

To: Mayor and City Council
 From: Rachel Waldron
 Parks and Recreation Director
 Re: 2024 Holiday Lights Display with Chitwood Studios
 Date: August 12, 2024

Action

Approval of a contract with Chitwood Studios for design, installation and on-site maintenance of the 2024 Holiday Lights display at Brook Run Park.

Summary

The City awarded a contract to Chitwood Studios in 2022, to provide the design and installation of the Holiday Lights display at Brook Run Park. The contract allows for an option of four additional years. Chitwood Studios has submitted the attached proposal for the 2024 display. Funding for this project will be allocated from the Parks Operations Budget.

Details

Holiday Lights began in 2020 as an effort to bring the community together in a self-guided and safe environment. Since that time, the display has expanded and now attracts an average of 27,600 visitors to Brook Run Park for its duration. The program was awarded the Georgia Recreation and Parks Association D6 Outstanding Special Event Award in 2023.

Year	Display Budget	Estimated Attendance*
2020	\$49,900	15,400
2021	\$55,000	26,600
2022	\$80,000	27,600
2023	\$80,000	27,600

*Placer.ai hourly data of 5-10pm using Holiday Lights display dates

Recommendation

Staff respectfully requests that Council: (1) award a contract to Chitwood Studios for design, installation and on-site maintenance of the 2024 Holiday Lights display at Brook Run Park, in the amount of \$88,000 which includes a 10% contingency (2) authorize Staff to provide funding for the contract; (3) authorize the City Manager to execute the necessary documents.

City of
Dunwoody
Georgia

2024 Holiday Lights Display

August 12, 2024

Summary



The City awarded a contract to Chitwood Studios in 2022, to provide the design and installation of the Holiday Lights display at Brook Run Park. The contract allows for an option of four additional years. Chitwood Studios has submitted the attached proposal for the 2024 display.

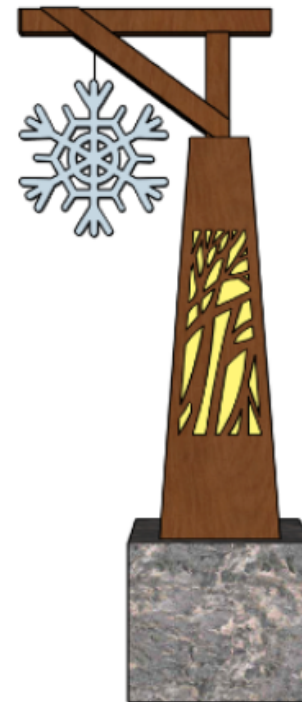
Background/Timeline

Holiday Lights began in 2020 as an effort to bring the community together in a self-guided and safe environment. Since that time, the display has expanded and now attracts an average of 27,600 visitors to Brook Run Park for its duration. The program was awarded the Georgia Recreation and Parks Association D6 Outstanding Special Event Award in 2023.



Arctic Safari Proposal Highlights

- **Main Entrance**
 - Stain glass style sign with glowing lights
 - Grand pillars of lights 13'6" tall, featuring 3' lighted snowflake



Arctic Safari Proposal Highlights

- **Photo Opportunity Areas**
 - Safari-style vehicle fully lit with mini-LED lights
 - 36' long and 12' tall life-sized train with arctic animal-themed passenger car



