

To: Mayor and City Council

From: Brent Walker, Parks and Recreation Director

Date: September 6, 2022

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**

Based on the success of the Holiday Light event in 2021, staff released a solicitation to continue the event in 2022 with an option for four additional years. Chitwood Studios is the sole response at a cost of \$80,000 for the 2022 display. Their proposal is attached. 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 ten percent contingency for the 2022 installation and an option for the additional 4 years for this service (2) authorize staff to provide funding for the contracts; and (3) authorize the City Manager to execute the necessary documents following satisfactory review by legal counsel.

# CHITWOOD STUDIOS

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## Brook Run Park Holiday Display RFQ 22-03

### 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 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 Cool White and Multi Color 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 around 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 style and twinkle effect style to bring the wall to life.

As you pass the Wall of Lights you will see a Large Neon Style Marquee sign located on the right side to present the theme for this years Holiday Lighting in the park. The theme will be presented in Large Neon letters mounted in the center of the sign. The sides of the sign will be bright gradient style lights to match the neon style of the letters.

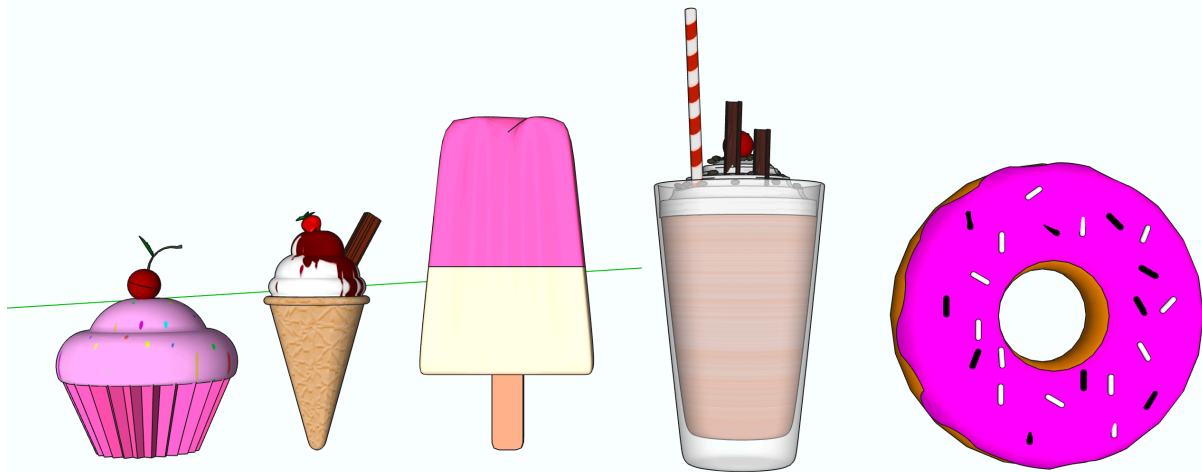
### Ice Cream Land

#### Area Features:

This area will feature everything you would expect in an ice cream shop. The area will be anchored with a life size ice cream truck that will allow the guests of the park to walk into for a photo op behind the ice cream window. The Ice Cream truck will be surrounded by over size treats. The treats will feature ice cream cones, doughnuts, ice cream bars, and large milk shakes. We will have themed benches in the area to allow for sitting.



Behind the ice cream truck will feature ground mounted blanket style lights with the area's name spelled out in lights.





