

To: Mayor and City Council

From: Rachel Waldron
Parks and Recreation Director

Re: 2025 Brook Run Park Holiday Lights Display

Date: August 25, 2025

Action

Approval of a contract with Chitwood Studios for design, installation and on-site maintenance of the 2025 Holiday Lights display at Brook Run Park.

Summary

The City awarded a contract to Chitwood Studios in 2022, to provide the design, installation, and on-site maintenance 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 2025 display.

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 47,900 visitors to Brook Run Park for its duration. The program was awarded the Georgia Recreation and Parks Association District 6 Outstanding Special Event Award in 2023.

This year's theme of "Cosmic Wonderland" includes interactive components such as a glow-in-the-dark seesaw and UFO photo area, Mega Tree, nebula forest, Santa's rocket launch, spacewalk area, and more.

Funding for this project, in the amount of \$88,000 which includes a 10% contingency, will be allocated from the Parks Operations Budget.

Recommendation

Staff respectfully requests that Council: (1) award a contract to Chitwood Studios for design, installation and on-site maintenance of the 2025 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.

2025 Brook Run Park Holiday Lights Display

August 11, 2025

Summary



The City awarded a contract to Chitwood Studios in 2022, to provide the design, installation, and on-site maintenance of the Holiday Lights display at Brook Run Park. The contract allows for an option of four additional years.

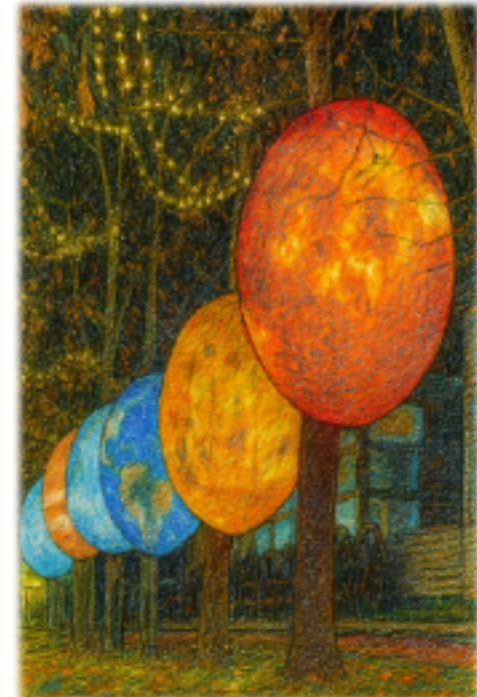
Background/Timeline

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 47,900 visitors to Brook Run Park for its duration. The program was awarded the Georgia Recreation and Parks Association District 6 Outstanding Special Event Award in 2023.



Cosmic Wonderland Proposal Highlights

- **Main Entrance:** As guests arrive at the park from N. Peachtree Rd., they will be greeted with a lighted, themed sign. The sign will be in a retro space theme style with glowing lights to fully establish the theme.
- As visitors enter the park, they are welcomed by eight large illuminated planets suspended in the trees above. These glowing orbs line the street in a majestic display, guiding guests toward the entrance. Interwoven with strands of LED lights, the trees and planets together create a dazzling, space-inspired atmosphere.



