

To: Mayor and City Council
From: Michael Starling, Director of Economic Development
Date: June 15, 2026
Re: **Expansion Plans for Holiday HQ 2026**

Action

Staff requests Council to appropriate an additional \$15,000 from Fund Balance in the General Fund to expand the Holiday HQ banner and snowflakes program for the 2026 holiday season.

Summary

Staff requests an additional \$15,000 from Fund Balance to expand the Holiday HQ banner and snowflakes program in 2026. The 2025 Holiday HQ effort helped unify Dunwoody's holiday activities, strengthen community partnerships, increase visibility for local destinations, and support economic activity across the city.

Details

Holiday HQ created a coordinated approach to promoting Dunwoody's holiday season and delivered strong results in 2025. The marketing program helped boost attendance at Holiday Lights, Ravinia in Lights, Light Up Dunwoody, and the Dunwoody Village Holiday Celebration. Perimeter Mall traffic also increased. In addition, the campaign generated strong digital engagement.

Lighted snowflakes and banners are an important part of the campaign. Reaction to the lights in 2025 was very positive, with residents asking for more. Based on these results, staff recommends expanding the banner and snowflakes program in 2026 to build on that momentum, enhance the holiday atmosphere in additional areas, and further support community pride, visitor activity, and local businesses.

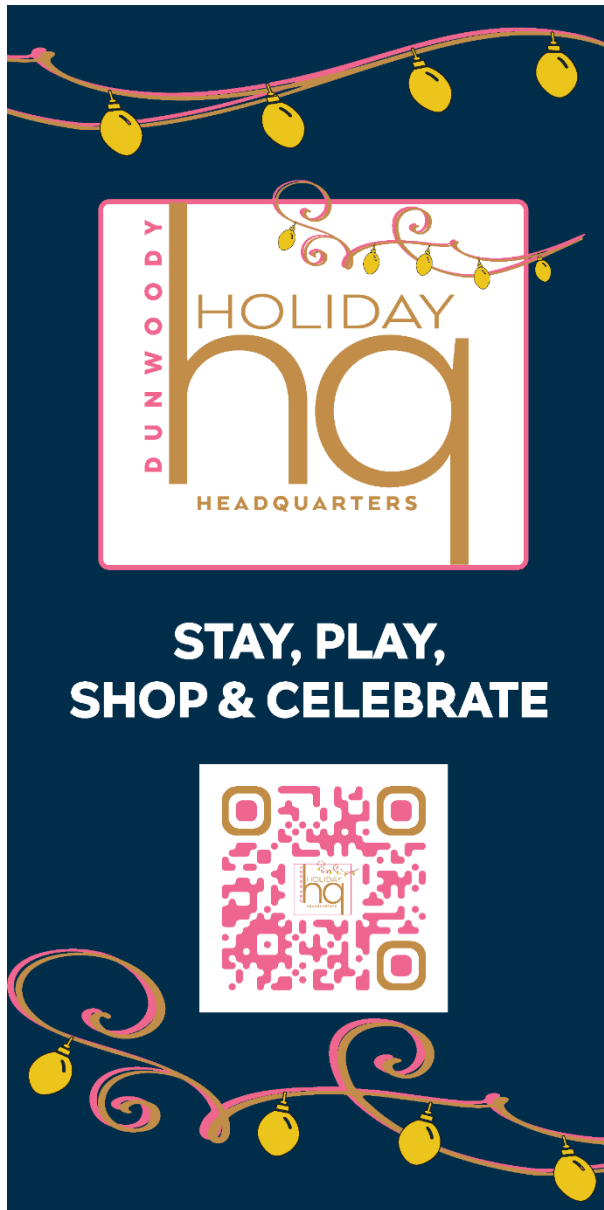
Recommendation

Staff requests Council to appropriate an additional \$15,000 from Fund Balance in the General Fund to expand the Holiday HQ banner and snowflakes program for the 2026 holiday season.



