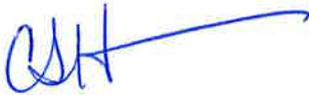


TOWN OF OCEAN VIEW

DELAWARE

September 2, 2020

TO: Mayor and Council
FROM: Carol S. Houck, Town Manager 
SUBJECT: Recommendation for the Purchase of a Holiday Tree, Associated Decorations, Installation, Shipping, Take Down and Storage – John West Park

Background

There has been interest in improving our holiday tree display at John West Park. Last year, we improvised and purchased three large live trees in support of our Old Town Holiday Market and Tree Lighting event as well as to provide seasonal enjoyment visible from Central Avenue as well as our beautiful park. This effort, although well intended and somewhat attractive for our event, did not hold up to the weather. It was also extremely strenuous to accomplish.

Tree and Associated Decorations – from Christmas Decor

Commercial 20' Tower Tree with Warm LED Mini Lights (20,143 tips, 9400 LED Lights)	\$8,000*
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Associated Decorations

1	4' Red Ribbon Tree Topper	\$1,250
8	Green and Frost Oval Candies (34" x 13")	\$2,000
12	Red and Frost Peppermint Candies (12.2")	\$ 840
4	Red Stars (15")	\$ 60
4	Green Stars (15")	\$ 60
4	Gold Stars (15")	\$ 60

Shipping	\$ 950
Installation, Takedown (including our burlap ribbon purchased last year)	\$3,780
Year One Storage of Tree and Associated Deco.	\$1,000

The tree will be located in the same spot as the three live trees in 2019 with its metal base situated over our water fountain, surrounded by concrete.

Price comparisons for similar trees, not including installation, take down, shipping and storage are as follows:

Dekra-Lite	20' Tree; 11,396 tips; 6,400 LED lights	\$17,125 tree only
	20' Olympia Pine Tree	\$15,409 tree only
	20' Sequoia Collection	\$12,635 tree only
Winterland Inc.	20' Tree; 21,552	\$11,407 tree only

Funding

Funds were anticipated and budgeted for in the FY21 Capital Program totaling \$16,400 for the purchase of a 20' Holiday Tree and Associated Decorations (total to be spent from this fund is \$13,220 including shipping).

Funds were anticipated and budgeted for in the FY21 General and Administrative Budget totaling \$12,000 for all installation, takedown and storage of all the Town's holiday decorations (total to be spent from this funding source is \$4,780 and the balance is associated with existing decorations already being stored).

Recommendation

It is therefore recommended that Mayor and Council authorize the Town Manager to purchase the above noted 20' tree and associated decorations from Christmas Décor including set up, take down, and storage for the total cost of \$18,000.

Pending authorization to order, the Town Manager will plan for an install date to accommodate a modified Holiday Tree lighting event (due to Covid-19) on Saturday, November 28th.

*Mike Gray of Christmas Décor was aware of our interest in a 20' tree. He became aware of this tree being sold at discount due a franchiser that was reducing inventory from 4 types of trees to 2 types of trees. They bought the tree due to pricing discount as they severely discounted trees they were no longer carrying. The tree is brand new still in box. If we had not bought it, his plan was to sell it to someone else.