

Downtown Holiday & Winter Plan 2020/2021

AVAILABLE FACILITIES

This is a list of the current facilities that are available for us to use when decorating downtown:

- 100 Flower basket poles
- 91 Banner poles (35 single poles and 50 double poles for a total of 135 possible banner placements)
- Trees

CURRENT PLAN, INVENTORY AND COSTS

Wreaths, Skis & Ribbon



Current Inventory & Value

ITEM	INVENTORY	AVERAGE UNIT COST	TOTAL VALUE
Wreaths	55	\$75	\$4,125
Pairs of Skis	12	--	--
Ribbons	50 yards		\$354

Labor Estimate (varies based on weather/snow on ground)

TASK	# OF HOURS	AVERAGE HOURLY RATE	TOTAL COST
Moving items from storage to basement	16 (2 people, 1 day)	\$15/hr.	\$240.00
Installation	80 (2 people, 5 days)	\$15/hr.	\$1,200.00
Removal and return to storage	48 (2 people, 3 days)	\$15/hr.	\$720.00

Lit Snowflakes



Current Inventory & Value

ITEM	INVENTORY	AVERAGE UNIT COST	TOTAL VALUE
Snowflakes	60*	\$500	\$30,000

Labor Estimate (varies based on weather/snow on ground)

TASK	# OF HOURS	AVERAGE HOURLY RATE	TOTAL COST
Moving items from storage to basement	16 (2 people, 1 day)	\$15/hr.	\$240.00
Testing to make sure they light	16 (1 person, 2 days)	\$15/hr.	\$240.00
Installation	80 (2 people, 5 days)	\$15/hr.	\$1,200.00
Removal and return to storage	48 (2 people, 3 days)	\$15/hr.	\$720.00

Winter Banners | Garland with Lights



Current Inventory & Value

ITEM	INVENTORY	AVERAGE UNIT COST	TOTAL VALUE
Banners	18	\$65	\$1,170.00
Lit Garland		\$100.00	

Labor Estimate (varies based on weather/snow on ground)

TASK	# OF HOURS	AVERAGE HOURLY RATE	TOTAL COST
Installation (banner + garland)	16 (2 people, 8 hours)	\$15/hr.	\$240.00
Removal (banner + garland)	16 (2 people, 8 hours)	\$15/hr.	\$240.00

Decorations for the Community Tree



Current Inventory & Value

ITEM	INVENTORY	AVERAGE UNIT COST	TOTAL VALUE
Lights			\$500
Ornaments			\$2500
Tree Skirt			\$800

Labor Estimate (varies based on weather/snow on ground)

TASK	# OF HOURS	AVE HOURLY RATE	TOTAL COST
Moving items from storage to basement (including skirt)			
Decorating tree			
Removal & Return items to storage			

Additional Costs

NEED	TOTAL COST
Lift Rental	
Lift Operator	

OPTIONS TO INCREASE DECOR

OPTION	# OF UNITS	AVERAGE UNIT COST	TOTAL COST
Additional Winter Banners	60	\$65	\$3,900.00
<i>This is a low-cost/high-impact option for adding winter decorations. We could increase banners by ordering 12 to 60 new banners depending on how much we wanted to spend.</i>			
Lights around tree trunks	(we already own this inventory)		
<i>We already own all of the lights; all we would need is the COB to turn on the power to the plugs in the tree wells. This could also become a fun community volunteer event.</i>			
Additional lit garland (to install with banners)	60	\$100	\$6,000.00
<i>We would need to order the same number as the increased banners (above).</i>			
New and /or additional wreaths	60	\$75	\$4,500
<i>My recommendations would be that we would replace current wreaths if we are going to buy new ones or it might look tacky to have both up in DT, our current ones are pretty old.</i>			
Over the street garland/bell/wreath		\$2,000 - \$10,000+	
<i>In order to hang something that goes over the street, we would need to get permission from the building owners, install permanent equipment on buildings to hold the display, hire someone who is certified to do this work, install and remove this display, and make sure that we have the insurance to cover such a display.</i>			
Lights over street(s)			
<i>In order to hang something that goes over the street, we would need to get permission from the building owners, install permanent equipment on buildings to hold the display, hire someone who is certified to do this work, install and remove this display, and make sure that we have the insurance to cover such a display.</i>			
Winter flower baskets			
<i>Program outline available upon request</i>			
Business/Building Owner Participation Program			
<i>Program outline available upon request</i>			
Additional Lit Snowflakes	60	\$500	\$30,000
<i>We are no longer able to purchase from China as we did a few years ago, the price above reflects an average rate for this product based on our research</i>			
Additional Twinkle Lights in the Trees			\$2000
<i>As of Sept 2020, this is in process</i>			

HOLIDAY EVENTS

- Shop Small Saturday
 - To limit COVID exposure, this year we'll drop the in-person passport event & instead plan a full week of online sales & giveaways. The public will enter the contest by submitting their receipts online or via text message. We'll combine this with a social media contest.
- Ladies Night
 - Due to COVID, we'll plan an in-person plan and a back-up virtual event plan
- Holiday Tree Lighting
 - Due to COVID, we will work with community partners to see if we can live stream this event so that people don't have to attend in-person if they don't feel safe and/or if things get worse.
- Santa in Downtown
 - Cancelled

- Ugly Sweater Pub Crawl
 - Cancelled

MARKETING

- The Source Holiday Guide
 - I think we'll need to ask businesses if they are interested in this before we commit.
- NEW Downtown Dollars Incentive Program
- Social Media

RECAP

Current decorations planned:

- Skis
- Wreaths
- Ribbon wrapped poles
- Lit Snowflakes
- Banners
- Garland with lights

**Total value of holiday décor/experience
provided to the community by the
DBBA:**

\$

Options for improving décor

- Increase Banners
- Wrap Lights around Tree Trunks
- Increase Lit Garland
- Increase Wreaths
- Add an over-the-street decoration
- Add over-the-street lights
- Winter flower baskets
- Create a business/building owner participation program
- Increase Lit Snowflakes
- Increase Twinkle Lights

Planned Events (Virtual and/or in-person)

- Holiday Tree Lighting
- Shop Small Saturday
- Ladies Night

Canceled Events

- Santa in Downtown
- Ugly Sweater Pub Crawl

Marketing

- The Source Holiday Shopping Guide (maybe, based on business participation)
- NEW – Downtown Dollars Incentive Program
- Standard (Social media)