

To: Mayor and City Council

From: Brent Walker, Parks and Recreation Director

Date: August 28, 2023

Re: Contract Award for Installation of Holiday Lights at Brook Run Park

Summary

Contract approval to Chitwood Studios for the installation of the sets and lighting for the Holiday Light Event at Brook Run Park.

Details

The City awarded a contract to Chitwood Studios in 2022 to provide the design and construction of the Holiday Lights event at Brook Run Park. The contract allows for an option of four additional years. Chitwood Studios has submitted the attached proposal for the 2023 event. Funding for this project will be allocated from the Parks Operations Budget.

Recommendation

Staff respectfully requests that Council: (1) award a contract to Chitwood Studios in an amount not to exceed \$88,000, which includes a 10% contingency; (2) authorize staff to provide funding for the contract; and (3) authorize the City Manager to execute the necessary documents following satisfactory review by legal counsel.

CHITWOOD STUDIOS

Brandon Chitwood
404.391.7026
info@chitwoodstudios.com

Brook Run Park Holiday Display 2023 Project Area Break Down

Refer To the Overview Map for design placement and details.

Who We Are

Chitwood Studios specializes in the art of visual presentation through the art of lighting, projection, and scenery. Each event is a blank canvas that allows us the opportunity to create something new, different, and unique from all of the events that have come before it.

We have planned and designed extraordinary shows and events for over 20 years reaching over hundreds of thousands of people. We believe in creativity...We believe in telling your story...We believe in bringing your thoughts to life in only a way you can imagine.

References:

Chuck Gibson	GM Philips Service Delivery & Business Operations at Funai Service Corporation	865.607.0477
Jeff Stinson	Rental Manager at Magnum Companies	404.601.6630
Stuart MacPhearson	Corporate Production Resources	678.898.3444
Kevin Powers	Tech Services Supervisor at Gas South District	770.329.1175
Lyndell McDonald	World Games Birmingham 2022	334.221.6873
Suzanne Muck	Lead Dance Teacher for Gwinnett County Public Schools	404.310.7941

Relative Experience

Experience working in Live Entertainment Experiences with Disney, Facebook, World Games, WSB-TV, Philips Electronics, Funai Service Corporation, Stone Mountain Park, IM Creative, Accredited Colleges and School Systems, City of Dunwoody, Delta Airlines, and Crisp Video.

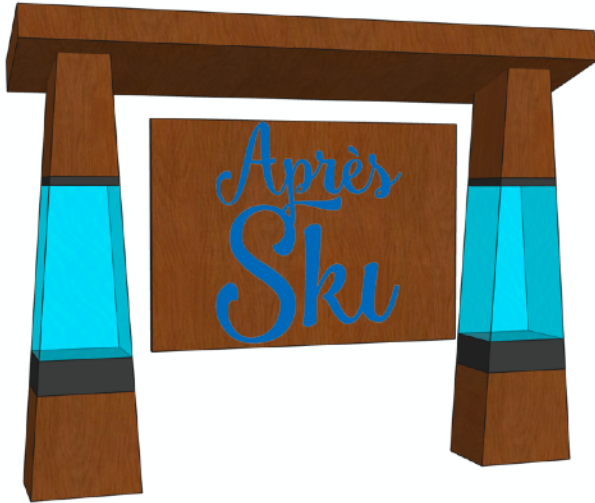
Project Breakdown

Main Entrance Sign into Park

Area Features:

As guests enter into the park they will be greeted with a lighted themed sign that will be located at the entrance of the park. The sign will be a large fully lit sign mounted between two glowing style pillars. The pillars will feature a textured cutout style with a glowing light center. The main billboard sign will be fully covered in mini LED lights with the letters glowing in a different color to fully establish the theme.