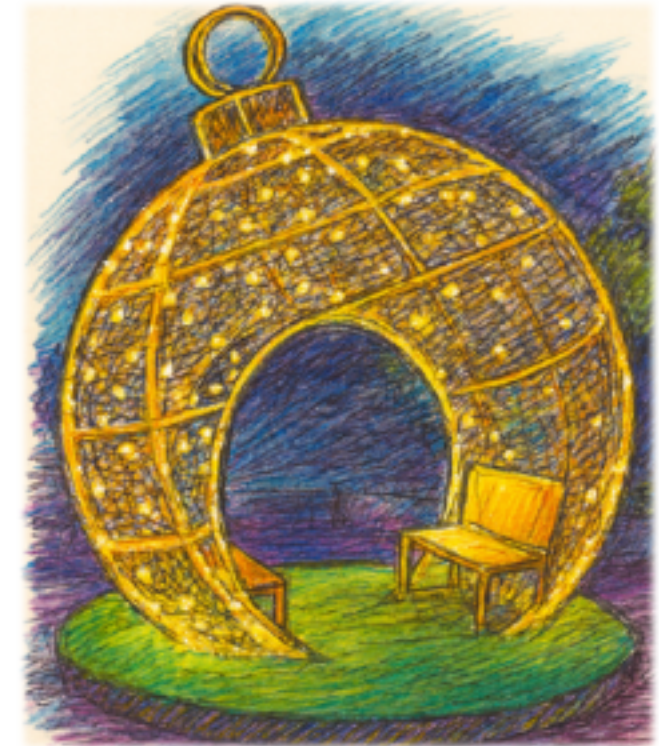
Cosmic Wonderland Proposal Highlights

- **UFO Photo Opp (between playground stairs and trail):** This area will be a show-stopping, life-sized photo destination, ideal for capturing unforgettable memories. At its heart, a glowing flying saucer and illuminated 12-foot seesaws will sit beneath trees shimmering with meteor shower lights. Enhancing the atmosphere, a 20-foot RGB light curtain will frame the scene, while interactive RGB play features add extra excitement. Touch-sensitive RGB floor tiles will react to every step, jump, or dance move—creating a vibrant, immersive experience for guests of all ages.



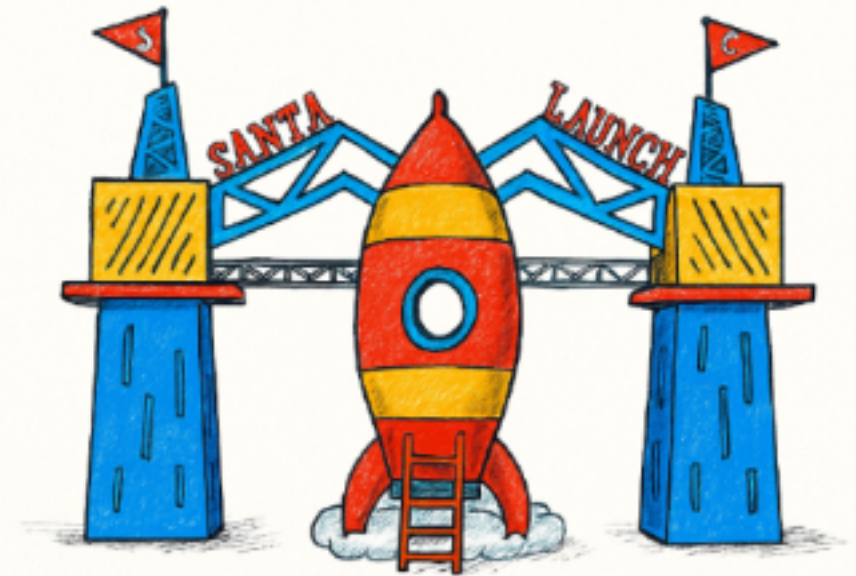
Cosmic Wonderland Proposal Highlights

- **Mega Tree:** The front field 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 synchronized to an array of holiday music through an engaging 10-minute animated show that runs automatically throughout the evening. The RGB Pixel Tree will be illuminated by a total of 4,800 RGB pixel lights and will display a dynamic mix of colors, images, videos, and media content, creating a vibrant and immersive visual experience.
- To enhance the Cosmic Wonderland theme, two areas with giant lighted snow globe style structures approximately 12' tall, will be added to provide seating for guests to comfortably view the show. These snow globes will be illuminated with LED strip and rope lights. As you approach the Mega Tree area, you'll be greeted by a striking large lighted 3D star motif approximately 11' tall.

