



Sandy Winterfest

**City Council Meeting
September 5th, 2023**

Purpose

- To provide you with an update on Winterfest 2023
- To ask and answer any questions
- Align our visions!



Agenda

- Vision
- Where Are We Going?
- Meinig Park Upgrades
- Meinig Park Events
- Downtown Experience
- Budget Update
- Future
- Limitations



Vision

Our ***vision*** for Winterfest is to ***expand on the experiences*** from last year by ***enhancing our decorations and events.***

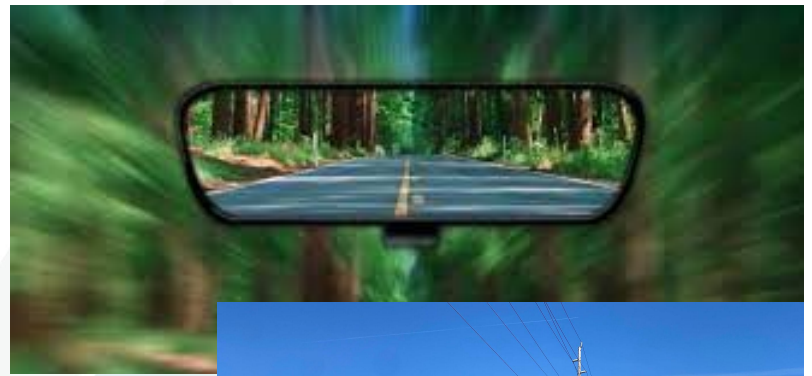
Simultaneously, we are trying to ***creatively engage our businesses*** in the downtown area of Sandy to help create a ***more centralized and wider ranging holiday feel.***

Ultimately, we would like Sandy ***to be seen as a Winter destination*** to help ***fuel economic activity and tourism*** while providing ***free community events to our citizens*** of Sandy.



Where we are at

- **Parks and Recreation taking over management of Winterfest**
 - Budgets
 - Contracts
 - Programming
- **Planning, Purchasing & Sponsorships**
 - Events
 - Decor
 - \$15-\$20k Goal
- **Downtown**
 - Getting Business involved
 - Decorating



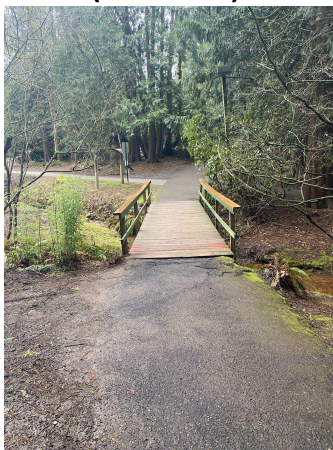
Meinig Park Electricity Upgrades

- (June 2023) **5 receptacles** with **4 outlets each** were added to the section of the park behind City hall which will **allow us to light the part of the path** that leads to the lowest bridge crossing of the creek and many more of the trees between the creek and the three smaller structures.
- (August 2023) Installation of an **additional 5 receptacles with 4 outlets each** is almost complete in the large forested area North of the restrooms.
- This upgrade was completed through a time and materials contract not to exceed \$15,000 amount.



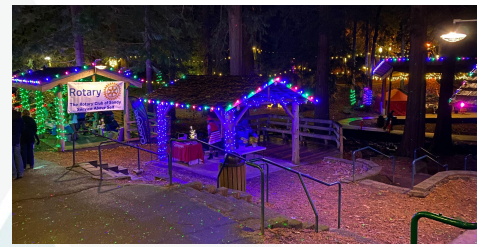
Meinig Park Bridge Upgrades

- Needed Extensive Repair
 - Safety Hazard
 - Rotting Wood
 - Structural integrity
- ***Will now have the capacity to support a lit archway as a display piece***
(before) (after)



Meinig Park Decoration Upgrades

- Adding New Decorations (Lasers, Lights & Snowflakes) to all newly powered areas
- Including “Show Stopping” or “Picture Worthy” Pieces at Main Entrances



Other Meinig Park Upgrades

- **Heaters:** 8 heaters around main focal points
- **Data Trackers:** Will track the amount of activity in the park
- **Storage POD:** Will house expensive and moveable items



Downtown Plan

- **Lighting/Decorating:**

- All City Properties
 - West and East Island, Community Center and Landscape, Veterans Memorial, City Hall and Landscape, Plaza, Library & Landscape, Utility and Light Poles

- **Merry Makeover Competition:**

- Incentivize
 - Market
 - Advertise
 - Prizes!
 - Mayoral Prize: \$750
 - 1st Place : \$500
 - 2nd Prize: \$250
 - 3rd Prize: \$150

