



**City of Waukesha**  
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<b>Committee:</b> Finance Committee	<b>Date:</b> 7/12/2022
<b>Common Council Item Number:</b> ID# 22-4385	<b>Date:</b> 7/19/2022
<b>Submitted By:</b> Kevin Lahner, City Administrator	<b>City Administrator Approval:</b> Kevin Lahner
<b>Finance Department Review:</b> Denise Vandebush	<b>City Attorney's Office Review:</b> Brian Running
<b>Subject:</b> <b>Consider approval of a new Downtown Holiday Lights Display</b>	

**Details:**  
As we approach the one-year anniversary of the Christmas Parade tragedy, the City is looking for ways to engage with the community in a positive way. The idea is to create a walk-through holiday light display Downtown that will bring light and encourage the community to visit Downtown. The City will coordinate with the Downtown Business Association to have the lights start as part of the Downtown Tree lighting Ceremony which traditionally takes place the Friday before the Christmas Parade.

The display would include light features at the Gazebo (blue lights), on Riverfront Street near the former Bus Depot, across the Love Bridge, across the Bryant Bridge, and down Freidman Alley.

The work on these lights will be a team effort. The plan is to lease some of the larger and more complicated light pieces and have them professionally installed (bridges, alley, large walk-through ornament). The City would be purchasing the more basic lights (snowflakes for poles on Riverfront Street, icicle lights, meteors, etc) and our crews would be installing them.

**Options & Alternatives:**  
Without this light display, the City would only put up the traditional snowflakes on light poles in some areas of Downtown.

**Financial Remarks:**  
The City is seeking sponsors to help cover the costs of the light display.

**Executive Recommendation:**  
It is recommended to approve the Downtown Holiday light display.