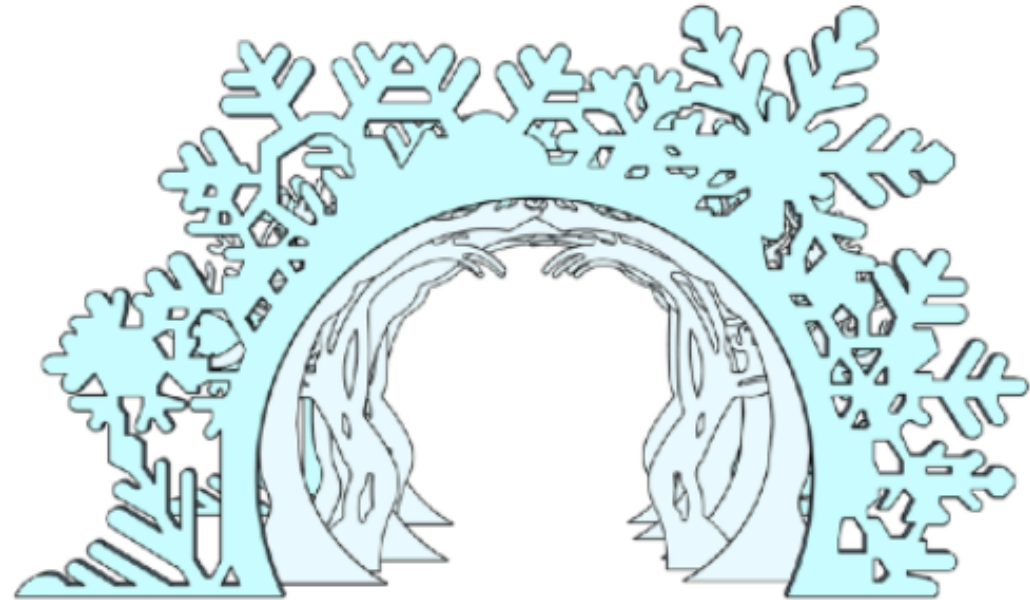
Arctic Safari Proposal Highlights

- **Mega Tree Viewing Area**
 - 6' tall base giving a total height of over 30'
 - Complimented with two additional 12' RGB Pixel trees
 - Illuminated faux igloo geo-domes with seating
 - Lighted silhouette scene, featuring ice shapes and Arctic animals



Arctic Safari Proposal Highlights

- **Playground Entrance, Across Skate Park**
 - Pop-up book style lighted snowflake silhouette, 20' wide by 16' tall and 12' long
 - Illuminated archways, 10' wide by 10' tall and 40' long



Arctic Safari Proposal Highlights

- **Penguin Glow Area**
 - Touch-sensitive RGB tiles
 - Glowing swings and seesaws
 - Glowing cubes and chairs
 - Party penguin, perched atop a RGB Curtain pedestal, 10 feet tall by 10 feet wide



Arctic Safari Proposal Highlights

- **Illuminated Safari Outpost**
 - Periodically emit bursts of snow and fog, creating a magical, frosty atmosphere
 - Two jungle gyms

