



## CITY OF COMMERCE AGENDA REPORT

**TO:** Honorable City Council

**FROM:** City Manager

**SUBJECT:** Holiday Décor Program and 2025 Black Friday Funding Approval

**MEETING DATE:** August 12, 2025

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### **RECOMMENDATION:**

The City Council will consider adopting Resolution appropriating funds for the City's Holiday Decor Program and traffic control services for the Black Friday event.

### **BACKGROUND:**

#### Holiday Décor Program

Since 2012, through various contracts, the City has implemented its Holiday Décor Program. The current contract was awarded to St. Nick's Christmas Lighting & Décor Company (St. Nick's) on March 26, 2024, for a three-year term, with an option to extend the term for an additional two years.

#### Black Friday Event

Every year, since 2019, the City coordinates and implements special traffic control measures to manage the traffic congestion during the annual Black Friday event at the Citadel. To successfully execute the event, planning meetings are held months ahead, among representatives from the Citadel Management team, LA County Sheriff's Department, LA County Fire Department, JCL Traffic (Traffic Control Company) and City of Commerce representatives (Public Safety, Transportation and Public Works).

### **ANALYSIS:**

#### Holiday Décor Program

The agreement term with St. Nick's is three years, with an annual total cost of \$188,400 paid in two equal installments of \$94,200. The first installment is paid prior to the installation of the decor, and it covers rental, material, and storage of equipment, the second payment is made at conclusion of the event, and it covers maintenance through the display period, and removal of equipment. However, the funds needed to cover the Holiday Décor Program were not included in this fiscal year's budget as it was not identified during the annual budget process. Staff recommends appropriating \$188,400 for this program now.

### Black Friday Event

During the Black Friday event, the increased traffic congestion has the potential to spill over to residential streets neighboring the Citadel. Therefore, special traffic control measures are necessary to ensure safe and efficient traffic flow to avoid the spill over to surrounding residential streets, and to maintain continuous access for emergency vehicles. Besides providing traffic control devices, a Strike Team of approximately 45 police officers from the Sheriff's Department is also on call to manage the unforeseen emergent situations. Since 2019, JCL Traffic Control Company has provided traffic control for the Black Friday event and is therefore very familiar with the required traffic control plan and setup. The funds needed to cover this event were not included during the annual budget process, therefore, to cover the cost, staff recommends appropriating \$33,111 for this service now.

### **ALTERNATIVES:**

1. Approve staff recommendation
2. Reject staff recommendation
3. Provide further direction to staff

### **FISCAL IMPACT:**

#### Holiday Décor Program

The total cost of the program is \$188,400 per year. Staff recommends adopting the attached Resolution to appropriate \$188,400 for the continuation of the Holiday Décor Program. If the appropriation is approved, funds will be made available in account no. 10-1510-52001 for this program, and for subsequent years, staff will request the funds during the annual budget process.

#### Black Friday Event

The cost for traffic control this year is \$33,111. Staff recommends adopting the attached Resolution to appropriate this amount for the implementation of the Black Friday traffic control plan. Funds will be made available in account no. 10-1510-54054.14743 and for subsequent years, staff will request funds for this service during the annual budget process.

### **RELATIONSHIP TO STRATEGIC GOALS:**

This item is related to a specific 2016 Strategic Action Plan:

Guiding Principle # 1 - Create and strengthen our identity, as a community that promotes opportunity and success for business that meets the strategic focus for economic growth, will have positive impact on the quality of life and the City's financial sustainability.

Guiding Principle # 4: Develop and invest in infrastructure and beautification projects that support economic growth.

Prepared by: Roxana Lara, Management Analyst

Recommended by: Shahid Abbas, Director of Public Works

Fiscal Impact Reviewed by: Alvaro Castellon, Director of Finance

Approved as to form: Noel Tapia, City Attorney Respectfully

Submitted by: Ernie Hernandez, City Manager

**ATTACHMENTS:**

1. Resolution