



PBIA Advisory Board

Twinklefest Lighting Proposal

Agenda Date: 10/2/2019
Agenda Item Number: 6.A
File Number: 19-0893

Type: decision **Version:** 1 **Status:** Passed

Title

Twinklefest Lighting Proposal

Recommended Action

Move to authorize up to \$4,000 of marketing budget be used for the purchase and installation of additional snowflake and strand lighting

Report

Issue:

Whether to authorize up to \$4,000 of marketing budget be used for the purchase and installation of additional snowflake and strand lighting

Staff Contact:

Mark Rentfrow, Business Liaison, Community Planning and Development, 360.753.3798

Presenter(s):

Max DeJarnatt, PBIA City Liaison

Background and Analysis:

In years past the PBIA has purchased LED snowflakes from vendor Temple Display. These snowflakes have been located throughout the City's downtown core primarily on capitol way and 4th Ave and most recently at the City of Olympia's Isthmus Park area featuring a holiday ice rink.

As part of its 2019 budget, the PBIA board has identified approximately \$4,000 to be used toward holiday lighting. City staff has made contact with vendor Temple Display for pricing on conforming holiday LED snowflakes. The vendor is currently offering a 15% discount for orders placed before October 15th, 2019.

The following price breakdown details board options conforming to previous purchases

- Retail lighting strands = \$200
- Presidential Snowflake (P-698 LED) = \$652
- Spiral Snowflake (PWW-536) = \$670

A potential purchase could be viewed as follows:

(P-698 LED) \$652 + (%15 discount = \$97.80) = \$554.20 ea.

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(PWW-536) $\$670 + (15\% \text{ discount} = \$100.50) = \$569.50 \text{ ea.}$

Staff recommends purchasing 3 snowflakes of each variety for a total cost of \$3,371. An additional \$200 will be spent on retail lighting strands with the remaining funds being allocated for tax and shipping.

Neighborhood/Community Interests (if known):

N/A

Options:

1. Authorize the use of \$4,000 for the purchase of Snowflakes and strand lighting.
2. Authorize a different amount of marketing budget for the purchase of Snowflakes and strand lighting.
3. Do not authorize the use of marketing budget for the purchase of lighting at this time.

Financial Impact:

Twinklefest was initially budgeted with \$14,000. Since that time the board appropriated \$5,000 for a Fall Marketing Campaign, leaving \$9,000 for Twinklefest promotions and lighting.

Attachments:

n/a