Entrance Sign



Texture Design Sample



Main Entrance Drive into Park

Area Features:

Guests will be greeted with a wall of lights as they drive through the main entrance into the park from North Peachtree Road. There will be approximately 150' of Mini LED lights hanging from both sides of the road along the tree line located inside of the park. The lights will hang from approximately 30' in the air and will hover off of the ground approximately 10'. The lights will be placed approximately every 2' to create a wall of light on both sides of the drive. The lights will be both a traditional and twinkle effect style to bring the wall to life.

2nd Entrance Sign

Area Features:

As you pass the wall of lights you will see a large marquee sign lit with mini LED lights located on the right side of the road to present the theme for this years Holiday Lighting in the park. The theme will be presented in large neon lit letters mounted in the center of the glowing pedestals. The sides of the sign will be bright gradient style lights to match the neon style of the letters. The tree that the sign is under will be lit with hanging style lighting.



Photo Opportunity Area

Area Features:

This area will feature two life-size photo opportunities to allow the guests the opportunity to take pictures within two immersive displays. The area will be anchored by a life size snow globe that will be a mix of 2D and 3D construction. The snow globe will feature lighted trees in front of a snowy background for guests to interact with.

Snow Globe Sample



Chitwood Studios

Ski Lift Sample



Brook Run Holiday 2023

The second photo opportunity will be a life-size ski lift seat that you would ride up the slopes at a ski resort. The ski lift seat will be built into a wood facade featuring a winter landscape. Each photo op will be connected to each other with a lighted ski lined pathway. The area will be lit with a variety of lighting to bring the area to life.

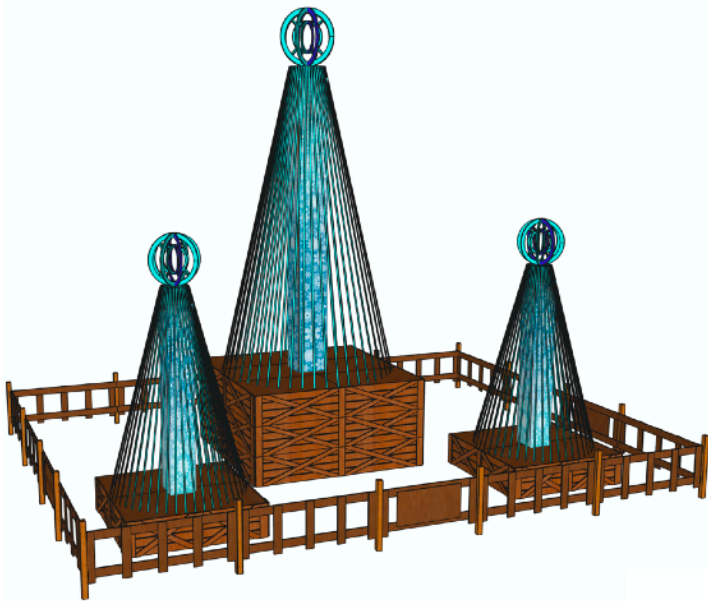
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Mega Tree Show Area

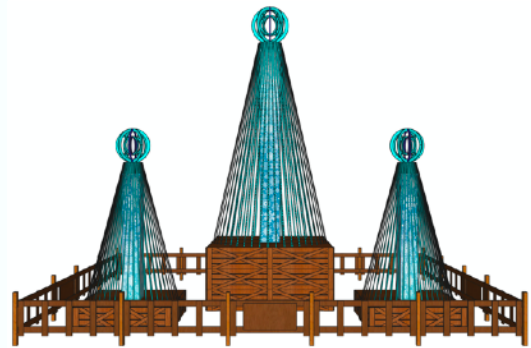
Area Features:

This area will feature an animated RGB Pixel Mega Tree with tree topper. The mega tree will sit on top of an approximate 6' tall base giving a total height of over 30 feet. The mega tree will be complimented with two additional 12' RGB Pixel trees and will feature animated sequences that are synced with a mix of Holiday music. We will program an approximate 10 minute show that will run automatically throughout the evening. The speakers will be mounted in the show area so that anyone watching will be able to enjoy the show.

