

## CITY COUNCIL MEMORANDUM

**FROM:** The Office of the City Manager    **DATE:** June 12, 2017

**SUBJECT:** Night of Holiday Magic Planning Efforts

**PRESENTER:** Vickie Loftice, Managing Director

Planning is underway for the *Night of Holiday Magic*. The event committee, comprised of staff from several departments, met several weeks ago to discuss planning for the event along with weather related issues. Given time and resources committed to the event, along with challenges of unpredictable weather, the committee is recommending changes to help mitigate total loss of the event in case of inclement weather. The recommended changes are outlined below:

- The majority of event activities would take place along Hawk Ave, Grand Ave and the Library parking lot. In case of inclement weather many of the activities would be moved indoors to the Grand Hall, NRH Centre and Library.
- The 42' Christmas tree would be placed over the 20' art sculpture at Stormy Plaza. The tree would be located in a park setting instead of a parking lot. The tree would be visible in the "entertainment district" with better photo opportunities for families and individuals taking Christmas family photos.
- Children's holiday crafts, formally held in the large tent would take place in the Library.
- Photos with Santa and Mrs. Claus would be held in the Library Community Room.
- The lighting of street trees along Hawk Ave would continue with additional trees wrapped in Stormy Plaza and along Grand Ave.
- The popular outdoor photo scenes would transition to sturdy outdoor materials that would remain set up through the month of December providing extended photo opportunities for families.
- The food court and food court seating would primarily take place in the Library parking lot.
- The mobile sound stage would be placed along Grand Ave near Stormy Plaza for entertainment and announcements. Additional entertainment would take place on the NRH Centre Plaza.
- Parking would be negotiated with Health Markets with additional parking at the NRH Centre, Walker Creek Elementary School and NRH2O.



- The numerous Christmas thematic lights (angels, trumpets, candy canes, etc..) would be placed along Hawk Ave, the NRH Centre, Library and Stormy Plaza and will remain up for the month of December.
- The fireworks display would be launched from the NRH2O parking lot or from another visible location.
- Staff is recommending that the event be held on Friday night, December 2 from 6:00-9:00 p.m. as to not interrupt Saturday operations at the NRH Centre and the Library. Many cities have their Christmas tree lighting ceremonies on weeknights.
- Run Run Rudolph would take place Saturday, December 3, 9:00 a.m. from the NRH Centre.

### **Other Christmas Events in December – A Month of Christmas Magic**

In celebration of Christmas and the holiday season, the City has several events scheduled for December. This year all of the events will be packaged and marketed together as “A Month of Christmas Magic” or other name to be determined.

A partial listing of the events include: Night of Holiday Magic, Run Run Rudolph 5K, Elves Workshop, Trim the Tree at the Library, Make it Merry, Holiday Movie on the Plaza, Breakfast with Santa, Toys for Tots, and two separate Christmas concerts at City Hall featuring Christmas choirs and other merriment.

We look forward to continuing the cherished tradition of Night of Holiday Magic as well as adding Christmas choir concerts at City Hall. The changes will provide an extended holiday experience for the community and help protect against losses in the event of inclement weather.

Staff is seeking feedback and input regarding recommended changes for Night of Holiday Magic including the date.