



18-483

TITLE: Consider/Discuss/Act on a Resolution Authorizing the City Manager to Execute a Contract with Premier Christmas for Christmas Display and Lighting Services at Gabe Nesbitt Community Park for the Christmas Lighting Event

COUNCIL GOALS: Enhance the Quality of Life in McKinney
(5A: Create Affordable Recreational and Cultural Arts Activities for all Ages throughout the City
5C: Continue to Market and Highlight McKinney as a Unique Destination for Residents and Visitors Alike)

MEETING DATE: June 5, 2018

DEPARTMENT: Parks and Recreation Department

CONTACT: Michael Kowski AICP CUD, Director of Parks and Recreation
Teresa Thomason, Apex Centre Manager

RECOMMENDED CITY COUNCIL ACTION:

- Approval of the Resolution.

ITEM SUMMARY:

- This Resolution authorizes the City Manager to enter into a contract with Premier Christmas for a Christmas Display and Lighting services in Gabe Nesbitt Community Park. The contract amount shall not exceed \$200,000.
- Four firms submitted statements of qualifications and were evaluated by City staff.
- From the four firms that submitted, the evaluation team's top ranking firm was Premier Christmas.

BACKGROUND INFORMATION:

- The City of McKinney Apex Centre is charged with the task to be operationally

self-supporting. The pricing structure of membership and programming is what drives the facility to be able to attain this goal.

- When pricing structures were provided to Council in 2016, the staff shared that a scholarship fund would be established to assist those who could not otherwise participate in programming at the facility.
- The Apex Centre team has established an event proposal of Christmas Light Display at Gabe Nesbitt Community Park to raise funds to support the scholarship program.
- The intent of this event is to grow each year that it is held, and to create a sense of community during the holiday season.
- The event will be held December 1 - December 24, 2018. The schedule allows this to be an extension to the existing holiday festivities that are downtown the week prior to this event.

FINANCIAL SUMMARY:

- The Christmas Lighting event vendor cost is \$200,000. The funding is being requested as a line item in the upcoming budget which Council will consider in September. Should the Council wish to proceed with the event, it will commit the City to budgeting the \$200,000 in the FY2018-2019 budget.
- While this will be the first year of the program and revenues are difficult to predict, the Apex Centre staff anticipates being able to cover 75-100% of the event expenses with sponsorships, vendor booths and gate entry fees.

BOARD OR COMMISSION RECOMMENDATION:

- N/A.

SUPPORTING MATERIALS:

[Resolution](#)
[Presentation](#)