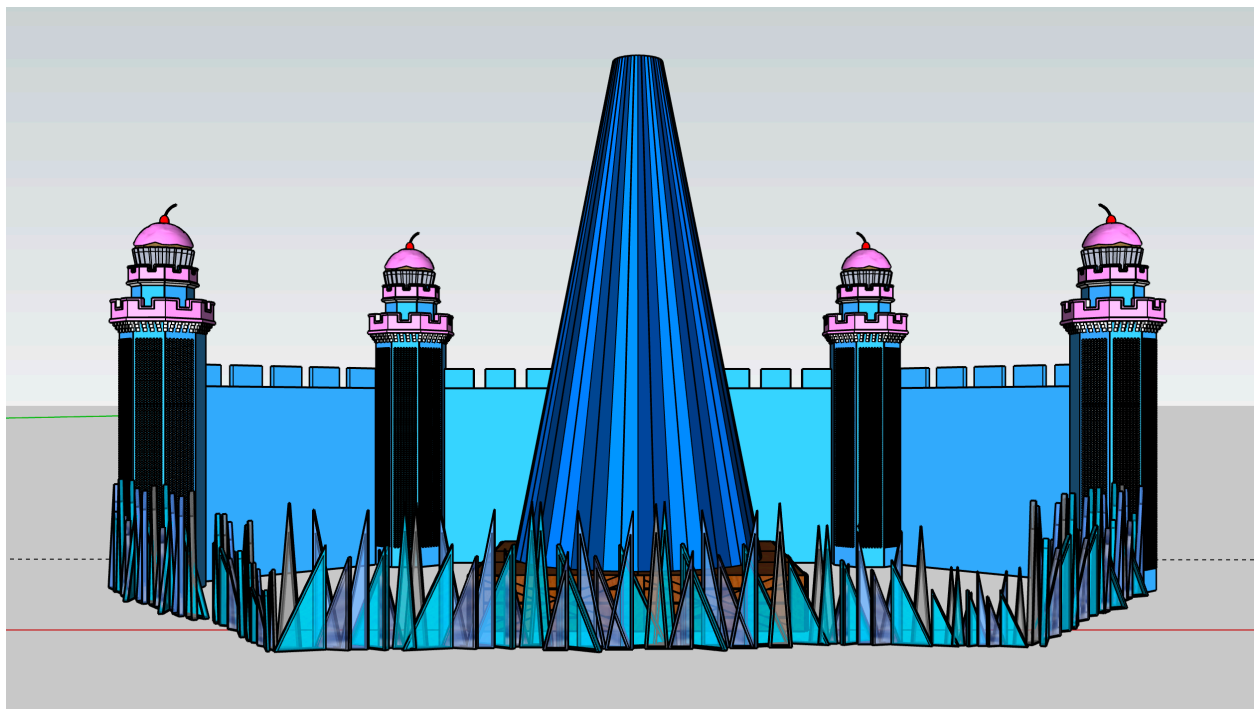
## Mega Tree Show Area

### Area Features:

This area will feature an animated RGB Pixel Mega Tree with tree topper that is approximately 25' tall and will feature animated sequences that are synced with Holiday music. We will program a 15 minute show that will run automatically every 20-30 minutes with music. The speakers will be mounted in the show area so that anyone watching will be able to enjoy the show.

To compliment the Mega Tree and tie it in with our theme we are adding a Candy Land Style Castle Wall featuring RGB pixels mounted to the turrets of the castle. The entire show area will be surrounded by a candy themed fence.