Dunwoody Holiday HQ

Council Update – June 2026



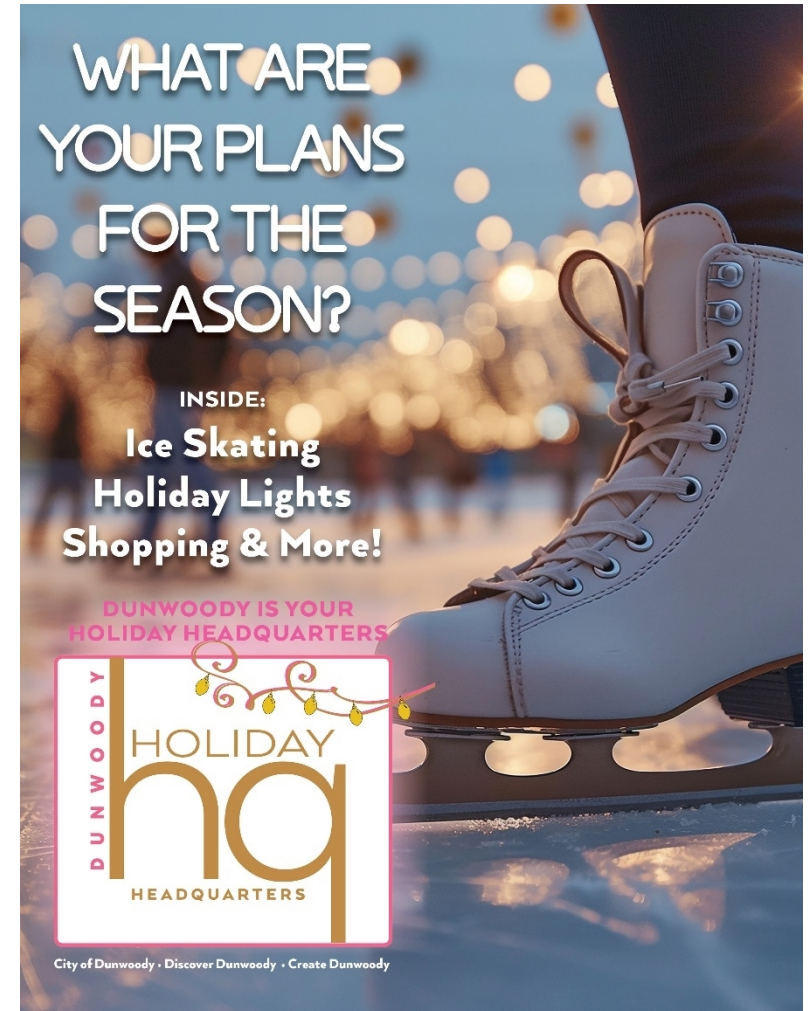
Holiday HQ is a recognizable, in-demand seasonal brand that residents, visitors, and partners are actively seeking out. Last year was a breakthrough year for Dunwoody's holiday identity.



- Website traffic
- Social media engagement
- Holiday Lights attendance
- Ravinia in Lights attendance
- Light Up Dunwoody attendance
- Perimeter Mall visits
- Spruill Gallery sales

Economic Impact + Community Impact + Brand Impact

- Drove traffic and business
- Improved retail and restaurant visibility
- Boosted attendance at local events
- Strengthened partnerships
- Elevated civic pride
- Holiday HQ is now a recognizable, trusted seasonal brand
 - ✓ Residents and visitors expect it
 - ✓ Partners want to support it in it
 - ✓ Media outlets are covering it
 - ✓ Influencers are amplifying it



Holiday HQ Budget

\$23,000 – 2026 Budget (requesting additional \$15,000)

\$18,675 – 20 NEW snowflakes fabrication, installation & removal of new snowflakes + 21 from last year, storage for all

\$13,000 – Power provided to 20 poles (\$650 each)
New locations: Dunwoody Village (6),
Jet Ferry (8), Winters Chapel (6)

\$3,000 – Georgia Power fees for receptacles

\$3,200 – Banner installation/removal (32)

