

DATE August 9, 2021
TO Charles City City Council
FROM Charles City Satellite Rotary Club
RE Brighten Your World - Central Park Holiday Lighting Event (name subject to change)

In 2020 the Rotary Satellite Club (RSC) and a local group of citizens began working on a project to bring lighted Holiday displays that locals & visitors could enjoy from Thanksgiving weekend to New Years Eve – Brighten Your World. Displays were set up on Riverside Dr from Joslin St to N Illinois St, as well as temporary installations in various business windows. The desire of the groups was to utilize Central Park, however it was not possible due to the time it was started.

Tonight, the RSC, along with a local citizen committee is asking for approval from the City Council to use Central Park from Nov 12th to Jan 2 to start a new Charles City annual event – Brighten Your World Lighted Display (name subject to change.)

We feel this display will be a catalyst to create:

- Destination trips to Charles City (tourism & promotion)
- Opportunities to shop & dine in the city (retail tax dollars)
- Excitement for our citizens – young & old (community pride)
- Memory making event opportunities in our city center (partnerships)

RSC will reach out to businesses, charitable organizations & clubs to create lighted holiday displays to be set up in Central Park. In addition, families will be encouraged to start Memory Lane displays in the area along Riverside Drive developed in 2020.

TIMELINE

- November 12 – 20 – installation of displays
- Nov 20-27 - Testing & final closing of park (Quadrants roped off with lights using fiberglass stakes & coated cable to keep people away from displays & cords)
- Nov 27 - Grand reveal/lighting ceremony
- Nov 27 – Dec 31 – lighted display
- Jan 1 to Jan 8 – tear down of displays

All displays build on pallets for easy install & removal, using LED lighting (no blow up displays). Master timers to come on at dusk and shut off around 10 pm. (Similar to what was done in 2020).

POWER - RSC and Perry Novak Electric are working together to build four above ground temporary power sources (oscars) to work around the current issues with underground outlets & weather/water issues that will connect to the two green power boxes. In addition, steps will be taken to cover underground connectors that may be used with weather proof mats to help keep out rain/snow/melt.

SNOW REMOVAL - Covers will be made to protect the marble plaques along the sidewalks from snow removal, and center crossing sidewalks will be kept clear of snow and ice by RSC members.

We have been/will be working with other organizations to create other events along with the lighting of central park -

Charles City Chamber

Tourism managing home/neighborhood display initiative & driving tour.

Main Street Charles City

Santa on Saturdays leading up to Christmas

Lighting ceremony event coordination

Holiday Lighted Parade

Coordinated Street level window lighting

Schools/Churches

Caroling events

Hot Cocoa & Cookie events

Shop Charles City Business

Evening shopping opportunities

Window Displays

Jessica & Sam Gintz & Tami Vetter – Charles City Satellite Rotary Club

John Ebert – President, Charles City Rotary Clubs

Sean & Shari Schweinfurth – Riverside Dr Committee