



DOWNTOWN HOLIDAY DECOR

PBIA Consideration – November 1, 2023





*2022 art-Joy to the Birds, Jill Carter

Holiday Projection

Description: 4 projectors will be used to project holiday imagery on both the Capitol and 4th Avenue sides of the Goldberg Building throughout the holiday season.

Cost: \$4,000. Includes:

- Purchase of 2 new large Gobo projectors (can be used for future events/projections)
- 4 full-color Gobo slides
- Custom art by local artist Jill Carter
- Installation of projectors

*ANOTHER OPTION COULD RE-USE OF PREVIOUS BIRDS OR SALMON GOBO SLIDES AND PURCHASE OF 2 NEW PROJECTORS – COST: \$2,000



CoHo Ho Salmon

Description: 4 total salmon mounted and installed in vacant storefronts in downtown. (Salmon have lived their lifespan outdoors and can be extended if indoors.)

Cost: \$1,000. Includes:

- Repair, replacement lights, materials for the stands and labor to put them in place and take them down at the end of the season.

Project Proposal

- Holiday Décor (total)
 - *Winter Holiday Projection - \$4,000*
 - *CoHo Ho Salmon - \$1,000*
 - **Hanging ornaments affixed to café lighting-\$3,000*
 - **New star lighting for tree lighting ceremony as part of WinterFest-\$1,500*
 - ***Total-\$9,500***
- **Downtown Alliance Décor Budget - \$4,500*
- PBIA Request - \$5,000
 - *Would include recognition at Downtown Champion level for remainder of the year and commensurate exposure during Downtown for the Holidays/WinterFest*