



Meeting: Village Board
Meeting Date: 01/09/12
Agenda Item: 8b

Mission Statement
 Delivering quality services in a courteous,
 cost-effective and efficient manner.

VILLAGE BOARD MEETING STAFF REPORT

REPORT TO: Burt R. McIntyre, President
 Village Board of Trustees

REPORT FROM: Christopher Clark, Park Superintendent/Forester

AGENDA ITEM: Street Christmas Decorations Information

POLICY ISSUE
 Informational

BACKGROUND INFORMATION

The Department of Public Works has 70 pole-mount Christmas decorations, of which 65 are currently installed annually on three main thoroughfares within the village. The decorations are installed on Wisconsin Public Service street light poles along Velp Avenue (Memorial Drive north to Glendale Avenue), along Glendale Ave. (Velp Ave. west to Cardinal Lane), and along Cardinal Lane (Glendale Ave. south to Highway 29/32).

Installation usually occurs during the week of Thanksgiving and decorations remain up until the middle of January, an average of roughly 50 days. Lighting of the decorations is 24/7 for an average of 21,000 kWh. In 2011 this amounted to slightly over \$2,400 in energy costs. Currently we are testing LED bulbs in one of our decorations to see the feasibility of progressing with this option in the future.

To summarize the annual cost for the Christmas decoration service:

Decoration prep	\$ 1200
Installation	\$ 1260
Removal & storage	\$ 1260
Energy usage	\$ 2400
Total Annual Cost	\$6120

The Village of Howard purchased 70 decorations from Temple Display in Madison from 1997 to 1999. They are garland wrapped steel frame decorations that utilize a C9 size incandescent light bulb. The village currently has eight styles of decorations, all of which are garland wrapped, with an average size of approximately 8' tall by 4 1/2' in width. The current inventory and price each for new decorations are listed in Table 1.

Silhouette decorations are an optional style without the garland wrapping. This style does not show well during daylight hours and is more expensive.

Table 1. Current Christmas Decoration Inventory

Decoration Style (Garland wrap)	Size	Weight	C-9 Light bulbs per decoration	Incandescent Price/Each *(Disc. Price)	Quantity
Flame Candle	4 ½' x 8'	27 #	32	\$ 306 (\$ 202)	18
Santa	5' x 8'	51 #	80	\$ 745 (\$ 490)	2
Toy Soldier	4 ½' x 8'	38 #	57	\$ 595 (\$ 393)	12
Snowman	4 ½' x 8'	45 #	60	\$ 606 (\$ 400)	6
Stocking	4 ½' x 8'	34 #	55	\$ 399 (\$ 263)	14
Bell	4 ½' x 7 ½'	29 #	48	\$ 404 (\$ 266)	6
Pine Tree	4 ½' x 8'	37 #	48	\$ 520 (\$ 343)	8
Sparkle Tree	4 ½' x 8'	30 #	40	\$ 358 (\$ 236)	4
			TOTAL	\$31,376 *((\$20,698)	70

*Discount price is 33% off if purchased in January/February.

Table 2. Potential locations to consider for Christmas decoration installation

Location		Budget	Quantity
Velp Avenue	From Hwy 41 east to Military Ave.	\$ 9000	18
Dousman Street	From Cardinal Lane to Hwy 41 (center)	\$ 11,000	22
Woodman Drive	From Dousman Street to Memorial Dr. (center)	\$ 7000	14
Howard Blvd.	From Cardinal Lane to Riverview Dr.	\$ 5000	10
Roundabouts	Various on Lineville Rd., Wooddale Ave., Shawano Ave., Velp Ave.	\$ 3000-7500	6 -15
Riverview Dr.	From Cardinal Lane west to Shawano Ave.	\$ 7000	14
Riverdale Dr.	From Hwy 29/32 north to Riverview Dr. (new)	\$ 6000	12
Shawano Ave.	From Taylor St. west to Cardinal Lane (new)	\$ 9000	18
County RK	From Packerland Dr. west to Duck Creek (new)	\$ 5000	10
County RK	From Duck Creek west to round-about (new / Hobart)	\$ 3000	6
		Ave. cost of \$500 /decoration	

PRIOR ACTION/REVIEW

None

POLICY ALTERNATIVE(S)

N/A

FISCAL IMPACT:

- | | |
|------------------------------|---------------------|
| 1. Is There A Fiscal Impact? | <u>Yes</u> |
| 2. Is it Currently Budgeted? | <u>No</u> |
| 3. If Budgeted, Which Line? | <u>NA</u> |
| 4. Amount? | <u>Undetermined</u> |

RECOMMENDED ACTION

No action at this time. Staff will present more information during the 2013 budget meetings.

ATTACHED INFORMATION

None