

LOS GATOS CHAMBER LIGHT DISPLAY

What's Next Los Gatos?

People are asking this question and eagerly awaiting an answer. Their expectations are high. Not to worry, the Chamber of Commerce has a good idea for you to consider. We still have some economic recovery to do and unfortunately the future is unclear. Collectively we have to figure out our next step, which will help the rather dire situation for our businesses and our spirits.

Most Los Gatos residents who have ventured out would agree that the pop-up patio experiment is a success. Outdoor dining in Los Gatos is one of the few silver linings of this Covid pandemic. While not perfect, they provide a happy outlet for many. People are able to pick and choose which space makes them feel the most safe and comfortable. Our restaurants and our small businesses are so appreciative for this lifeline which gives them a fighting chance to survive. For the first time in years, folks from other towns were calling and asking us how we made it happen! Three cheers to our Council for having the courage to set aside some money specifically to be used for Covid Economic Recovery Projects and for taking a risk and moving swiftly.

The weather will be changing soon though and the pop-up patios will not quite have the same allure. Hopefully, our County Health Department will allow for some indoor dining by October. Perhaps there will be a vaccine come the New Year, but in the meantime we have to ask ourselves – How can we safely draw people into Town to dine, drink, walk and shop? We need to target and market to those people who are active and looking for an “experience” and who have money to spend.

When you put that money aside for Economic Recovery, one of the conditions was that you understood that you would need to pivot. It is time to do just that.

LIGHTS - of course! **Los Gatos Lights up. Los Gatos in Lights** -- something like we could use as the headline.

We propose a simple plan – one that we have been working on for the several months and one that we have discussed with many of our town's residents and business owners young and old alike. We propose the Town approve funding for 6-8 light installations creatively placed around town. Most would be in the downtown core, but we will add a few complimenting pieces on the North side of Highway 9 and another on the Boulevard.

These lights need to be spectacular though, which is why they are expensive. They need to be unique. We propose that we install them in the beginning of November and we let them shine through late January. As the Chamber's Creative Director, Dustin David, says “in this Covid darkness and with winter on its way, let there be some fun and some light!” He is not wrong.

The best part of this proposal is that these light installations will draw people to our Town, but they won't all come at the same time. Once they arrive, they can park, put on their mask, walk around, take photos while physical distancing, shop, have a drink and dine.

Coupled with our Annual Carriage Rides, our town will be more vibrant than ever. All signs are a go for our carriage rides, though County health protocols will be in place. There will not be as many, but they will be brightly lit; beacons of light, bringing joy and a smile to all who see or ride in them. It will be nice to keep one of our traditions alive.

We have met with many of our small business owners. All of them are intrigued with the light installations and are willing to extend their hours allowing for late night shopping on Thursday-Saturday nights. Our restaurant owners plan to promote the Los Gatos lights as well, and will encourage their patrons to come early or stay late to walk around, shop and enjoy the ambiance. We have also reached out to Federal Realty and are hopeful that they too will join in the doing some light installations of their own in Old Town and in King's Court to compliment what we are doing.

We think it could work! The company with whom we are working, Artistic Holiday Designs, came highly recommended and we believe their prices are fair. We propose buying the items. That way, we own them and can use them for the next 3-5 years. We can build upon the idea each year.

We have met with Matt Morley and while he knows it is quite an undertaking, he thinks his staff would be up to the challenge. In the budget proposal, please note that Artistic Holiday Designs has provided us with two options when it comes to technical assistance.

We Got This Los Gatos! This is the best idea we have and while we cannot say for sure how many people will come to Town or how much money we will raise in sales tax revenues, we do know that this proposal offers that pivot and that excitement even though it is a calculated risk.

See you next Tuesday. Please reach out if you have any questions.

Sincerely, The Chamber Staff

Map of programmed areas:

1. Civic Center
2. Main Street Bridge
3. Town Plaza
4. Automobuild Alley
5. Terra Patio
6. Grays Lane
7. Planter at west corner of Bachman/ N. Santa Cruz (Harrell's)
8. Planter at east corner of Bachman/N. Santa Cruz (Trent Pottery)



