



MEMORANDUM

TO: Mayor and Council
FROM: Joseph A. Melder, City Manager
DATE: November 5, 2024
RE: 2024 Holiday Decorating

The upcoming City Council Agenda for November 7, 2024, includes a proposed contract for \$76,814.75 with Jubilee Décor for the procurement of holiday decorations. This expenditure is supported by the FY24 budget approved by City Council. With this funding, we will acquire an additional 450 artificial wreaths and bows, as well as 275 strands of garland. The majority of these decorations will be strategically placed in neighborhood corridors, on neighborhood signage, and within parks outside the Historic District.

Our team is dedicated and works hard to enhance the city's festive spirit during the holiday season. It's hard to believe that only three years ago, the decorated areas were confined to downtown, specifically north of Jones Street. It's also important to recognize that our Holiday Decorating initiative is part of a broader commitment by the City of Savannah to celebrate diverse traditions, including the annual Menorah Lighting with our Jewish community and a Kwanzaa celebration as part of our weekend programming.

Our goal is to expand our decoration inventory each year and to create a visually cohesive and appealing aesthetic that highlights our neighborhoods. We have learned from past experiences that certain locations are not suitable for decorations. For example, hanging wreaths at large intersections has often resulted in loss or damage. Additionally, not all corridors are appropriate for decorations. Traffic lights and street signage often obscure visibility of decorations. Consequently, this year, we will focus our efforts on areas that promise the greatest visual impact, ensuring uniformity across neighborhoods by enhancing signage, parks, and key corridors. As we increase our inventory of decorations every year, we will expand our decorating efforts to more corridors across the community.

In 2022, we invested in durable lights for Broughton Street, intended for year-round display. However, we have encountered significant challenges with their longevity due to weather exposure and damage from rodents. Our contractor has made multiple repairs, and to ensure functionality this holiday season, we have contracted them to replace thousands of bulbs. A reevaluation of a more sustainable solution for the Broughton Street lights will be necessary in 2025.

Looking ahead, we recommend engaging community leaders in discussions about the long-term vision for citywide holiday decorating. This conversation should encompass potential funding opportunities from local corporations and community stakeholders, as the industrial-grade, weather-resistant decorations represent a considerable investment both in purchase and storage.

Our decorating strategy aims to accentuate corridors and parks, fostering a warm, welcoming atmosphere for residents and visitors alike during the holiday season. Combined with our Tree Lighting, programming, and Menorah Lighting events, these efforts will contribute to a joyful and inclusive holiday celebration.

Attached to this memorandum is a list of décor locations for the 2024 Holiday Season. It's important to note that there may be some deviation from the plan based on conditions of poles, streets, signs, etc.

Please let me know if you need any additional information.

cc: Faye DiMassimo, Planning and Economic Development Chief
OSEFT Team

Holiday Decorations Locations - 2024

Waters Avenue	Wheaton to Vicory -125 Wreaths on Poles
Pennsylvania Avenue	President to Victory – 25 Wreaths on Poles
Augusta Avenue	East Lathrop to Graham – 25 Wreaths on Poles
Windsor and Largo	30 Wreaths
Thomas Square Park	Garland and Bows
Forsyth Park	91 Garland and Bows
Colonial Cemetery	20 Garland and Bows
Residential Squares (9)	Garland and Bows
Neighborhood Entrance Signs 2 Per Sign and Key Community Locations –	350 Wreaths and Bows
Yamacraw Square	Garland and Bows
Gordonston Park	10 Wreaths and Bows
Avondale Park	5 Wreaths and Bows
Floyd Adams Park	10 Wreaths and Bows
Broughton Street	Lights, Christmas Tree, Garland and Bows on Decorative Poles
River Street	Garland and Bows on Decorative Poles
Commercial Squares (5)	Garland and Bows on Decorative Poles
City Market	Garland and Bows on Decorative Poles
Ellis Square	30' Ornament Stack, Menorah
Factor's Walk Bridges (5)	Holiday Lights
City Hall	Wreath and Garland