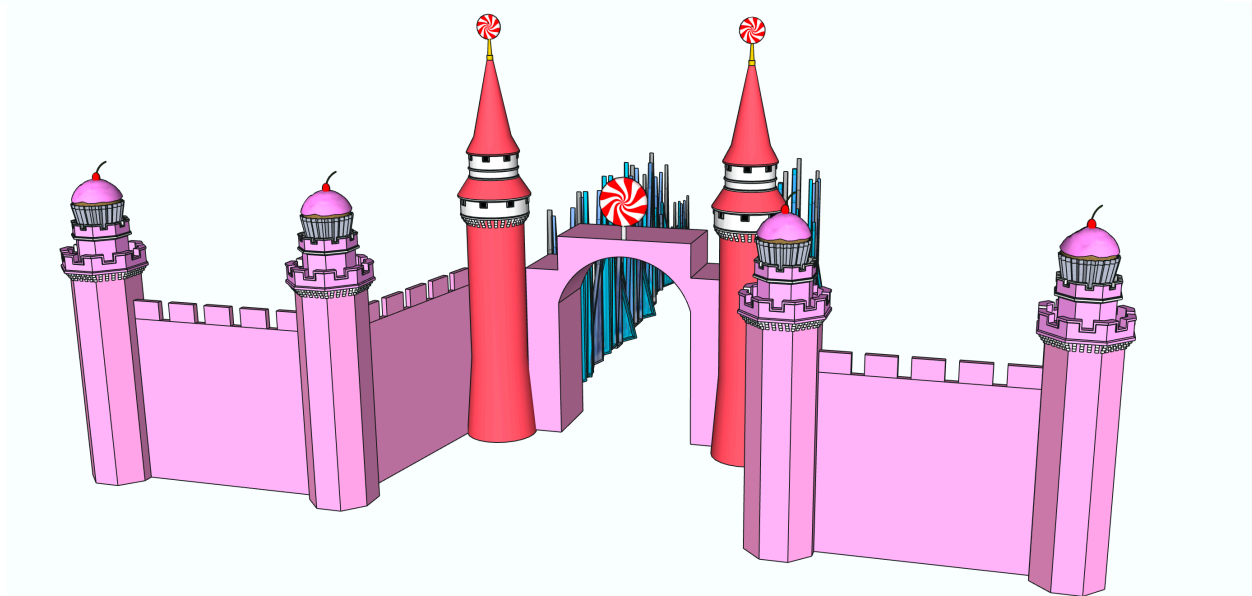
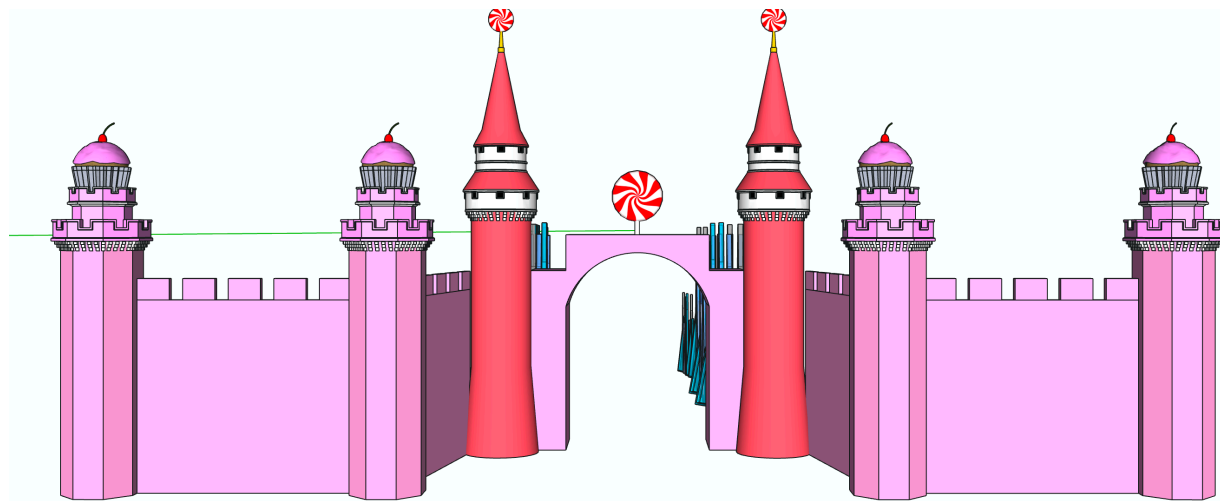
The RGB Pixel Mega Tree is lit with 4,800 lights and the pixels mounted to the turret will add an additional 4,800 lights to the design. All three elements have the ability to display a variety of colors, images, video, and media content throughout the show.