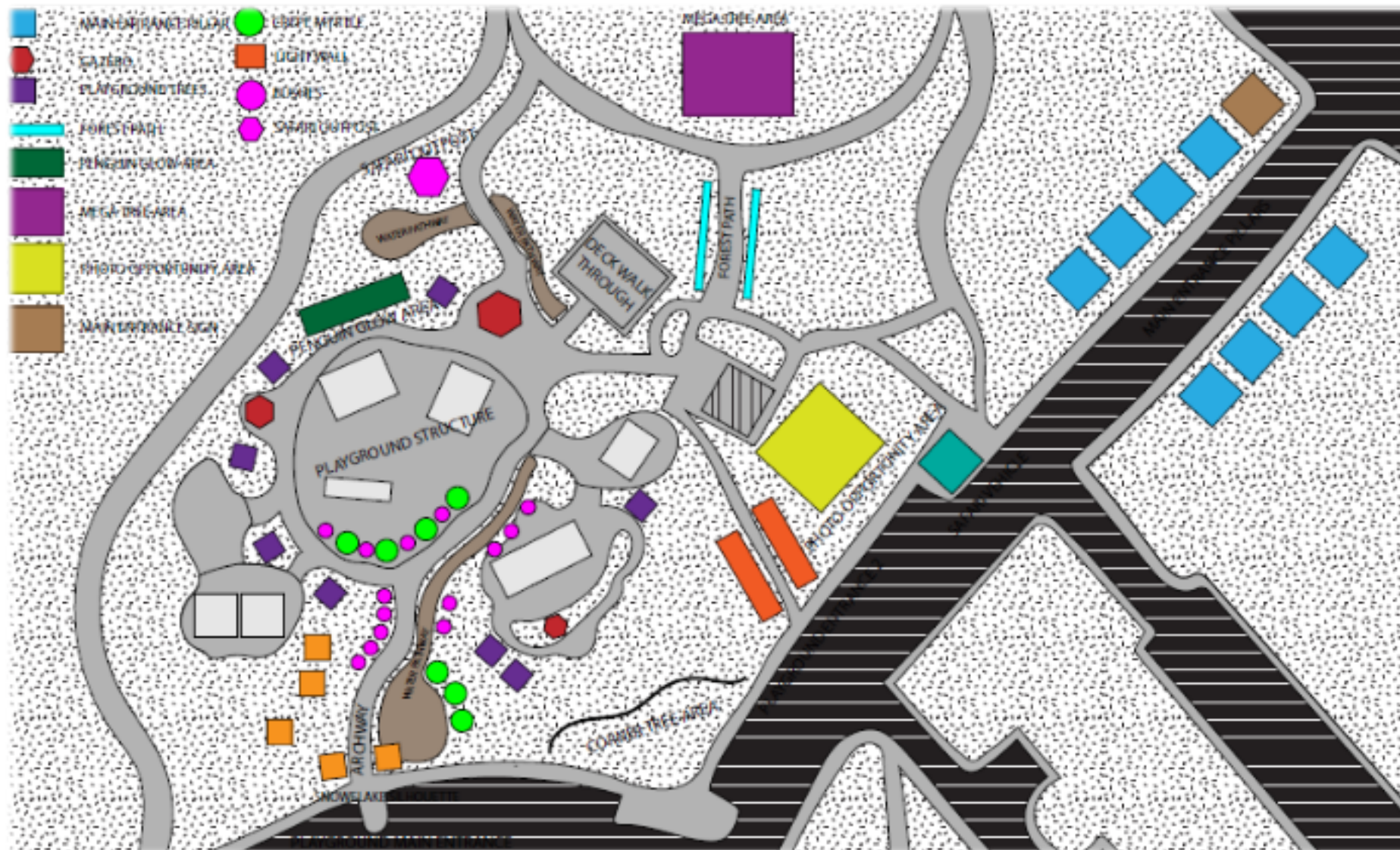


Arctic Safari Proposal Highlights

- **Forest Path and Ice Palace**
 - Between the Mega Tree and Deck Walk
 - Lighted starburst branches, glowing trees, and enchanting blanket-style lighting
 - Encounter arctic animals
 - Stained glass-like Ice Palace throne photo opportunity



Arctic Safari Site Plan



Financial Impact

Funding for this project in the amount of \$80,000 will be allocated from the Parks Operating Budget.



Staff Recommendation



Staff respectfully requests that Council award a contract to Chitwood Studios for design, installation and on-site maintenance of the 2024 Holiday Lights display at Brook Run Park, in the amount of \$88,000 which includes a 10% contingency.

City of
Dunwoody
Georgia





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Brook Run Park Holiday Display 2024 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 4 Wall Entertainment	404.601.6630
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 in a stain glass style with glowing lights to fully establish the theme.

Entrance Sign

Texture Design Sample



Main Entrance Drive into Park

Area Features:

As visitors approach the main entrance of the park, they are greeted with grand pillars of lights that majestically line the street that will guide them into the main entrance from North Peachtree Road and their luminous beams cast a decorative beam along the sidewalk. Each pillar is adorned with cascading strands of mini LED lights that create a cool white pathway that guides the visitors into the park. Each pillar is approximately 13'6" tall and features a 3' lighted snowflake. Each pillar will feature approximately 10 stands of cool white mini LED light strands that create an array around the pillar.

