



ACTION ITEM REPORT

Item Title: Consideration and ACTION to approve funding for the Inaugural City of Los Fresnos Christmas Tree Lighting Event.

Recommendation:

Good evening Chairman and Board Members,

The City of Los Fresnos is planning its inaugural Christmas Tree Lighting Event to establish a new annual holiday tradition that strengthens community pride and quality of life. The celebration will bring together residents, families, schools, businesses, and local organizations in a festive community gathering.

The City already owns several holiday assets that can serve as the event's foundation, including a large Christmas tree, multiple lawn decorations, and two decorative arches at the entrances to City Hall. LFCDC funding would supplement these assets and help transform the City Hall campus into a welcoming holiday destination.

To expand community participation and make efficient use of available resources, the City plans to partner with the **Los Fresnos Chamber of Commerce, a 501(c)(6) organization**. The Chamber would coordinate sponsorship opportunities and seek in-kind donations for selected activities, attractions, and event materials. This partnership would engage local businesses, reduce event costs, and broaden the experience offered to attendees.

Staff requests up to \$20,000 in LFCDC funding to establish a strong foundation for the event. The funds would primarily support new decorations for City Hall, municipal parks, rights-of-way, and other public areas throughout Los Fresnos to create a festive holiday atmosphere. Funding would also help cover the cost of Santa Claus for a free community Picture with Santa activity.