



PARKS, RECREATION AND BEAUTIFICATION STAFF REPORT

TO: Parks, Recreation and Beautification Commission

DATE: December 16, 2021

FROM: Parks & Recreation Director Kathy Petker

SUBJECT: Holiday of Lights Decorating Contest

RECOMMENDATION

The Commission is recommended to select winners for the Holiday of Lights Virtual Decorating Contest event for residential and business addresses.

BACKGROUND

Due to the pandemic, the Holiday of Lights Decorating Contest again will be virtual this year and feature businesses and homes throughout the City. The business and residential final judging for winners should be selected from the nominations provided including participating businesses and residences, respectively. The public was encouraged to submit photos and video of decorated homes and businesses to the City. The public can see nominated homes on the virtual map: <https://maphub.net/CityofGroverBeach/2021-grover-beach-holiday-of-lights>. As of the writing of this report there are 60 nominations representing all categories.

The 2021 the virtual contest allowed residents to nominate their neighbors, themselves or a local business via email and social media sites up until December 16th. Three categories were included: Griswold, Classical and Themed. Winners will receive a certificate and gift cards to a local business. Social media analytics show there are numerous views and interactions. All award winners will be recognized during a January City Council meeting.

DISCUSSION

Awards are given in four categories for residential as listed below, including a new Clark Griswold Award for extraordinary display of decorations and lights. Awards are given to businesses in three categories:

Residential Awards

- | | | |
|----|----------------------|---|
| 1. | Mayor's Award | Best overall in originality |
| 2. | City Council Award | Best original use of animation and/or craftsmanship |
| 3. | Commissioner's Award | Best use of lights |
| 4. | Clark Griswold Award | Extraordinary display of decorations and lights |

Business Awards

- | | | |
|----|-------------------------------|---|
| 1. | Best overall business display | Best overall business display |
| 2. | Lights | Best use of Lights |
| 3. | Windows | Best use of window painting and decorations |

Staff will contact the winners and provide prizes and take a commemorative picture. Award winners will be invited to attend a City Council meeting in January to receive a Holiday of Lights certificate.

FISCAL IMPACT

Any supplies purchased are expended through the General Special Event Supplies account and/or donations.

PUBLIC NOTIFICATION

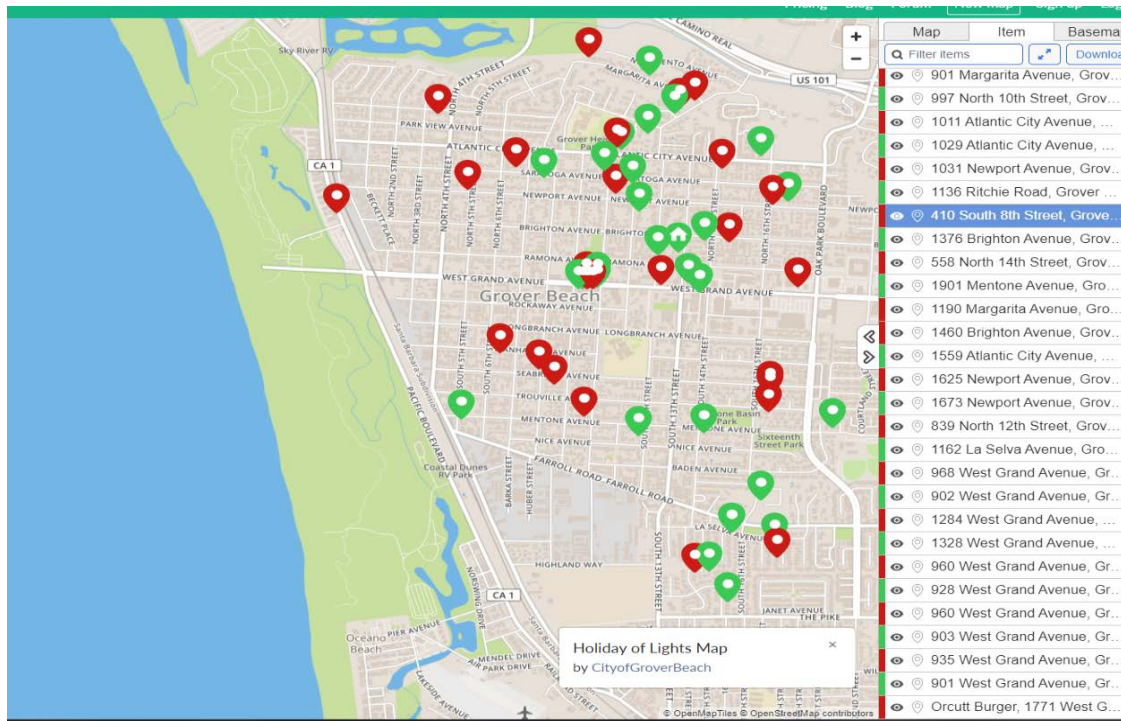
The agenda was posted in accordance with the Brown Act.

ATTACHMENTS

1. Holiday of Lights Map Link



To see the Holiday of Lights Map, please click the link below.



<https://maphub.net/CityofGroverBeach/2021-grover-beach-holiday-of-lights>