



City of Waukesha
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| Committee: Finance Committee | Date: 6/11/2024 |
| Common Council Item Number: ID#24-9994 | Date: 6/18/2024 |
| Submitted By: Rebecca Pederson, Communications & Engagement Manager | City Administrator Approval: Click here to enter text. |
| Finance Department Review: Click here to enter text. | City Attorney's Office Review: Click here to enter text. |
| Subject: Consider approval of 2024 Walk of Lights Holiday Display | |

Details:
 For the past two years, the City has held a Walk of Lights holiday display on the riverfront. The original goal was to bring light and joy to the area following the tragedy that occurred in 2021. Each year, over one thousand people have attended the lighting ceremony with hundreds of others enjoying the lights over the holiday season.

We will once again coordinate with the Downtown Business Association to have the Night of Lights lighting ceremony on Friday, December 6 as part of the annual tree lighting ceremony. The Walk of Lights will remain lit through the end of January so that they are still up for the Waukesha JanBoree.

Each year we have purchased some of the lights and tried to slowly add on to the display. In addition, a few larger items are rented so that there are some new items each year and the City does not have the storage/maintenance for the item.

The lights display this year will include light features on the Gazebo (purchased privously), Riverfront Plaza (some purchased previously and one large rented item), Love Bridge (purchase previously), Bryant Bridge (rented each year), Friedman Alley (purchased previously), trellis near Barstow Street (purchased previously) and new this year a display in Mathison Plaza. This project is truly a team effort with employees from City Garage, Engineering, PRF and the Mayor/City Admin office working on it.

Options & Alternatives:
 Without this approval, the City would only put up the lights that we had last year that are still usable.

Financial Remarks:
 The cost of the lights is \$19,468.60 which includes purchasing some items and leasing some items. The City has fundraised \$43,000 so far to cover the cost of the lights as well as install/removal (separate contract) and the additional expenses for the Night of Lights (stage, signage, etc.). These funds are held in a special revenue fund for the Walk of Lights.

Executive Recommendation:

It is recommended to approve the Walk of Lights Holiday Display