



Baldwin County Commission

Legislation Details (With Text)

File #: 24-0876 **Version:** 1
Type: Other Staff Recommendations **Status:** Agenda Ready
File created: 7/2/2024 **In control:** Baldwin County Commission Regular
On agenda: 7/2/2024 **Final action:**
Title: Christmas Extravaganza and Holiday Light Display at Bicentennial Park
Indexes:
Attachments: 1. BCCArchiveChristmasFlyer24, 2. Non Food Vendor App, 3. Food Vendor App, 4. Festival Guidelines for Vendors

Date	Ver.	Action By	Action	Result
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Meeting Type: BCC Regular Meeting
Meeting Date: 7/2/2024
Item Status: New
From: Felisha Anderson, Director of Archives and History
Submitted by: Felisha Anderson, Director of Archives and History

ITEM TITLE

Christmas Extravaganza and Holiday Light Display at Bicentennial Park

STAFF RECOMMENDATION

Related to the Christmas Extravaganza and Holiday Light Display at Bicentennial Park, take the following actions:

- 1) Authorize staff to coordinate/promote/host the events including the Christmas Extravaganza at Baldwin County Bicentennial Park. The event is scheduled for Saturday, December 14, 2024, from 9:00 a.m. to 4:00 p.m., and will be free of charge to the public; and
- 2) Authorize staff to implement a vendor fee of \$50 for vendors wishing to set up and sell products/goods at the Christmas Extravaganza; and
- 3) Approve the Drive-thru Holiday Light Display to be held at Baldwin County Bicentennial Park. The display will be open to the public from Monday to Saturday beginning Monday, December 2, 2024, to Saturday, December 21, 2024, from 5:00 p.m. to 9:00 p.m. each night (three weeks); and
- 4) Approve the festival flyer and vendor applications.

BACKGROUND INFORMATION

Background: Bicentennial Park stands as the epitome of Baldwin County's origins. Since the establishment of the Christmas Extravaganza in 2021, this venue has welcomed over 43,000 visitors, playing a pivotal role in defining the essence of North Baldwin County.

Festivals and events serve as magnets for visitors, constituting the most rapidly expanding tourism segment. Community festivals and events represent an unparalleled avenue for spotlighting the park and its significance. The Christmas Extravaganza, in particular, serves as a powerful medium for showcasing the vibrant cultural heritage embodied by Bicentennial Park.

Previous Commission action/date: June 18, 2024 - BCC Work Session - The item was tabled to the next BCC meeting.

FINANCIAL IMPACT

Total cost of recommendation: \$228,000.00

Supplies: 33% = \$75,000.00 (Includes decorations, supplies)
Advertising: 6.6% = \$15,000.00 (Covers promotional materials, ads)
Rentals: 13.2% = \$30,000 (Includes: staging, sound, shuttles, kids' entertainment)
Entertainment: 6.6% = \$15,000.00 (performers, special acts)
Event Setup: 28.5% = \$65,000.00 (labor, equipment, décor staging)
Event Labor: 6.6% = \$15,000.00 (Cost for labor during the event)
Breakdown Labor: 5.7% = \$13,000.00 (Costs for dismantling and clearing the event space)

This summary provides a picture of how the budget is allocated across different categories in terms of both absolute amounts and percentages of the total budget. Adjustments can be made based on specific needs and priorities for the event.

Budget line item(s) to be used: 10651907.51502

If this is not a budgeted expenditure, does the recommendation create a need for funding?
Yes, funds will be requested during the FY 2025 budgeting process.

LEGAL IMPACT

Is legal review necessary for this staff recommendation and related documents?
N/A

Reviewed/approved by: N/A

Additional comments: N/A

ADVERTISING REQUIREMENTS

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Is advertising required for this recommendation? N/A

If the proof of publication affidavit is not attached, list the reason: N/A

FOLLOW UP IMPLEMENTATION

For time-sensitive follow up, select deadline date for follow up: N/A

Individual(s) responsible for follow up: Felisha Anderson, Director of Archives and History/Special Historic Projects Coordinator

Action required (list contact persons/addresses if documents are to be mailed or emailed):
N/A

Additional instructions/notes: N/A