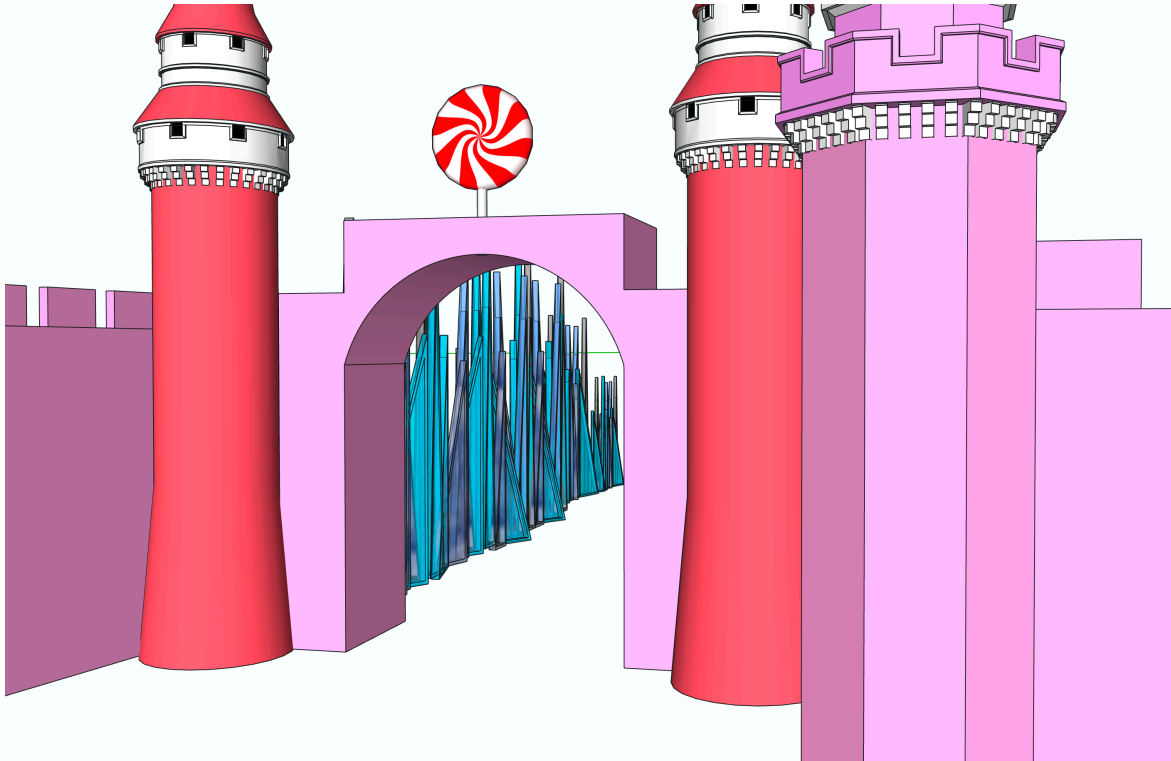


## Main Playground Entrance

### Area Features:

The Playground Entrance located across from the Skate Park will be considered the main entrance into the Candy Land Area. The main entrance will feature a large candy themed Castle Wall lit completely with Mini LED lights. The main castle archway will feature a themed welcome sign welcoming guests to the area. As you walk through the Main Entrance gate you will walk under a ceiling of lights as you make your way through to the Sugar Crystal walkway. You will be surrounded by an assortment of Sugar Crystals ranging in size from 4' up to 12' tall as you walk up the walkway into the play ground.





To continue the theme throughout the play area and to create more pathway light along the sidewalk, we will place 5 more texture Light Towers around the play area loop. The light Towers will be made up of textured cutouts to allow the light to shine through the textured sides onto the sidewalk.

The main loop of the playground will feature prism style lights that will illuminate the sidewalk with a candy like feel as well as lighting the pathway for the guests.