1. Civic Center



Civic Center - 409131 3D Starburst

Artistic
Holiday Designs

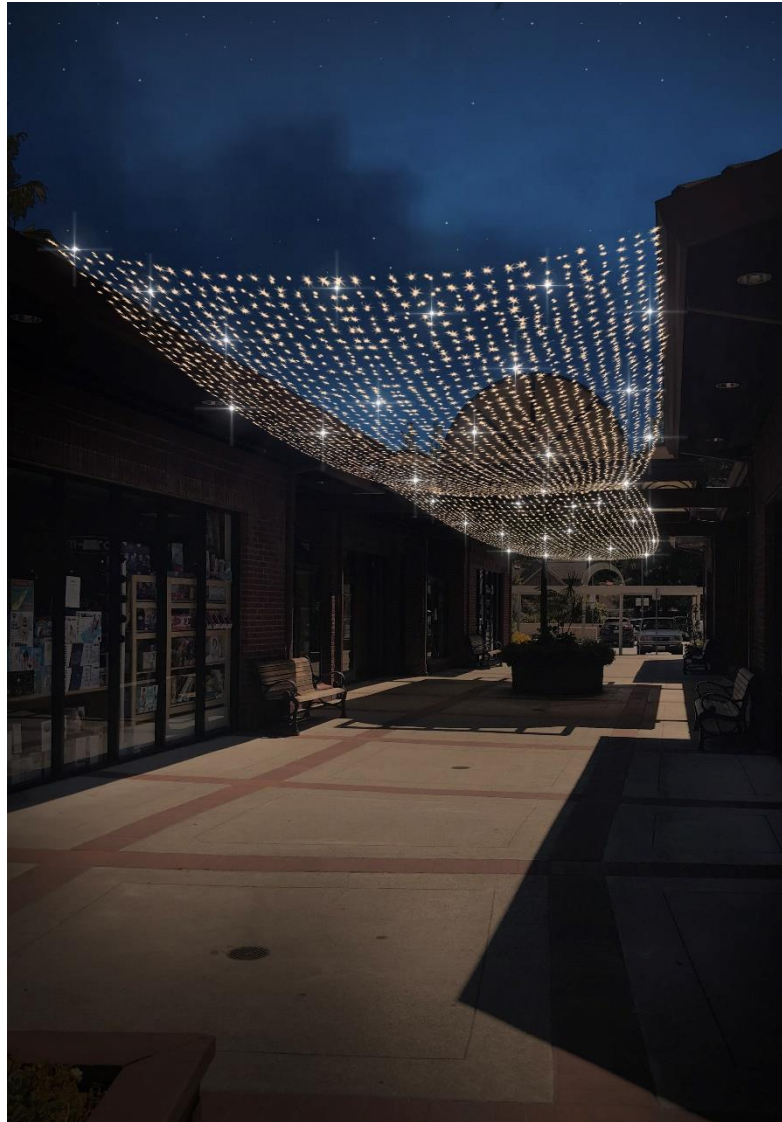
2. Town Plaza



Town Plaza - 202711 Animated Sylma with warm white lights on trunks

Artistic
Holiday Designs

3. Automobuild Alley



5. Terra Patio Alley



Terra Patio Alley version 2 - 3D 24inch Spheres in warm and pure

Artistic
Holiday Designs

6. Grays Lane



Suspended Mini lights in pure and suspended 3D spheres

Artistic
Holiday Designs

7 & 8 & some planter boxes Solar Outdoor Lights





Lester Square Los Gatos Shopping Center



Carriage Rides

Brilliantly decorated in lights



Next year...



Budget

Product	Price	Quantity	Total	
Grays Lane				
Mini lights Crossing				
5 strands of 25ft section	\$85.50	9	\$769.50	
36" Grapevine Sphere	\$325.00	10	\$3,250.00	
Town Plaza Winter Decor 2 with Sylma				
202711 Animated Sylma	\$28,470.00	1	\$28,470.00	
Redwood Trunks	\$16.50	6	\$99.00	
			\$28,569.00	
Civic Center				
3D Starburst	\$23,000.00	1	\$23,000.00	
Terra Patio Alley				
24" Sphere in Warm White	\$225.00	18	\$4,050.00	
24" Sphere in pure white	\$225.00	18	\$4,050.00	
			\$8,100.00	
Automobuild Alley - both sides				
24" Sphere in Warm White	\$225.00	32	\$7,200.00	
24" Sphere in pure white	\$225.00	32	\$7,200.00	
			\$14,400.00	
Main Street Bridge				
Lights	already there			
Wreaths (changed midway)	\$20.00	44	\$880.00	
Bows	\$5.00	22	\$110.00	
			\$990.00	
Harrell's planter box				
Solar lights	\$20-36/2	12	\$240-432	432
Manresa Bread Lot				
Solar lights	\$20-36/2	12	\$240-432	432
Automobuild Planter				
Solar lights	\$20-36/2	12	\$240-432	432
Lester Square				
201754 Enchanted Star	\$3,975.00	1	\$3,975.00	
Hanging solar lights	\$30/4	4	\$120	
			\$4,095	
Planter Boxes (4-5)				
Solar lights	\$20-36/2	12	\$240-432 each	\$2,160
Los Gatos Shopping Center (with cats)				
201754 Enchanted Star	\$3,975.00	1	\$3,975.00	
Hanging solar lights	\$30/4	4	\$120	
			\$4,095	
	\$988.00	20	\$19,760.00	
Pole Décor				
TOTAL Display Costs			\$109,715.00	
Installation using PPW				
	Onsite Technician	1	\$4,000.00	
	PPW hours	\$97 80	\$7,760	
	Electrician for light poles		5000	
			\$16,760.00	
Installation using outside contractor				
			\$30,000.00	
	Electrician for light poles		\$5,000.00	
			\$ 35,000.00	
TOTAL using PPW			\$126,475.00	
TOTAL using outside contractor			\$144,715.00	