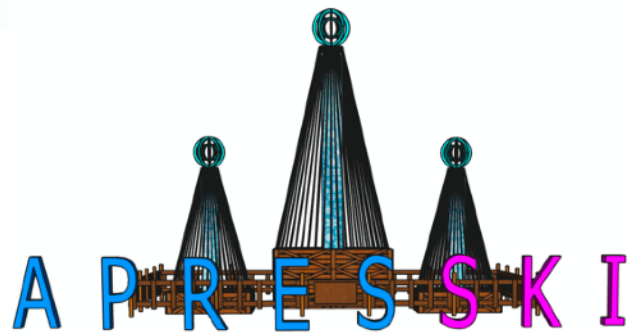
RGB Pixel Trees



RGB Pixel Trees



Marquee Letters with Pixel Tree



Adirondack Chairs with Fire Pit



The RGB Pixel Trees will feature a total of 9,600 RGB pixel lights and will be joined with additional moving head beam lights that will bring more excitement to the show. All three elements have the ability to display a variety of colors, images, video, and media content throughout the show.

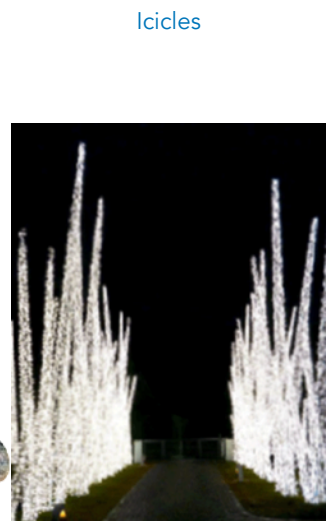
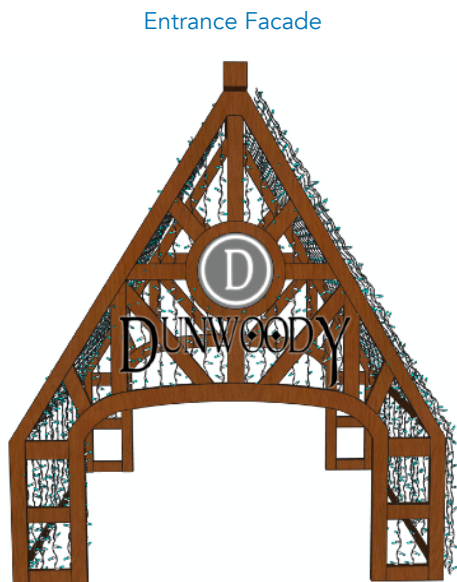
To continue the Apres Ski theming, we will have 4 areas setup with faux fire pits and Adirondack chairs for viewing the show. As you walk up to the Mega Tree area you will first notice the large lighted marque style letters spelling out "Apres Ski". The letters will be approximately 6' tall.

Main Playground Entrance

Area Features:

The Playground Entrance located across from the skate park will be considered the main entrance into the Winter Resort Lodge Area. The main entrance will feature a lighted winter lodge facade with a mix of wood and mini LED lights. As you pass through the entrance you will feel as if you are walking into an expansive winter lodge lobby. The facade will be completely covered with mini LED lights creating the ceiling and walls. The front facade will feature a lighted sign following along with the overall theme. We will use cool white mini LED lights on top of the structure to create a snow covered roof. The front of the facade will feature two lighted trees to compliment the front of the lodge.

As you walk through the Main Entrance you will be walking under a ceiling of lights as you make your way through to the standing icicle clumps ranging in sizes from 4' to 10' as you walk up the walkway into the play ground.



Playground Featured Areas

Snow Factory

Area Features:

The play area will feature a one of a kind Snow Factory that produces actual snow around the area. The factory will appear to be an actual working Snow Factory with plumes of fog coming out of its chimney and snow blowing out of its top. The factory will feature large working gears that will be visible through the large window in the front of the building in order to see the inner workings. The factory will be fully covered with mini LED lights to light up the night.

The area around the factory will be filled with snow covered mountains and mounds with two jungle gyms that resemble igloos for the guests to play on.