Pillar Design



Street View

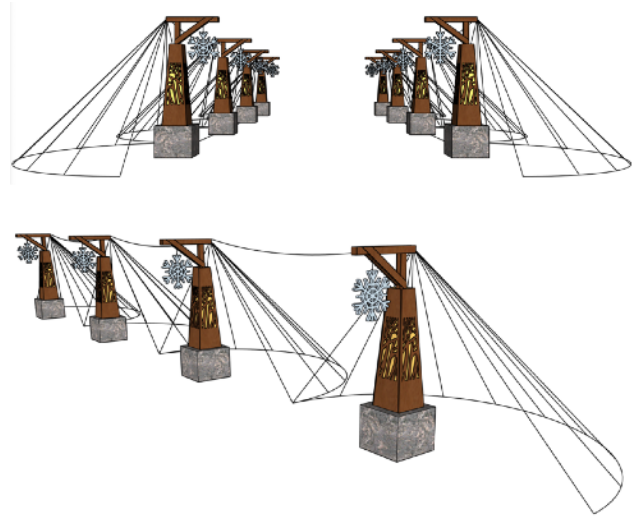


Photo Opportunity Area Corner

Area Features:

As you pass the illuminated pillars, you will come across a safari-style vehicle on the right side of the road fully lit with mini LED lights. This vehicle, designed to showcase this year's Arctic Safari theme, will add a touch of adventure to the scene. Nearby, the adjacent tree will be elegantly wrapped in mini LED lights and adorned with hanging lights, creating a cohesive and enchanting display. For exact placement details, please refer to the map.

Safari Vehicle Sample



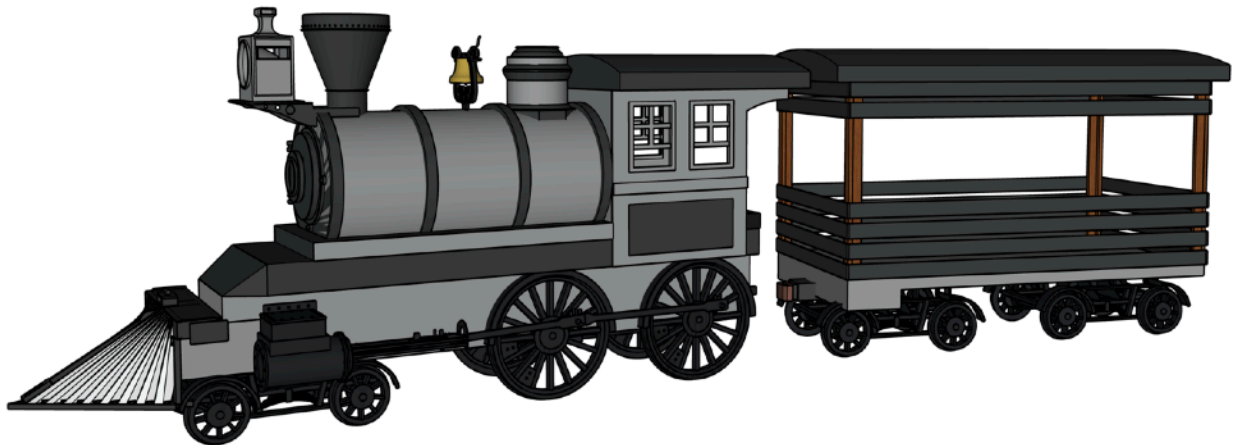
Photo Opportunity Area

Area Features:

This area will offer a spectacular life-size photo opportunity, inviting guests to capture unforgettable memories. There will be a grand, life-sized safari train, intricately designed with a charming engine and an animal-themed passenger car brimming with whimsical arctic creatures. The train, decorated with twinkling lights and festive decor, will create a magical backdrop for photos. Guests will also be able to pose with the arctic safari vehicle offering a perfect blend of holiday cheer and imaginative adventure.