- **Stocking Stroll:**

- Dec. 15th
- Participating Sponsors
- Free Family Event



Events! Centennial Plaza Tree Lighting - Dec 1st

Description: Pictures with Santa, Tree Lighting at 6pm, Official Start to Winterfest

Participating Partners: Kiwanis, Rotary, Sandy Library, Transit, Parks & Recreation, Public Works, SHS Choir, and Knapp Farms



Events! Pet Pictures with the Grinch - Dec 2nd

Description: Pet pictures with Grinch (on stage) & petting zoo with FFA (under gazebo)

Participating Partners: Kiwanis (cocoa and snacks), FFA (petting zoo) & Sponsors

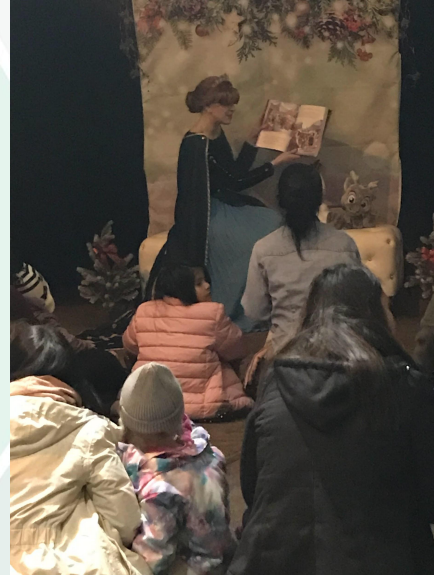


SANDY
WHERE INNOVATION MEETS ELEVATION

Events! Snow Queen and Ice Princess - Dec 9th

Description: A theatrical performance/reading from the Snow Queen & Ice Princess. The SHS Band and Choir will perform on the stage.

Participating Partners: Antfarm (drinks and Snacks), Todos Juntos (crafts), SHS Choir & SHS Band



Events! Estampa y Santa - Dec 16th

Description: Watch a Holiday performance by Estampa Mexicana and See Santa

Participating Partners: Estampa Mexicana, Rotary Club...SANTA!



Events! Shortest Day Walkway - Dec 21st

Description: A sister program to Longest Day Parkway

Participating Partners: Sandy Chamber, Sandy Depts & Event Sponsors



Events! Holiday Happy Hour - Dec 28th

Description: Enjoy a cocktail, the lights and some holiday cheer.

Participating Partners: Just Rum, and Jose Cantu (tamales)

This event was cancelled last year due to inclement weather



Current Sponsorships

Embold	\$2000	<i>confirmed</i>	Tractor Supply	\$TBD	<i>waiting</i>
CCB	\$1000	<i>confirmed</i>	Rollis Detail	\$TBD	<i>waiting</i>
Barlow Vet	\$2000	<i>confirmed</i>	Washman	\$1000	<i>confirmed</i>
Just Rum	\$2000	<i>confirmed</i>	Timberline	\$TBD	<i>waiting</i>
Sandy Decor	\$350	<i>pending</i>	<u>Total Confirmed Sponsorships</u> \$10,000		
Barlow Vet	\$2000	<i>confirmed</i>			
AEC	\$TBD	<i>waiting for response</i>			
Gerens	\$TBD	<i>waiting for response</i>			
Next Adven...	\$TBD	<i>waiting for response</i>			
US Metals	\$TBD	<i>waiting for response</i>			



Budget Update

Below are budget estimates:

- Awaiting detailed quotes
- Safety net
- Increasing 2024



Resources Biennium	2023 Expenses	2024 Expenses	Notes
\$125,000	\$70,000	\$55,000	- Annual plaza tree lighting, events - Heaters - Purchase of more decorations (light materials and lasers etc.) - Lighted walk-through experience, - Install costs - Electrical upgrades and equipment - Tree Lighting along Proctor and added decorations on Pioneer
\$55,000	\$27,500	\$27,500	- Enhanced downtown Lighting / Decorating - Business engagement / *Merry Makeover*
TOTAL	TOTAL	TOTAL	
\$180,000	\$97,500	\$82,500	

Continued/Future Ideas

- OTSD
 - Continue to build Relationships
 - Newspaper
 - Visual Arts
- Commercre
 - Winterfest Discount Coupons
 - Communicate Schedule
 - Added downtown programs
- Long Term
 - Added Electrical
 - Ice Skating Rink
 - Sustainable Plaza Tree



Limitations and Solutions

- **Electric:**

- Upgrades at Meinig Park
- Merry Makeover Competition
- Solar and Battery Power

- **Expectations:**

- Meeting to align visions
- Step by step process
- Long term vision

- **Staffing:**

- Building Monitor
- On Call at Will

- **Weather:**

- Heaters
- Informing

- **Decoration Code**

- Proclamation



Questions



Thank you!