Snow Factory Scenery Example



Snow Mound Sample



RGB Glow Seesaw

Glow Party Play Area

Continuing along the path toward the Mega Tree area you will find the Glow Party Play area. This area will feature RGB glow seesaws that the guests can play on. The area will be centered around a RGB color lit glow tree with an animated RGB Pixel wall as its background.



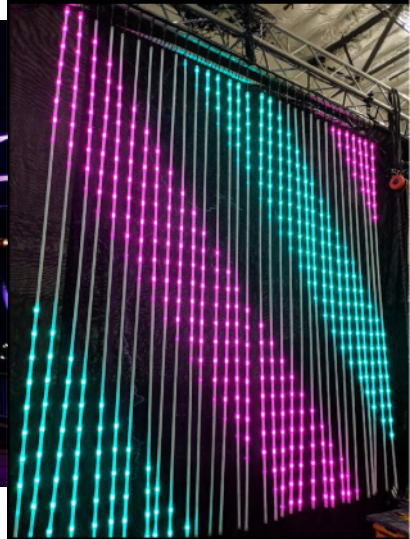
RGB Glow Tree Sample Shape



RGB Pixel Tree Light Sample



RGB Pixel Wall Sample



Giant Snow Flake

As you continue walking around the play area, the Apres Ski theme will continue as you find a Giant Snow Flake lit up in cool white mini LED lights approximately 16' long and 10' tall surrounded by cool white LED pole trees to complete the area.

Giant Snowflake



Deck Walk Through (located near the restroom building)

Area Features:

The Deck Walk Through area will feature a Giant Adirondack Chair with a step to get up to the main seat. The Giant Chair will be a wonderful photo op for all the visiting guests. The outside of the deck structure will be outlined with C7 bulbs around the outside perimeter of the deck. The gazebos located on the deck walkthrough will also be outlined with lights.

The pine straw flower bed located at the entrance of the walkthrough will feature a fully lit tree with mini LED blanket ground lights with a low garden fence outlining the perimeter.

Giant Adirondack Chair



Water Pathway Area

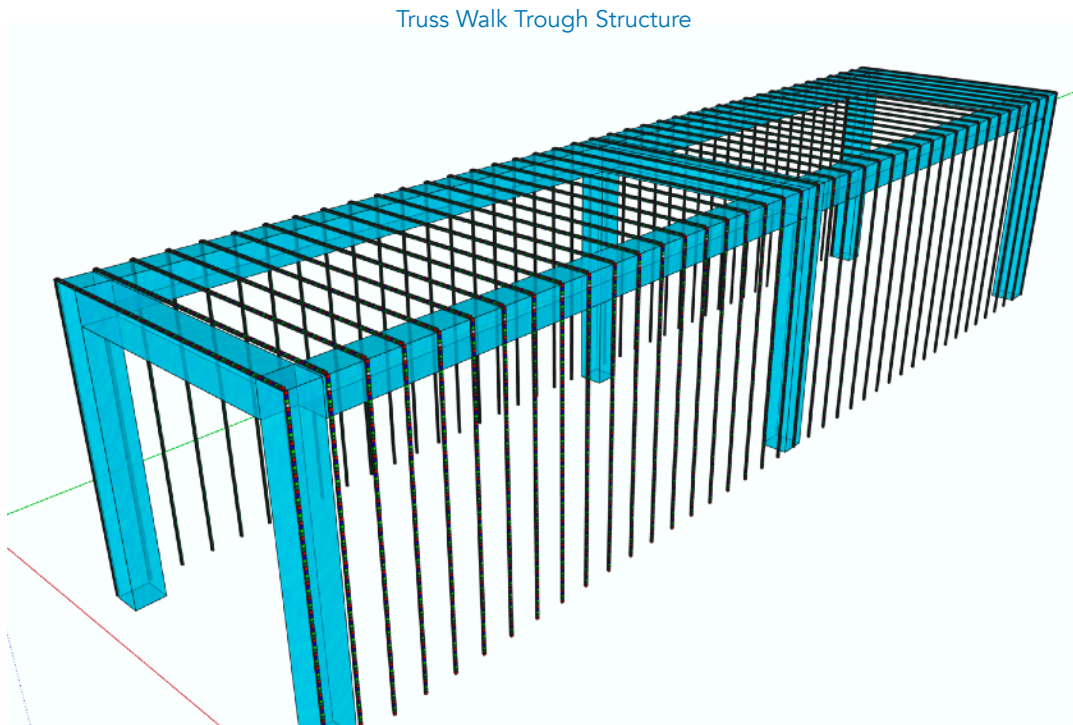
Area Features:

