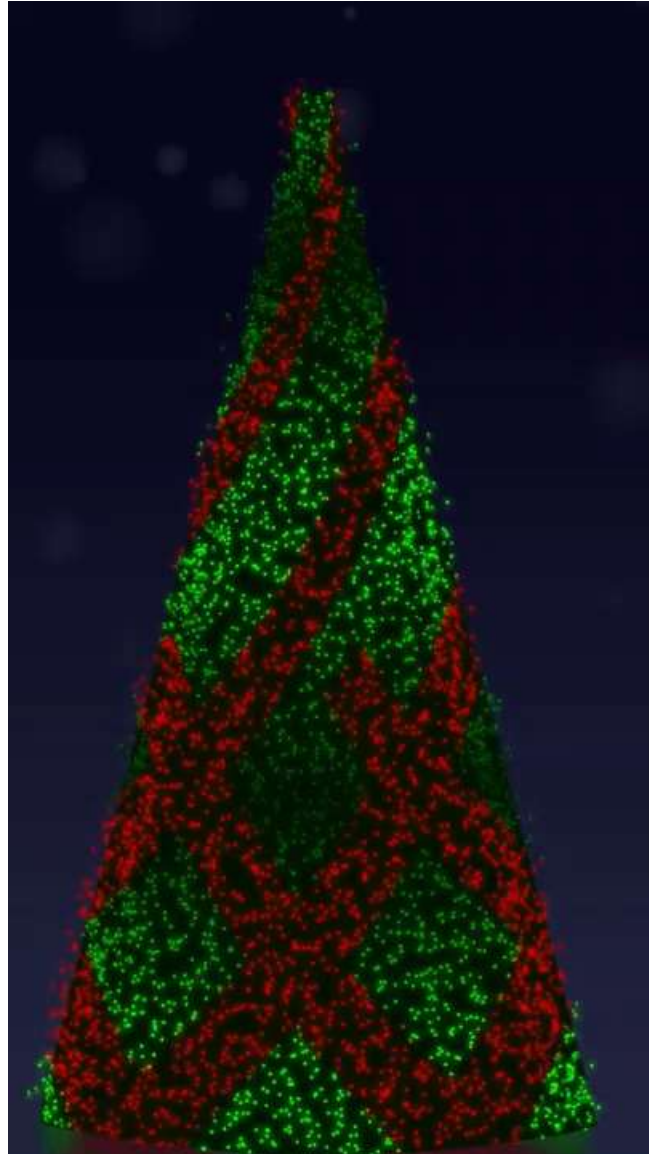
- ☐ Height Options: 28 ft./32 ft.
- ☐ Content package offers over 40 shows ranging from 1-4 minutes long
- ☐ Optional customizable package (\$300/logo)
- ☐ RGB Engineer on-site during install to program tree
- ☐ Tree installer/City staff will control preferred shows & daily timer
- ☐ Includes 3-year manufacturer warranty
- ☐ Expected service life of 10+ years with routine maintenance



RGB Pixel Pine tree at Dollywood

Tree Option 1- RGB Animated Christmas Tree

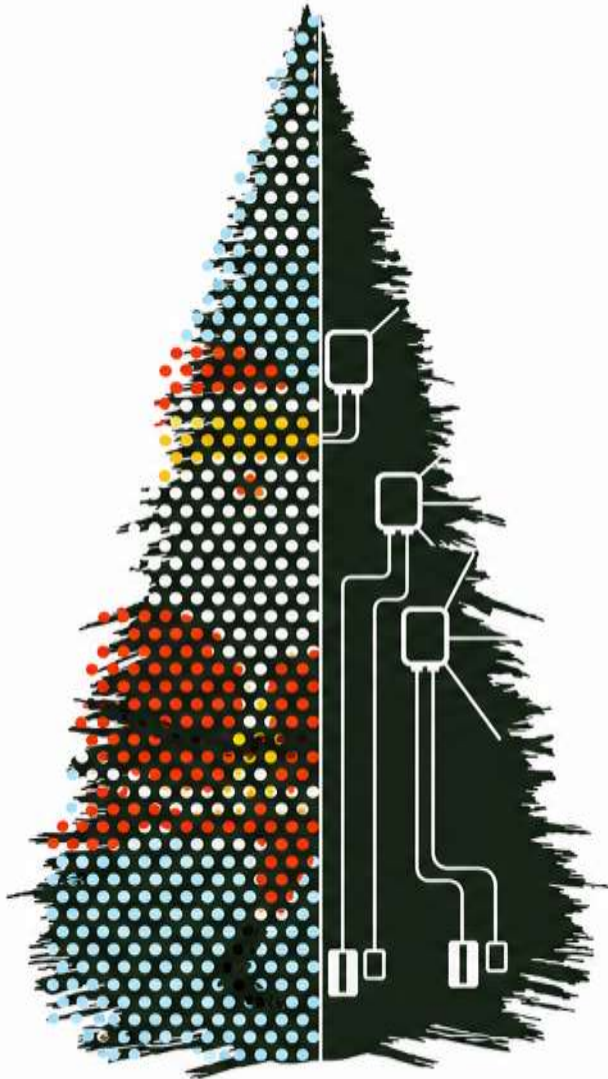
Videos provided by third party.
Additional video examples available by request.



