

BID Committee
September 2,2020

Attending: Tara Anchor; BID chairwoman	Dean Lyons; Brite Nites
Jillian Campbell; BID	Karen Terry; City Treasurer
Justin Draper; BID	Brian Holzem
Mark Brown; BID	Chris Tollaksen; Public Works
Jesse DeFosse; BID	Jenifer Dobbs; WDVCB
Adam Makowski; BID	Briana Faber; WDVCB
Dan Gavinski; BID	Eric Helland
Mark Sweet; BID	Erica Dynes; Dells Events

Meeting called to order by Chairwoman Tara Anchor. Motion to approve August 5 minutes made by Jesse DeFosse. Second by Dan Gavinski. Approved.

EVENTS UPDATES: The regular nightly entertainment schedules concludes Labor Day weekend. There is a strong possibility there will be entertainment on stage the next weekend to accompany the rescheduled Automotion Show. Other fall events are moving ahead as planned in October.

BRITE NITES LIGHTING PRESENTATION:

Dean Lyons presented an overview of how his company could “brighten” downtown, with the intention of drawing overnight visitors to the area during the off-season. Brite Nites designs lighting programs at varying budget levels. Prices include full installation and takedown of all displays. Lights can be purchased outright or can be leased usually on a four year commitment. Labor costs are the major annual expense with Brite Nites as great care is taken to protect the lights during installation and takedown every year.

Presentation highlights on Broadway area included these points:

- 1. Lighting every building on Broadway using a variety of lighting concepts. Average costs for each building were in a range of \$600 - \$1500. Dean urged the committee to focus on an entire block with full participation instead of skipping buildings for maximum impact. This way the entire downtown could be covered over a period of years. Dean counted about 450 businesses in the district.**
- 2. Lighting of downtown trees. All branches would be blanketed in lights. Cost to do all 42 trees would be around \$85,000.**
- 3. Street Pole lighting from the railroad bridge moving east on Broadway counts 63 locations at a total cost of about \$60,000. An additional \$15,000 could cover the 14 poles moving over the bridge west.**
- 4. “Santa and Deer Display” could be positioned over a street crossing or a strategic rooftop at a cost of \$26,000.**
- 5. Riverwalk Bridge Display would feature an illuminated tunnel of about 150 feet for people to enter the River Walk. Display could be static or animated with costs varying from \$29,000 - \$40,000.**
- 6. Large Christmas Tree display. Concept would involve adding height to the existing tree with the purpose of allowing people to walk through the tree. Additions to the tree could cost \$50,000 and \$15,000 for installation. Walk through RGB (red/green/blue) tree lighting would cost an additional \$190,000.**

Second half of the presentation was on the River Walk specifically. At least nine geographic locations were identified with specific display suggestions:

- 1. A supersized "Tree of Light" at the start of the River Walk. Tree of Light would be a main focus point. Cost about \$65,000.**
- 2. Moving on the River Walk, displays would include "Herd of Lit Deer", "Festival of Trees" (\$12,500) "Icicle Lights Formation" (\$39,500), "Fireflies Display" (\$24,000), an additional walk through tunnel on the wooden bridge, "Animated Holiday Train", North Pole Blizzard with Polar Bears" display (\$50,000). Additional life size polar bears could be added for \$24,000 each and a grouping of ten "River Walk Elves" could be added for \$14,000. The River Walk elements could be added over a period of years and such a plan could help bring visitors back each year to see what is new.**

When asked, Dean indicated that if taken care of properly, light displays can last 5 -7 years. Repair costs usually are the replacement of bulbs. Light rental vs. outright purchase would lower the costs somewhat, however would require a leasing commitment over four years. The major expense of labor costs would not change either way.

KILBOURN DAM LIGHTING PROJECT:

Don Spearbecker of Lorde System has received a very positive response from Alliant Energy about lighting the Kilbourn Dam. Discussion is still preliminary so how the expenses for installation and continuing operation of those lights will be covered and by who have not been nailed down at this point. A proposal was presented for completion of the project at a total cost of around \$58,570. Cost would include 40 fixtures, controls box, wiring, mounting brackets and installation. It is anticipated more information will be forthcoming.

2021 BUDGET:

Committee agreed to take up the 2021 BID budget at the September 16 meeting to have time to consider fully the information presented at this meeting.

Adam Makowski made a motion to adjourn. Second by Jesse DeFosse. Approved.