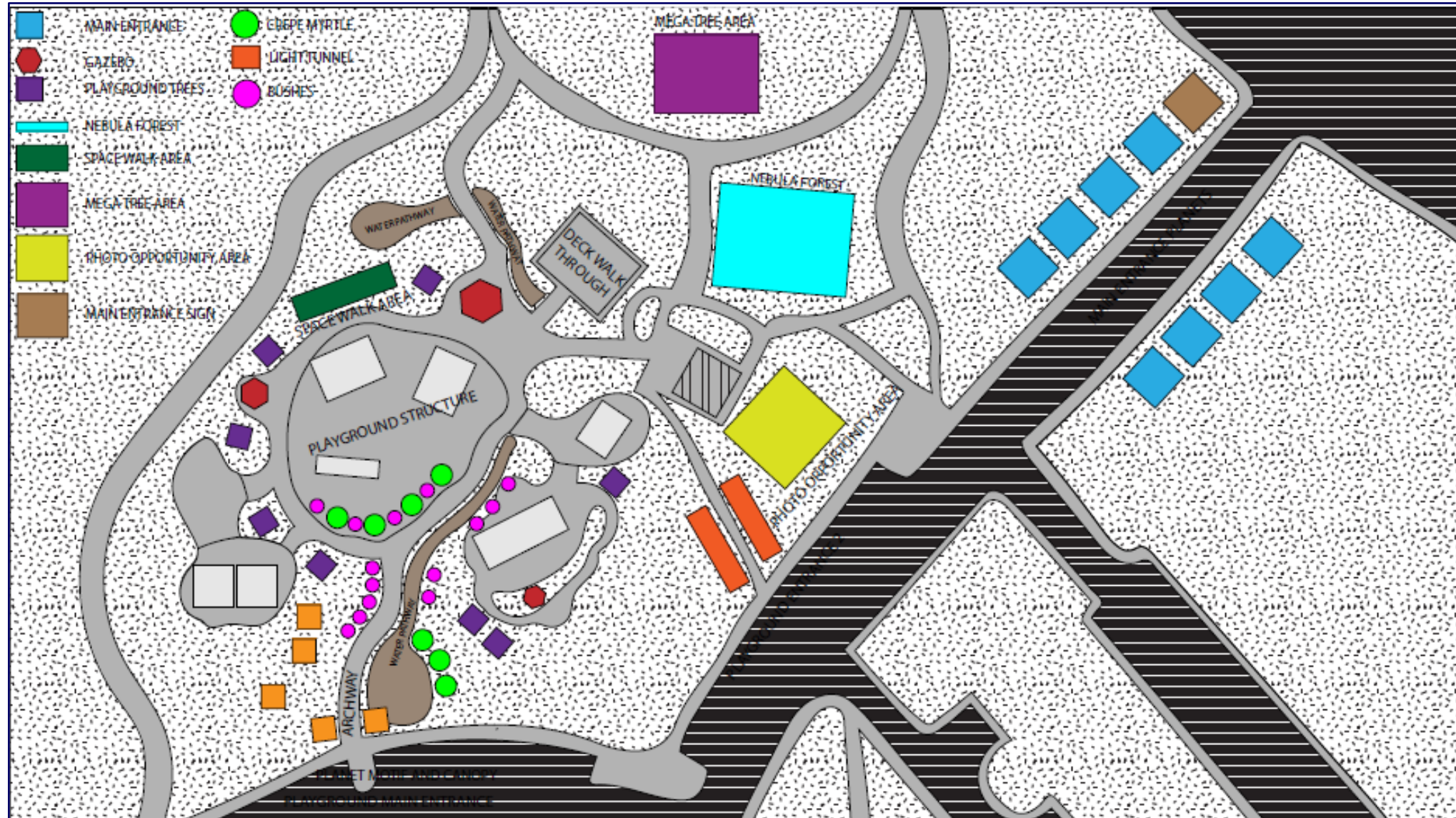


Cosmic Wonderland Proposal Highlights

- **Deck Walk Through (near playground restrooms):** The deck walk through area will transport guests to Santa's very own rocket launch station. At the center, stands Santa's 15-foot-tall rocket, flanked by two towering launch structures readying it for takeoff. Visitors can step inside the rocket for the perfect out-of-this-world photo opp. With just the right timing, fog will billow from beneath, simulating a dramatic liftoff into the cosmos. The entire walk through deck will be fully immersed in vibrant space-themed lighting, completing this interstellar holiday adventure.