[Click to view video representation of RGB Animated Tree](#)



Tree Option 1- RGB Animated Christmas Tree



Steel Tower Tree Frame | Made in America

- 2ft Height Ring Sections of Powder-Coated American Steel
- Produced at S4 Decor in Oregon, USA



Pre-Lit Branches | Made in America

- 4ft x 2ft (HxW) Branches with Natural Layering & Colors
- Shipped & Stored on Pallet-Size Steel Branch Racks



Low-Voltage Power System

- All Power Supplies located at base of tree.
- No GFCI-Tripping – Show goes on in any weather.



S4i DOP System | Fully-Intelligent RGB LEDs

- Every Bulb, Any Color, Any Time. PLUS Isolated Bulb Failure.
- Patented DOP Tap System makes every branch interchangeable.



Proprietary S4i Pixel Pines Map

- 360-Degree, Seamless Canvas to Display Content
- There is no Bad Viewing Angle.



Interchangeable Parts & On-Site Spares

- All components are interchangeable & hot-swappable.
- Base Price includes on-site spares of every component.



INCLUDED: S4i Tech | On-Site Year 1

- Personalized, On-Site Installation Support & Training by an S4i Tech during first-year install
- Quickest, easiest, and cleanest RGB Tower Tree installation on market, year after year. You won't need us after Year 1!



Tree Option 1- RGB Animated Christmas Tree

Purchase Price:

\$114,172 (28 ft.)

\$150,628 (32 ft.)

3-Year Lease Price:

\$176,980 (28 ft.)

Breakdown:

Year 1: \$79,510

Year 2: \$48,735

Year 3: \$48,735

***Leasing not available for 32 ft. tree**



RGB Pixel Pine tree at Dollywood

Tree Option 2- LED Tower Tree

- ☐ Height: 30 ft.
- ☐ Tree includes individual branches lit with LED warm white mini lights
- ☐ Includes ornament package (6-8" round, colored ornaments) + 4 ft. 3D snow burst topper as shown
- ☐ Includes a 5-year manufacturer warranty
- ☐ Expected service life of 10+ years with routine maintenance
- ☐ NOTE: If purchased, storage, install, and takedown could be in-house if necessary/desired



Tree Option 2- LED Tower Tree

Purchase Price:

\$51,820

3-Year Lease Price:

\$72,261

Breakdown:

Year 1: \$24,087

Year 2: \$24,087

Year 3: \$24,087



Tree Option 3- Pre-lit Commercial Pine

Purchase Price:

\$14,585

- ☐ Height: 20 ft.
- ☐ Tree includes individual branches lit with 8,450 LED warm lights
- ☐ Available for purchase at Walmart.com
- ☐ Expected service life of 10+ years with routine maintenance
- ☐ NOTE: If purchased, storage, install, and takedown could be in-house if necessary/desired



Related expenses for consideration



Install/Takedown/Storage

- Non-animated/traditional
\$14,000-\$16,000 annually (approx.)
- RB animated pixel pine
\$17,000- \$22,000 annually (approx.)

Perimeter Fencing- *Optional*

- \$4,500
- Includes purchase of fencing, install, takedown & storage
- Annual price to decrease after initial purchase, beginning year 2.

Recommendation Considerations

- Lease or Purchase of RGB Animated Christmas Tree
- Lease or Purchase LED Tower Christmas Tree
- Purchase Commercial Pre-lit Pine
- Other