Example of Prism Lights on Pathway



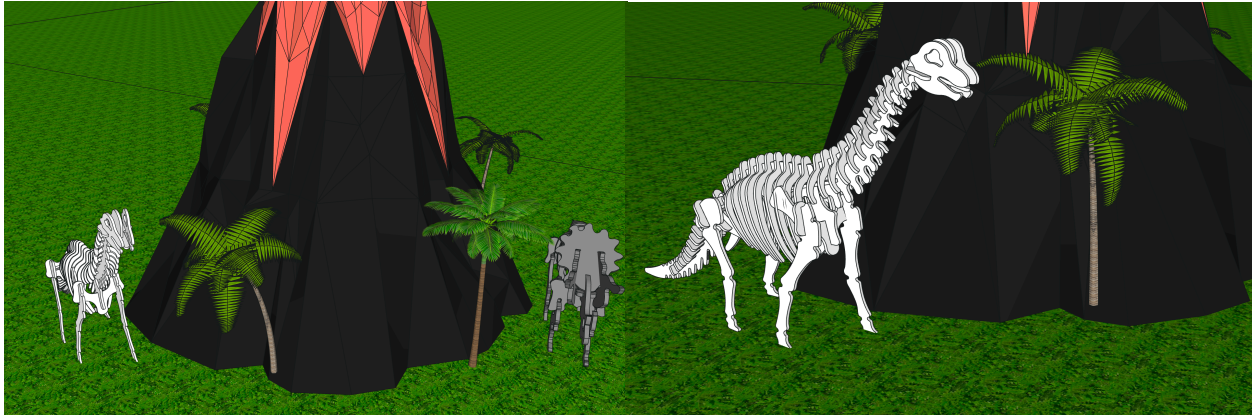
Example of Textured Light Towers



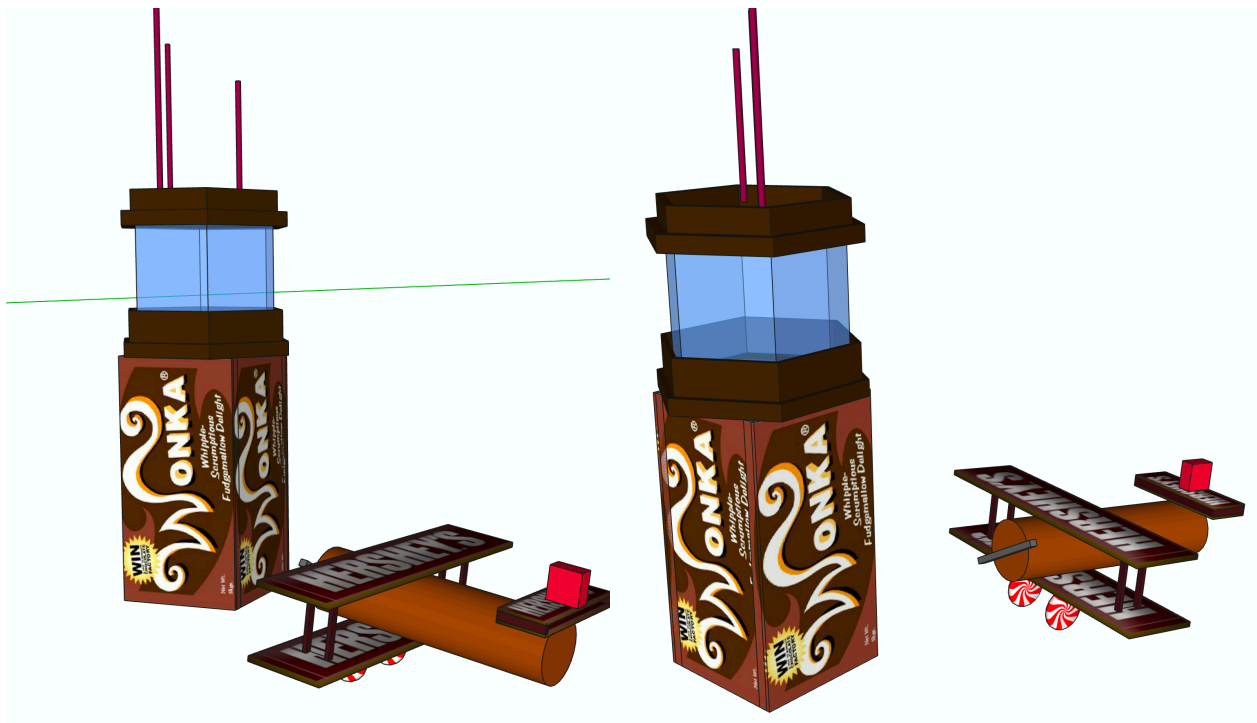


The play area will also feature a large Chocolate Volcano Cake that will make you feel like you are on a Tropical Chocolate Island. The Volcano is approximately 16'-20' tall by approximately 16' wide and will feature light up palm trees and cutout style dinosaurs. The volcano will look like chocolate cake with Oreo style cookies around the perimeter along with blanket style LED lighting. The volcano will erupt plumes of fog into the air at pre-determined timed intervals. The Chocolate Volcano will feature 3 Gingerbread Huts with palm trees to complete the tropical island theme. The volcano, palm trees, gingerbread huts, and dinosaurs will be fully lit with mini LED lights to bring the area to life.





As you continue walking around the play area, the Tropical Chocolate Island theme will continue as you find a Candy Airplane and Control Tower that would have been used on the island for tourists. The Control Tower is approximately 14' tall by 4' wide. Sitting next to the control tower will be an airplane made out of candy measuring approximately 8' long by 10' wide by 5' tall.



### **Deck Walk Through (located near the restroom building)**

#### **Area Features:**

The Deck Walk Through area will feature under glow style LED lighting mounted underneath the hand railing to light up the deck floor as you walk through it. The structure will be outlined with multi-colored C7 bulbs around the outside perimeter of the deck walkthrough. The deck Walk Through will feature one focal point located in the square that is off centered between the walkway. The focal point will feature a Lighted Structure that will come up out of the section.

#### **Example of Under glow LED lighting under railing**



### **Water Pathway Area**

#### **Area Features:**

The water pathway will continue the Candy Land theme around the play area and will be lit with a mix of different colored LED mini lights with the strands alternating between both traditional and twinkle style LED Mini Lights. The water pathway will finish at the pool of lights



located near the Main Playground Entrance with a light sculpture that will be elevated above the rocks.

