



# City of Eustis

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TO: Eustis City Commission

FROM: Tom Carrino, City Manager

DATE: October 3, 2024

RE: Resolution Number 24-77: Events Department Holiday Purchase in Excess of \$50,000.

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## **Introduction:**

The Events Department is again planning a flurry of holiday events including Light Up Eustis, December First Friday, and Snowflakes by the Lake. These events continue to grow, and last year attracted more than 23,000 individuals to Downtown Eustis. As part of the event line-up, holiday décor for Ferran Park and the Downtown Streets light up the evening, creating an ambiance of the season.

## **Background:**

For several years we have utilized the service of Holiday Outdoor Décor with area offices in Lake County. They have provided quality decorative lighting and décor including the 50ft Christmas tree which has been the only one of its kind in our area. The company also provides services to many other local municipalities and comes recommended by our peers.

This year we will again be hosting both the large tree in Ferran Park and the smaller one in the downtown area. Additionally, we will be updating bows and garland to match the blue and silver color scheme we have previously been evolving towards. We will also be adding additional tree wrapping in Ferran Park to highlight our snow fall events

The Events team has worked closely with the Purchasing Department to appropriately acquire quotes for the seasonal décor, and has identified Holiday Outdoor Décor as a quality, financially responsible option for 2024.

## **Recommended Action:**

To continue to provide top quality events during the holiday season, the Events & Tourism Department recommends the leasing of specific seasonal items from Holiday Outdoor Décor in the amount of \$73,772.

## **Budget/Staff Impact:**

The Events Department has sufficient funds in their annual budget to accommodate the expense.

**Prepared By:**

Miranda Muir, Events and Tourism Manager

**Reviewed By:**

Tom Carrino, City Manager