The water pathway will continue with the winter lodge theming around the play area and will be lighted with a mix of blue wash lights and mini LED light arches located evenly spaced along the water pathway. The water pathway will finish at the pool of lights located near the Main Playground Entrance where a light sculpture will be elevated above the rocks.

2nd Entrance into Playground (across from the Veterans Memorial)

Area Features:

We are going to create a Truss Tunnel of lights approximately 40' long. The mini LED lights will hang down both sides of the truss and will also create a ceiling of lights along the length of the truss. The sidewalk leading up to the park will be lit with C7 Pathway lights to lead the way.



Corner Tree Area Located across from the Skate Park

Area Features:

The corner across from the skate park will feature a Large glowing sign that will honor the 15 year anniversary of Dunwoody. The sign will also be decorated with various holiday decor to fit in with the ongoing theme.

Playground Tree Lighting

Area Features:

The Crepe Myrtles (7) will be wrapped with mini LED lights. (Refer to Overview for placement)

The bushes around the Crepe Myrtles will be wrapped with mini LED lights. (Refer to Overview for placement)

The 8 matching trees located around the path of the sidewalk will be lit with mini LED lights. (Refer to Overview for placement)

The bushes located along the Playground Main Entrance will be lit with mini LED Lights. (Refer to Overview for placement)

Other Features of the Displays

- * Placement of 3 Themed Directional signs will be placed around the pathways to guide visitors through the display.
- * Light covers will be placed over the Light poles in order to lower the intensity during the display season.
- * Various props will be placed around the display area to help stylize certain areas.
- * We will use light timers with a battery backup to schedule when the lights will automatically turn on.
- *LED wash lighting will be used to light the play structures to give them color at night. This will tie the them into the themed areas during the night.

Display Maintenance

We regularly walk and test the display elements to ensure everything is running and functioning correctly every week of the show run. One of our Techs is always on call if a problem does arise during the running time of the display. This ensures a prompt response to trouble shoot any problems on property. Our maintenance procedures will keep the display fully functional for the entire run.

