



CITY OF FORT BRAGG

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COUNCIL COMMITTEE ITEM SUMMARY REPORT

MEETING DATE: AUGUST 18, 2022
TO: VISIT FORT BRAGG COMMITTEE
FROM: CRISTAL MUNOZ, ADMINISTRATIVE ANALYST
AGENDA ITEM TITLE: RECEIVE REPORT AND PROVIDE DIRECTION TO STAFF REGARDING VFB FY 22/23 BUDGET

BACKGROUND AND OVERVIEW:

On June 23, 2022, the Visit Fort Bragg Committee (VFB) discussed the \$20,000 discretionary budget for FY 22/23. At this meeting, two priorities were identified: 1) installing bistro lights in the downtown area; and 2) supporting special events during the shoulder seasons (Fall, Winter, and Spring). This report explores a variety of approaches to bistro lighting for VFB consideration, as well as potential shoulder season events to inform VFB budget discussion.

ANALYSIS:

Autumn Event: Magic Market

VFB Special Events Subcommittee recommends hosting a Magic Market this year on Saturday, October 29th from 11 am to 4 pm. Thirty vendors participated in 2021, and more participation is anticipated this year. The Magic Market is a fall themed street fair that has food vendors, merchants, and music with a spooky flair. As such, street closure on the 300 and 400 block of Franklin Street, as well as east of the alley on the 100 to 200 block of Laurel Street is proposed.

Table 1.

Magic Market Estimated Budget	
Caltrans Encroachment Permit	\$0
Event Insurance	\$500
County Health Permit	\$180
County Event Permit	\$160
(3) Restrooms	\$800
Musicians	\$800
Decorations	\$400
(10) Sidewalk Flags	\$800
(100) Posters	\$200
(100) Postcards	\$150
Contest Prizes	\$700
Photo Booth Supplies	\$500
Face Painting Supplies	\$100
Wand Making Supplies	\$200
Water for Volunteers	\$50
Total	\$5,540

Winter Event: Winter Wonderland

VFB Special Events Committee recommends hosting a Winter Wonderland event in coordination with the annual Lighted Truck Parade and Tree Lighting Ceremony scheduled for the first Saturday of December. The Winter Wonderland event would be at Town Hall and would include photos with Santa Claus at no cost, musicians, and vendors.

Table 2.

Winter Wonderland Estimated Budget	
Event Insurance	\$500
County Event Permit	\$165
Musicians	\$800
Decorations	\$400
(100) Posters	\$200
(100) Postcards	\$150
Contest Prizes	\$500
Photo Booth Supplies	\$500
Event Activity Supplies	\$100
Total	\$3,315

Spring Event: Unidentified Block Party

VFB Special Events Committee recommends hosting a block party in the spring. This event could be timed with the Chamber of Commerce Whale Festival held the third week in March or a stand-alone event in April/May. Planning and budgetary considerations for this event is anticipated to be similar to the Magic Market.

Table 3.

Spring Block Party Estimated Budget	
Event Insurance	\$500
County Event Permit	\$165
County Health Permit	\$180
Musicians	\$800
Decorations	\$400
(100) Posters	\$200
(100) Postcards	\$150
Contest Prizes	\$100
Photo Booth Supplies	\$500
Outdoor Tent	\$2000
Event Activity Supplies	\$500
Total	\$3,495

Downtown Bistro Lighting

Staff researched potential bistro lighting scenarios in order to provide a high-level analysis for VFB consideration. For the purpose of this staff report, lighting is focused on the 300 block of Franklin Street, which has 8 cast iron light poles, shown by yellow dots in Image 1.

Staff reached out to the City of San Rafael staff regarding potential vendors for outdoor lighting and was referred to American Lighting for a quote (Attachment 1 - American Lighting Quote & Specs). Lighting strands suitable for outdoor, year-round use are offered in 330ft length for \$520.65, plus the cost of light bulbs, which is \$1,101.80 per strand.



Image 1: Light Pole Locations,300 Block of Franklin Street

Option1: Install lighting between light poles on the same side of the street

Hanging lights parallel to the street from existing light poles could be done relatively quickly. One potential challenge could be that the spacing of light poles along some sections of Franklin Street may require additional poles and/or support to string the lights.



Image 2: Example of Lighting on Same Side of Street

Table 4.

Option 1 Estimated Budget	Costs
Bistro Light Strands east/west side of 300 block Franklin	\$1,050
Light Blubs Including 25 replacement bulbs	\$2,204
Labor + Equipment	TBD
Additional Poles (if needed)	\$400-\$800
Total	\$4,554

Option 2: Install lighting from light poles in a zig-zag formation, crossing the street

Existing light poles are not tall enough to install lighting and maintain vehicle clearance. In order to facilitate Option 2, the current poles would need to either be retrofitted in some way or new poles would need to be installed. Further research is necessary should VFB wish to pursue this method (Image 3).



Image 3: Example of Zig-Zag Lighting Crossing the Street

Table 5.

Option 2 Estimated Budget	Costs
(8) Retrofitting existing cast iron poles on 300 block of Franklin Street	\$900 each
(8) Installing taller stainless steel poles	\$1500 each
Bistro Light Strands	\$1,780
Light Blubs	\$3150
Engineering consultant	TBD
Boom Lift Rental	\$425/day
Labor + Equipment	TBD
Total	\$19,000

Option 3: Wrap string lights around poles and encourage merchants to install lighting in windows

VFB may consider simply wrapping existing light poles in string lighting. These lights could serve throughout the year and be decorated seasonally. For example, large red bows in the winter, bats during Halloween, or artificial flowers in the spring.



Image 4: Example of light poles with seasonal decorations

Table 6.

Option 3 Estimated Budget	Costs
String Lighting for Poles (8)	\$800
Seasonal Decorations	\$800
Labor + Equipment	TBD
Boom Lift Rental	\$425/day
Total	\$2,025

RECOMMENDATION:

Consider potential uses for VFB discretionary FY 22/22 funding and provide direction to staff.

ALTERNATIVES:

Request staff provides additional information to aid in decision making.

NOTIFICATIONS:

- “Notify Me” Subscriber Lists: Economic Development Planning; Fort Bragg Downtown Businesses; Tourism and Marketing

ATTACHMENTS:

1. American Lighting Quote & Specs
2. Table of Potential Budgetary Items