



**STAFF REPORT**  
**9/8/2021**

**TO:** Honorable Mayor and City Council Members

**FROM:** Maritza Martinez, Public Works Director

**SUBJECT:** Authorize appropriation from Undesignated General Fund Reserves for the Holiday Tree Lighting Event in the amount of \$45,000 and award of a professional services agreement not to exceed \$35,000 to The Christmas Kings.

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**STAFF RECOMMENDATION:**

Authorize appropriation from Undesignated General Fund Reserves for the Holiday Tree Lighting Event in the amount of \$45,000 and award of a professional services agreement not to exceed \$35,000 to The Christmas Kings.

**EXECUTIVE SUMMARY:**

Traditionally the city has a Holiday Tree Lighting Event the Wednesday after Thanksgiving. In 2021, the first Wednesday following Thanksgiving is December 1, 2021. The event is recommended to occur on December 1<sup>st</sup> from 5:30pm to 7:30pm. The event will include the traditional program: recognition of 2021 Hometown Heroes, performances by the Coachella Valley High School Choir and Coachella's Desert Recreation District's Dance Play and Pretend class, countdown to light the holiday tree and downtown, food for attendees, picture opportunity with Santa and a ride on the Holiday Polar Express.

This year the City will also be celebrating its 75<sup>th</sup> Anniversary and staff is recommending adding a synchronized light show element to the Holiday Tree Lighting Event. The City's birthday is on December 13<sup>th</sup> and the synchronized light show would include large numbers reflecting the City's 75<sup>th</sup> year and be designed to holiday music; this installation and light show will run through the end of the 2021 calendar year. The city has informally bid this professional service and requested proposals from the following consultants: WOVA, The Christmas Kings, Extreme Lightscares, Holiday Lighting CA, Perfect Holiday Lights, Desert Christmas Lights. Due to the increased demand in these services only The Christmas Kings is available to complete the requested services in time for the 2021 Holiday Tree Lighting Event.

Staff is recommending an appropriation from Undesignated General Fund Reserves for the Holiday Tree Lighting Event in the amount of \$45,000 and award of a professional services agreement not to exceed \$35,000 to The Christmas Kings.

**FISCAL IMPACT:**

Authorize appropriation from Undesignated General Fund Reserves for the Holiday Tree Lighting Event in the amount of \$45,000.

Attachment:  
Proposed Agreement