



# Baldwin County Commission

## Legislation Text

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**File #:** 24-0876, **Version:** 1

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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

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### **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 or 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