The safari train will be approximately 36' long and 12' tall. Guests will be able to take a selfie on the main engine via stairs.

Safari Animal Train



Mega Tree Show Area

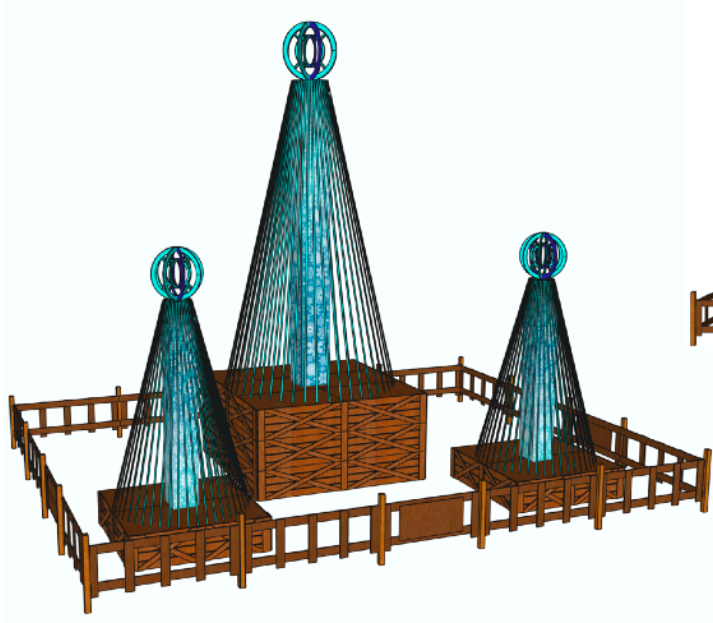
Area Features:

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, all synchronized to an array of holiday music through an engaging 10-minute animated show that runs automatically throughout the evening. The show area will be equipped with mounted speakers, ensuring that every spectator can fully enjoy the festive performance.

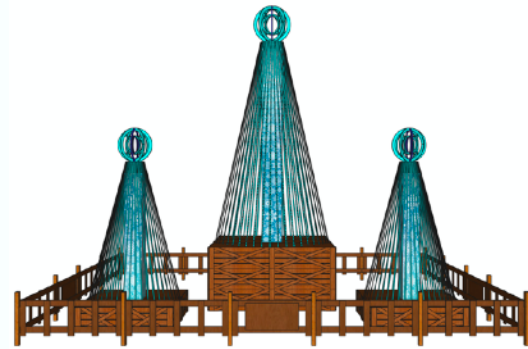
The RGB Pixel Trees will be illuminated by a total of 9,600 RGB pixel lights and enhanced with moving head beam lights to elevate the excitement. Each tree and light feature will display a dynamic mix of colors, images, videos, and media content, creating a vibrant and immersive visual experience.

To enhance the Arctic Safari theme, we will set up two areas with faux igloo geo-domes, each providing seating for guests to comfortably view the show. These geo-domes will be illuminated with wash lighting and surrounded by textured light poles to create a captivating atmosphere. As you approach the Mega Tree area, you'll be greeted by a striking large lighted silhouette scene, featuring ice shapes and Arctic animals. This dramatic display will introduce you to the Arctic Safari theme, setting the stage for the immersive experience that awaits.

