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To: DDA Board of Directors
From: Austin Colson – Community & Economic Development /DDA Director
Date: October 18, 2024
RE: Holiday Lighting Contractor

As part of our annual tradition, the DDA enhances city hall ground with festive holiday lighting displays. This year, we received proposals from seven contractors. The proposals were evaluated based on the following criteria:

- Cost efficiency: Staying within budget while maximizing quality and coverage.
- Experience: Prior successful installations of holiday lighting, especially in commercial or downtown areas.
- Creativity: Design proposals that align with our vision for an engaging and festive atmosphere.
- Reliability and timeline: Proven ability to meet deadlines and handle weather-related issues.

The proposal submitted by Lucent Landscape and Lighting stood out from the others based on these factors.

Suggested Motion: Authorize the DDA Director to contract with Lucent Landscape and Lighting in the amount of \$10,600 for the installation of holiday day lighting on city hall grounds.