#### Example of light sculpture



### 3 Tree Areas located to the left off of the Main Playground Entrance walkway

#### Area Features:

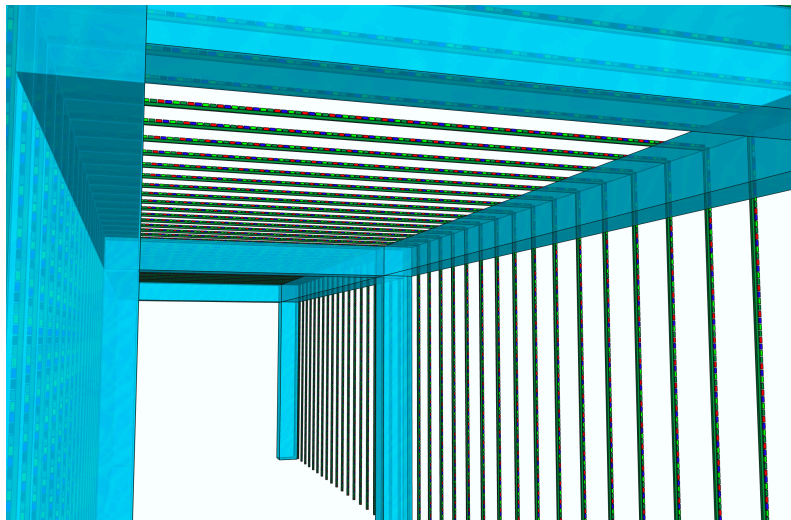
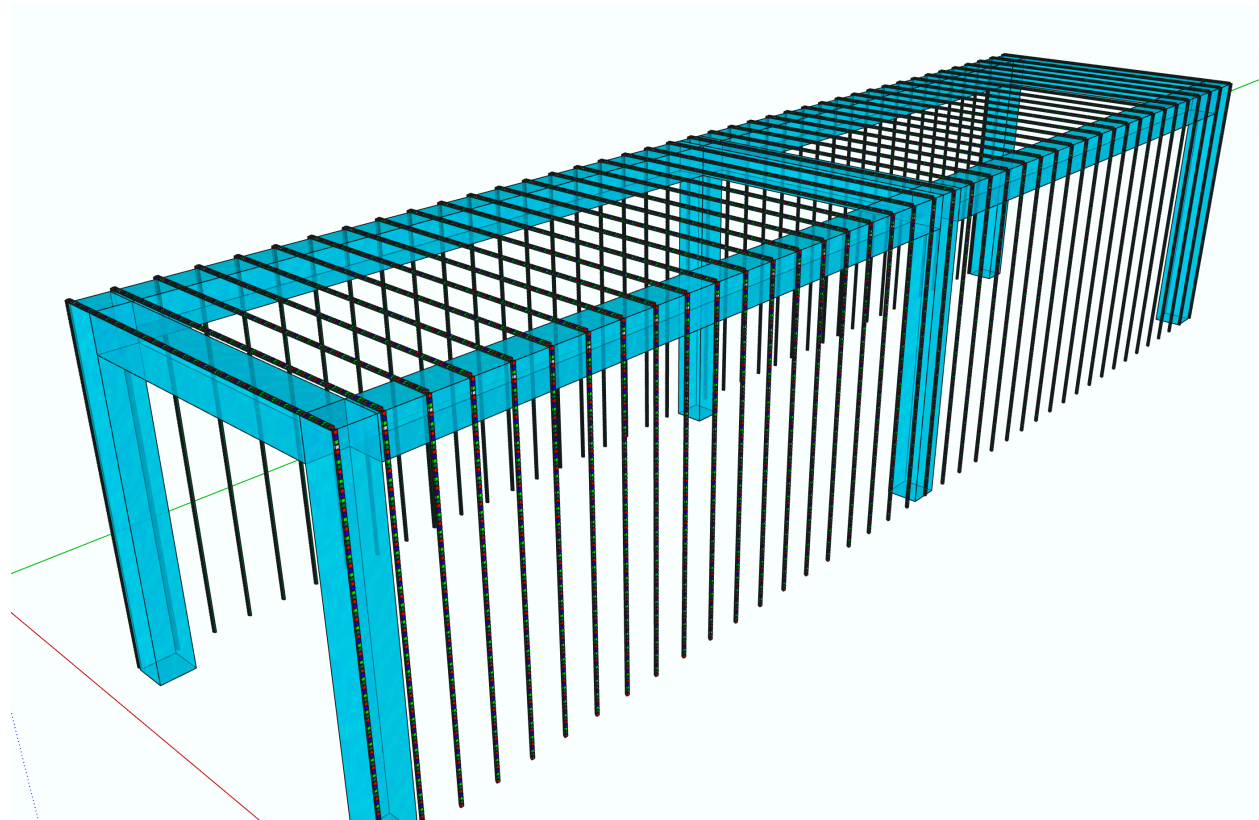
These areas will be used to carry the Candy Land theme in the three areas when you turn left off the main entrance walkway. These areas will feature a life-size Gum Ball Machine, a life size Lollipop Bundle, and an oversized multi tier light up Cake.



## 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 multi-colored 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.





## 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)

## Corner Tree Area Located across from the Skate Park

### Area Features:

The corner across from the Skate Park will feature a marked off area with a knee wall to surround the lit area featuring LED lighted trees. This area will feature blanket style mini LED lights placed in lines suspended slightly off the ground with LED glowing balls placed around the area.

Example of Blanket Style LED Lights



Example of LED Glowing Balls



## Other Features of the Displays

- \* Placement of 6 Themed Textured Light towers around the pathways to guide visitors through the display.
- \* Placement of 5 Candy Land Themed Textured Light Towers along the pathways to guide visitors through the display. (Noted in the Candy Land Area Section)
- \* Candy style props will be placed around the display area to help stylize certain areas.
- \* Strategically place audio around the display area to enhance the experience for the guests visiting. The sound level will be set to the appropriate level that will be comfortable for all and will only carry over a specified distance.
- \* 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 2022

Display Open:  
December 1-31, 2022

Strike Dates:  
January 2023

Proposed Fee:  
\$80,000

Project Bid for **RFQ 22-03**

Submitted By:

**CHITWOOD**  
S T U D I O S

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Date