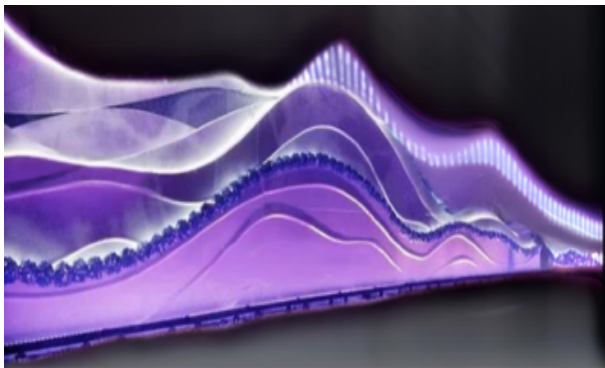
RGB Pixel Tree



RGB Pixel Tree



Example of Silhouette Scene



Example of Geo Dome Sitting Area



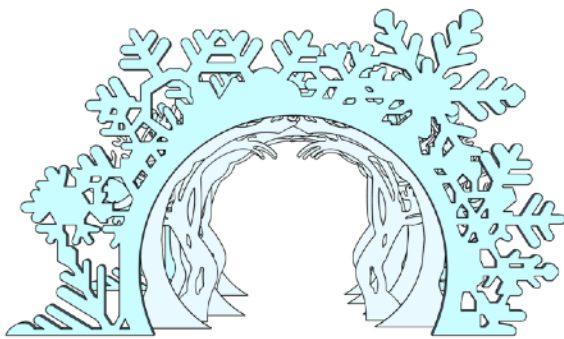
Main Playground Entrance

Area Features:

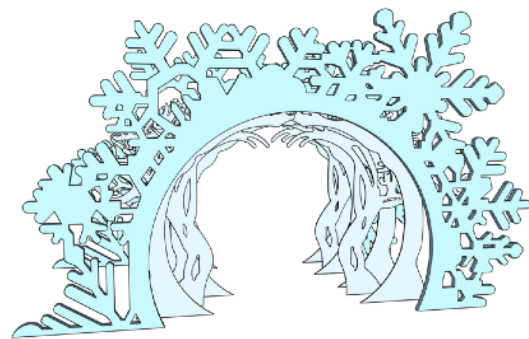
The Playground Entrance, situated directly across from the skate park, will serve as the grand gateway into the enchanting Arctic Safari Area. As you approach, you'll be greeted by a dazzling lighted silhouette of a snowflake, its intricate design and frosty paint evoking the magic of stepping into a real-life pop-up book. The facade, adorned with a blend of icy blue and sparkling white hues, will be illuminated with a combination of wash lights and twinkling mini LEDs, creating a breathtaking, immersive experience. As you pass beneath this stunning snowflake gateway, you'll be led along a path flanked by gracefully illuminated archways.

The snowflake facade is approximately 20' wide by 16' tall and 12' long. The illuminated archway is approximately 10' wide by 10' tall and 40' long. The illuminated archway will feature cool white and blue mini LED lights to create a tunnel like feel.

Snowflake Silhouette



Snowflake Silhouette



Example of Archway Tunnel



Playground Featured Areas

Penguin Glow Area

Area Features:

The Penguin Glow Play Area will feature unique RGB play elements that promise endless fun. This vibrant space will include touch-sensitive RGB tiles that change colors as you dance, jump, or walk on them. After exploring the colorful tiles, you can enjoy a ride on the glowing swings and seesaws. The area will also showcase glowing cubes and chairs, adding to the playful ambiance. At the heart of it all stands our party penguin, perched atop a spectacular RGB Curtain pedestal. This eye-catching pedestal will be a grand 10 feet tall and 10 feet wide, serving as a central focal point for the entire play area.

Glow RGB Tiles Example



Glow Swings Example



Glow Seesaw Example



RGB Curtain Example



Safari Outpost Area

Area Features:

As you continue along the path toward the Mega Tree area, you'll come across the vibrant Safari Outpost. The Outpost structure will be perched on stilts, which will be illuminated with mini LED lights. Adding to the enchantment, the Outpost will periodically emit bursts of snow and fog, creating a magical, frosty atmosphere. For added fun, the area will also include two jungle gyms, inviting guests to climb and explore amidst the festive surroundings.