Cosmic Wonderland Site Plan



Financial Impact

Funding for this project, in the amount of \$88,000 which includes a 10% contingency, will be allocated from the Parks Operating Budget.



Staff Recommendation



Staff respectfully requests that Council: (1) award a contract to Chitwood Studios for design, installation and on-site maintenance of the 2025 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.





Brandon Chitwood
 404.391.7026
brandon@chitwoodstudios.com

Brook Run Park Holiday Display 2025

Project Area Break Down

Refer To the Overview Map for design placement and details.

Who We Are

Chitwood Studios is a full-service creative production company specializing in the visual disciplines of lighting, projection, and scenic design. With each project, we approach the work as a blank canvas—an opportunity to deliver something original, tailored, and impactful. Our team brings a refined blend of artistic vision and technical expertise to every production, ensuring that the final result not only meets expectations but exceeds them in creativity, precision, and execution. What distinguishes our work is a deep commitment to the craft of storytelling, a passion for innovation, and a dedication to our clients' unique goals. Rooted in the dynamic world of live entertainment, our work is driven by the belief that truly remarkable experiences are those that inspire, engage, and leave a lasting impression.

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
Howard Carter	Production Design Group	770.869.7693
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, City of Stockbridge, 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 retro space theme style with glowing lights to fully establish the theme.

Entrance Sign



Main Entrance Drive into Park

Area Features:

As visitors arrive at the park's main entrance from North Peachtree Road, they are welcomed by eight large illuminated planets suspended in the trees above. These glowing orbs line the street in a majestic display, guiding guests toward the entrance. Interwoven with strands of LED lights, the trees and planets together create a dazzling, space-inspired atmosphere.

Hanging Planet Example



Nebula Forest

Area Features:

Tucked between the Mega Tree and the Deck Walk-Through areas, the Nebula Forest will radiate the magic of a star-filled night. A luminous canopy of glowing planets and star-like lights will stretch overhead, immersing guests in the feeling of walking beneath a brilliant night sky. Suspended throughout the space, glowing planets, cascading meteor showers, and shimmering mini LED lights will dance above. A thoughtfully layered blend of lighting elements will transform this area into a breathtaking celestial escape.

Light Style Examples



Photo Opportunity Area

Area Features:

This area will be a show-stopping, life-sized photo destination, ideal for capturing unforgettable memories. At its heart, a glowing flying saucer and illuminated 12-foot seesaws will sit beneath trees shimmering with meteor shower lights. Enhancing the atmosphere, a 20-foot RGB light curtain will frame the scene, while interactive RGB play features add extra excitement. Touch-sensitive RGB floor tiles will react to every step, jump, or dance move—creating a vibrant, immersive experience for guests of all ages.

Glowing Flying Saucer Example

Flying Saucer Scene Example



Mega Tree Show Area

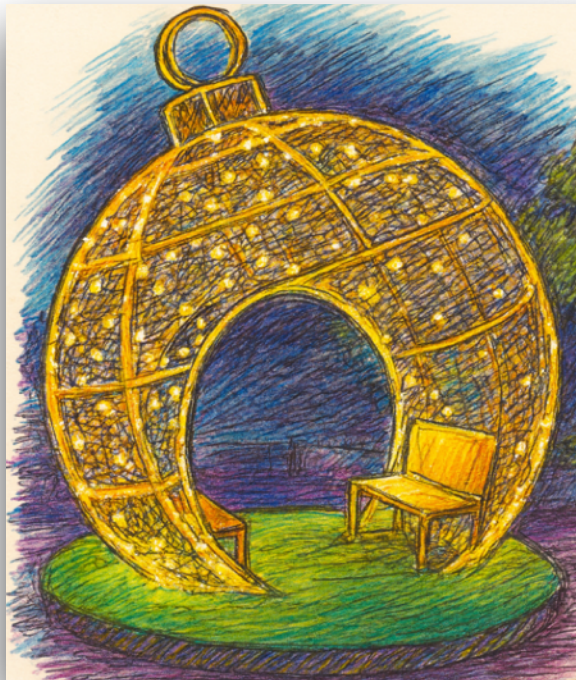
Area Features:

