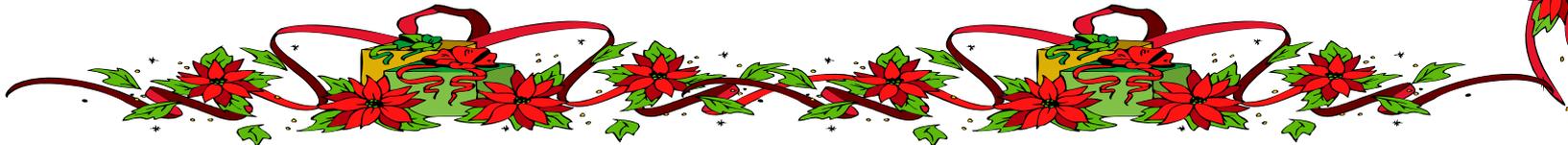
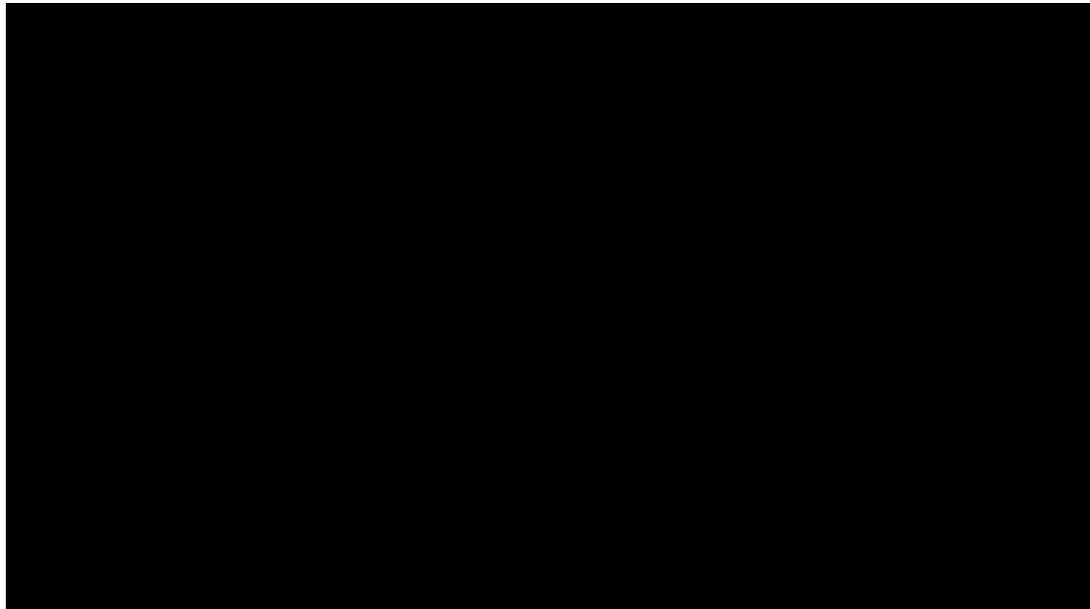




# Odessa's Starbright Village

- <http://youtu.be/pxIUiKsbWv4>





# Odessa's Starbright Village

- 26 year tradition
- Started off with 10-15 displays
- Starbright Village currently has 70 displays
- Every year the Parks Department adds something new to the village
- Open every night with Santa Claus present Friday and Saturday 7-9 p.m. through December 31<sup>st</sup>.
- You can walk through or drive through the village
- Last year they had 55,000 cars drive through.
- Holiday tree lighting kicks off event
- Choral groups provides entertainment
- Hot Chocolate concessions provided
- A local radio station provides holiday music that users can tune to while driving through displays
- Police office present at all times





# Funding for Odessa's Starbright Village

- \$100,000 from hotel motel tax each budget year.
- 2 major sponsors
  - Devon Energy-
  - Lithia All American Auto Group
- Christmas card sponsors- \$1,500 for two year season
- \$20,000 from donation box located at the entrance of the park
  - Someone is paid to turn in box each night.





# Shawver Park Christmas Lighting

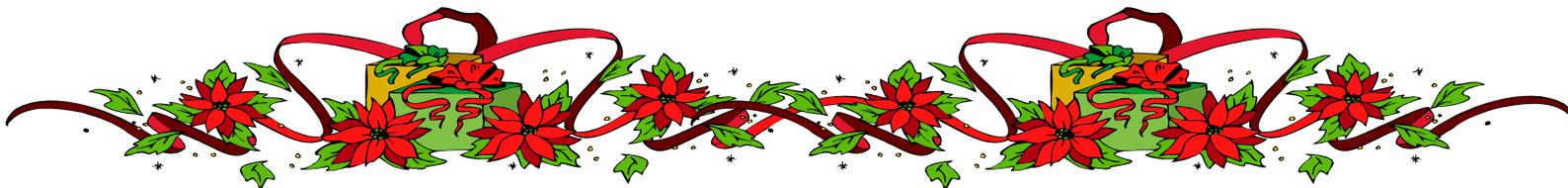
- **Purpose**
  - To create a quality of life project in Mission Valley/Eastside
  - Citizens of El Paso deserve Christmas program in other parts of the City.
  - City will have to carry the cost for the first year. Thereafter City would seek sponsors for the event.
  - General Services – allocates approximately \$110,00 for San Jacinto plaza. Some of that can be moved to Shawver Park since there will be a downsize of regular event.





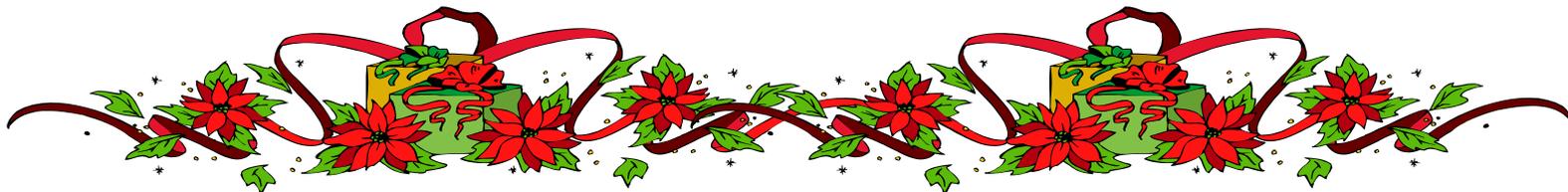
# Holiday displays around gazebo

- \$11,875.00- Lease of 20 displays from Winterland, Inc.
  - Delivery, installation, and removal.
  - Powered by the City
- \$10,300 Security for 24 hours / 7 days a week
- \$2,016 Entertainment-
  - November 29, December 6, 13, 20.
  - Choirs and Orchestras, bands.
  - Cost to include staff monitoring, setup, and amplification.
  - Total Cost \$24, 191.00



# Entertainment Only

- Proposed Dates
  - November 29, December 6, 13, 20.
- Expenses
  - Stage \$0 will use pavilion
  - Sound-\$300 for 2 hours per evening = total of \$1,200.00
  - Lighting-\$150 per evening = \$600.00
  - Staff- 1 rec specialist \$18/hour- 3 hour min. = \$54 per day.  
Total = \$216.00
  - Bands and Churches will play at no cost
  - Total \$2,016.00



# Shawver Park Christmas Village

- Christmas comes to Mission Valley/  
East side



Questions?