Example of Safari Outpost



Forest Path

Area Features:

The forest path, nestled between the Mega Tree and Deck Walk-Through areas, will be illuminated to evoke the enchanting atmosphere of a winter woodland. As you traverse this illuminated trail, you'll journey through a shimmering forest filled with dazzling lighted starburst branches, glowing trees, and enchanting blanket-style lighting. The pathway will feature a variety of captivating lighting effects that enhance the magical ambiance. Along the way, you'll encounter arctic animals, adding to the sense of adventure and discovery as you explore this frosty wonderland.

Deck Walk Through (located near the restroom building)

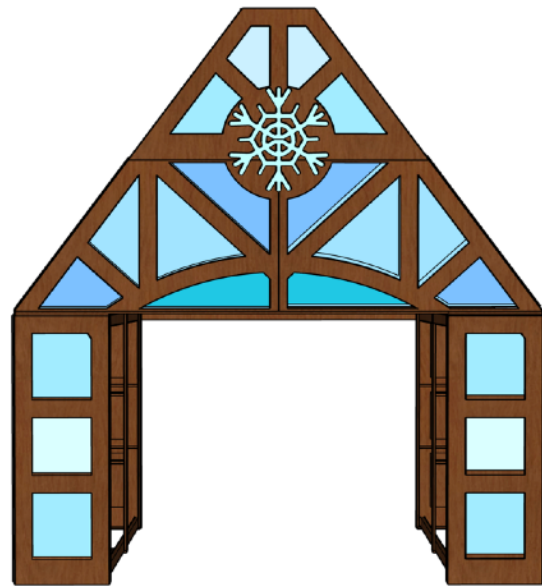
Area Features:

The Deck Walk-Through area will transport visitors to a mesmerizing Ice Palace, where a majestic Ice Throne awaits as a prime photo opportunity. This stunning throne will be the centerpiece of the palace, which features intricate stained glass-like panels and is enveloped in a shimmering blanket of mini LED lights. Above the Ice Throne, a unique light chandelier will cast a dazzling glow, enhancing the palace's charm. Ice-themed thorns will elegantly surround the throne, adding to the frosty allure. Additionally, the exterior of the deck structure and the nearby gazebos will be beautifully outlined with hanging icicle lights, creating a sparkling winter wonderland for all to enjoy.

Example of Ice Throne



Ice Palace



Water Pathway Area

Area Features:

The water pathway will continue with the arctic safari theming around the play area and will be lighted with a mix of blue wash lights and mini LED lights evenly spaced along the water pathway. The water pathway will finish at the pool of lights located near the Main Playground Entrance.

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

Area Features:

We will design a curving light wall that stretches at least 40 feet along the sidewalk, complemented by a series of light pillars that align with the pathway. Both the wall and the pillars will be densely adorned with mini LED lights, creating a vibrant and immersive display.

Example of Light Wall and Pillars



Corner Tree Area Located across from the Skate Park

Area Features:

The corner opposite the skate park will showcase large marquee letters spelling out "Arctic Safari," prominently displayed to convey the theme to passing vehicles.

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 on the trunks and up into the branches.(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)

The color palette for the tree and bush lighting will be in the white, blue, and green color family.

Arctic Animal Placement

Arctic animals will be strategically placed throughout the display area to reinforce the theme across various sections. A diverse array of arctic creatures will be featured to ensure the thematic ambiance remains consistent and engaging throughout the display.

Other Features of the Displays

- * A variety of props will be strategically positioned throughout the display area to enhance and stylize specific sections.
- * We will use light timers with a battery backup to schedule when the lights will automatically turn on.

Display Maintenance

We conduct weekly walk-throughs and tests of all display elements to ensure they are operating correctly throughout the show's run. Additionally, a technician is always on call to address any issues that may arise during the display's operation. This approach guarantees a swift response to any problems and ensures that our maintenance procedures keep the display fully functional for the entire duration of the event.

Load In Dates:
November 2024

Display Open:
December 1-31, 2024

Strike Dates:
January 2024

Proposed Fee: \$80,000

Submitted By:

CHITWOOD
S T U D I O S

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Overview Map