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 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 Tree will be illuminated by a total of 4,800 RGB pixel lights and will display a dynamic mix of colors, images, videos, and media content, creating a vibrant and immersive visual experience.

To enhance the Cosmic Wonderland theme, we will set up two areas with giant lighted snow globe style structures approximately 12' tall, each providing seating for guests to comfortably view the show. These snow globes will be illuminated with LED strip and rope lights. As you approach the Mega Tree area, you'll be greeted by a striking large lighted 3D star motif approximately 11' tall.

Example of Snow Globe



Example of 3D Star



Main Playground Entrance

Area Features:

The Playground Entrance, located directly across from the skate park, will serve as the grand gateway into the mesmerizing Cosmic Wonderland. Upon arrival, guests will be welcomed by a stunning 15-foot-tall illuminated 3D planet motif. Above, a radiant canopy of lights will stretch out 20 feet in all directions, surrounding visitors in a celestial glow. As you walk beneath the canopy, arches of shooting stars and twinkling lights will line the path, guiding you into the playground.

3D Planet Motif with Canopy Example



3D Planet Motif



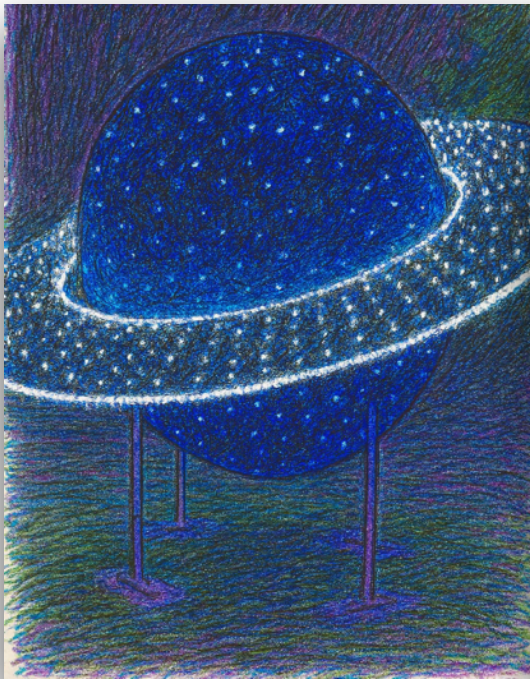
Playground Featured Areas

Space Walk Area

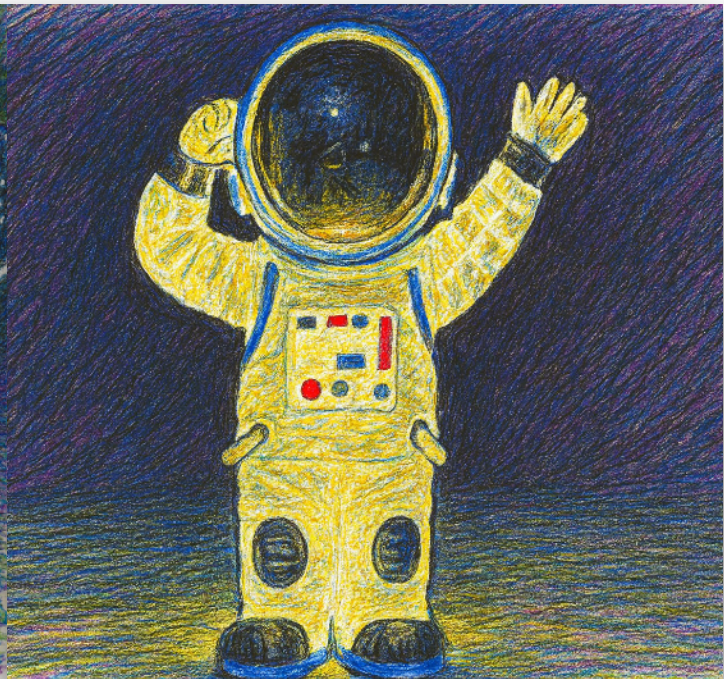
Area Features:

The Space Walk area will feature a life-sized astronaut perfect for photo opportunities, surrounded by an array of glowing planets and immersive lighting effects that bring the cosmic atmosphere to life.

Example of Planet



Example of Astronaut

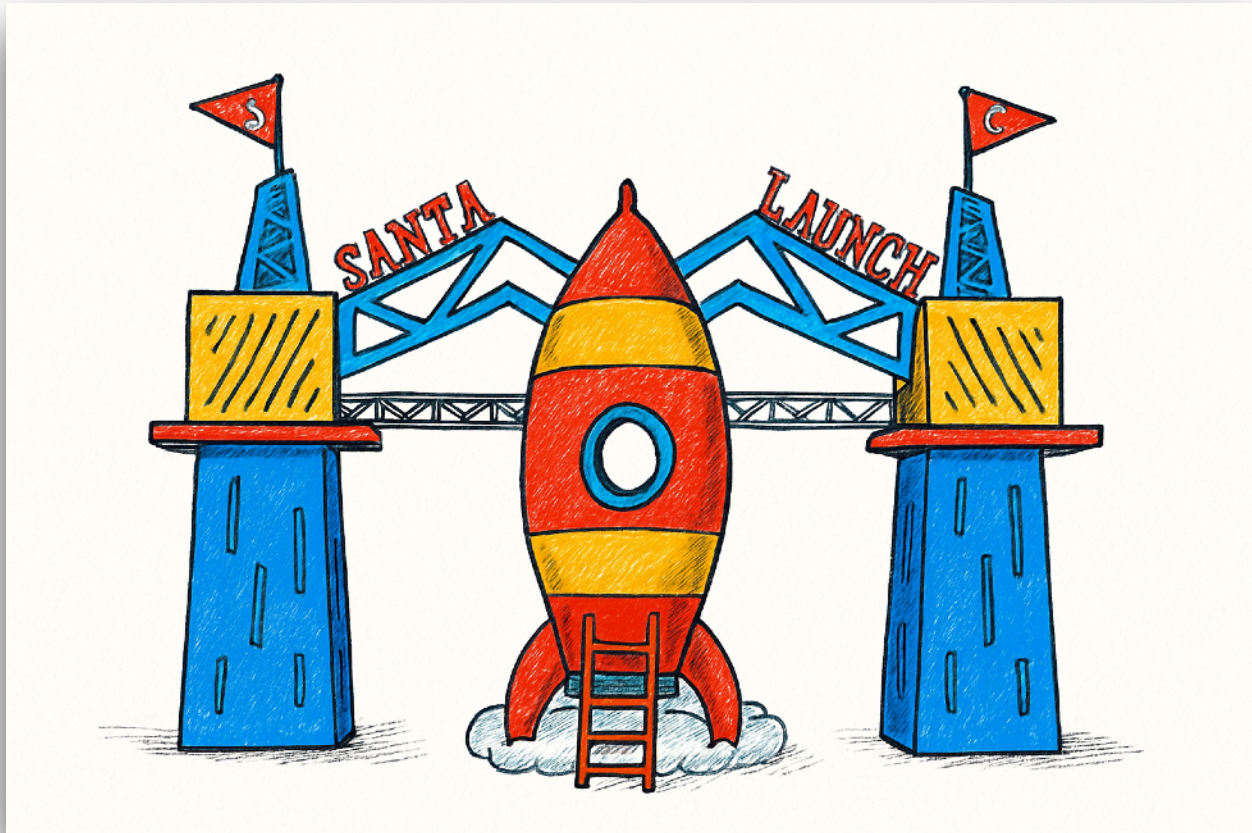


Deck Walk Through (located near the restroom building)