Approximate Total Light Count - 85,000

Load In Dates:
November 2023

Display Open:
December 1-31, 2023

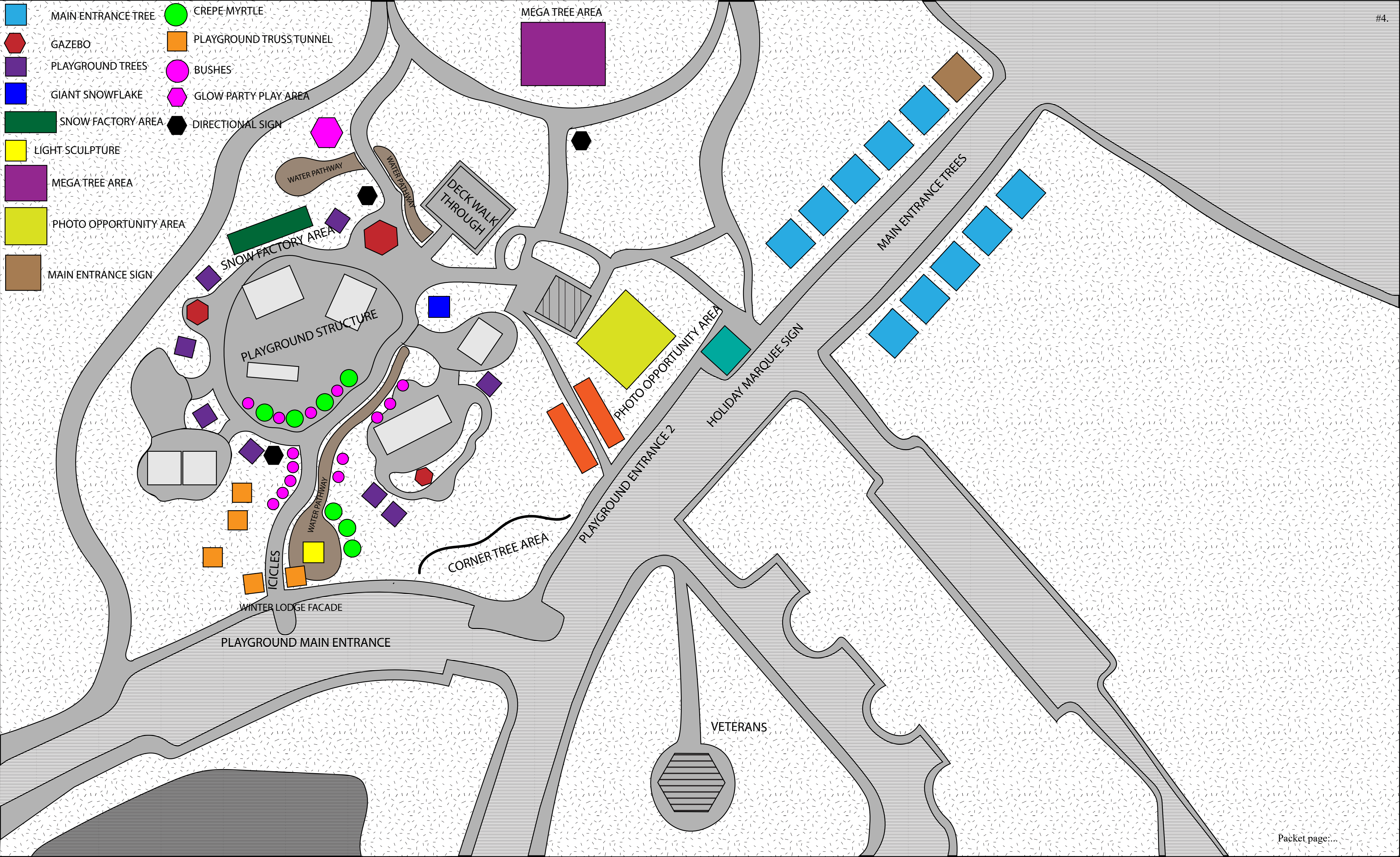
Strike Dates:
January 2024

Proposed Fee: \$80,000

Submitted By:

CHITWOOD
S T U D I O S

Brandon Chitwood
404.391.7026
info@chitwoodstudios.com



- MAIN ENTRANCE TREE
- PLAYGROUND TREES
- GIANT SNOWFLAKE
- SNOW FACTORY AREA
- LIGHT SCULPTURE
- MEGA TREE AREA
- PHOTO OPPORTUNITY AREA
- MAIN ENTRANCE SIGN

- CREPE MYRTLE
- PLAYGROUND TRUSS TUNNEL
- BUSHES
- GLOW PARTY PLAY AREA
- DIRECTIONAL SIGN

WATER PATHWAY

DECK WALK THROUGH

SNOW FACTORY AREA

PLAYGROUND STRUCTURE

WINTER LODGE FACADE

ICICLES

PLAYGROUND MAIN ENTRANCE

CORNER TREE AREA

PLAYGROUND ENTRANCE 2

PHOTO OPPORTUNITY AREA

HOLIDAY MARQUEE SIGN

VETERANS

MAIN ENTRANCE TREES

MEGA TREE AREA