Area Features:

The Deck Walk-Through area will transport guests to Santa's very own rocket launch station. At the center stands Santa's 15-foot-tall space rocket, flanked by two towering launch structures readying it for takeoff. Visitors can step inside the rocket for the perfect out-of-this-world photo op. With just the right timing, fog will billow from beneath, simulating a dramatic liftoff into the cosmos. The entire walk-through deck will be fully immersed in vibrant space-themed lighting, completing this interstellar holiday adventure.

Santa's Launch Station



Water Pathway Area

Area Features:

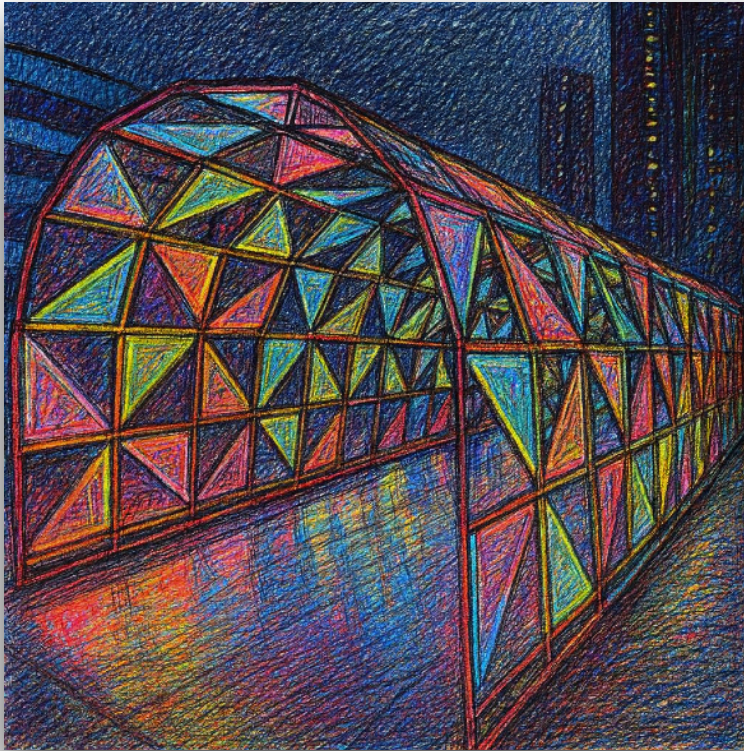
The water pathway will continue with the cosmic wonderland theming around the play area and will be lighted with a mix of blue wash lights and mini LED lights evenly spaced along the water pathway. The water pathway will finish at the pool of lights located near the Main Playground Entrance.

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

Area Features:

We will create an immersive light tunnel designed to evoke the sensation of entering a black hole, stretching approximately 40 feet along the sidewalk. A dynamic blend of lighting effects will be used to simulate motion and pull guests into the cosmic wonderland experience.

Example of Light Tunnel



Example of Light Tunnel



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 illuminated using a variety of up lighting and space themed lighting. (Refer to Overview for placement)

The 8 matching trees located around the path of the sidewalk will be illuminated with a mixture of mini LED lights, meteor style lights, and various planet lights on the trunks and up into the branches.(Refer to Overview for placement)

The bushes located along the Playground Main Entrance will be illuminated using a variety of up lighting and space themed lighting. (Refer to Overview for placement)

Portions of the fence will be illuminated to provide background lighting for various themed areas.

A dynamic mix of colors will be used to illuminate the trees and bushes, capturing the vibrant, otherworldly essence of the Cosmic Wonderland theme.

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 2025

Display Open:
December 1-31, 2025

Strike Dates:
January 2026

Proposed Fee: \$80,000

Submitted By:

CHITWOOD
STUDIOS

Brandon Chitwood

404.391.7026

brandon@chitwoodstudios.com

Overview Map

