

To: Mayor Linda Colbert

From: Leslie Herman, Parks & Recreation Director

CC: Mercury Payton, Town Manager  
Steven Barlow, Finance Director  
Nicole Falceto, Parks & Recreation Deputy Director  
Lily Widman, Superintendent of Events & Culture

Date: January 4, 2026

Subject: Holiday Tree Lighting Along Historic Church Street Proposal



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Historic Church Street serves as a centerpiece of the Town's Holiday Church Street Stroll and is already aglow with seasonal charm. Old-fashioned wooden holiday boards adorn the lampposts from Mill Street to Lawyers Road, the Freeman Store and Museum is festively decorated with lights and wreaths, and the Town's Holiday Tree stands prominently with seasonal displays on the Freeman Store lawn. Together, these elements create a warm and welcoming atmosphere that reflects the Town's character and traditions.

To further enhance the festive experience for residents and visitors, funding is requested to install white LED lights on trees along Historic Church Street. This enhancement would add depth, continuity, and visual interest to the existing decorations, creating a cohesive and immersive holiday streetscape.

Per request, an estimated quote has been obtained to wrap approximately **55 trees** with white LED lights located within the Town right-of-way along Church Street from Mill Street to Lawyers Road. The quote also includes wrapping a small number of trees located on adjacent private property where illumination would significantly enhance the overall seasonal display. The **cost to wrap the 55 trees is estimated at \$40,000.**

The proposed installation would remain in place for **two holiday seasons**. At the end of that period, the trees would need to be rewrapped to allow for tree growth and to maintain tree health. As such, this represents a **recurring expense every two years**, and future costs are expected to be **greater than the initial installation** due to inflation and the additional labor required to remove the existing lights prior to rewinding.

The majority of the trees have access to nearby electrical outlets, which helps limit infrastructure needs. However, a small number of trees do not have access to electricity and would require battery power at an additional expense. The provided estimate **does not** include the cost of batteries or any increase in electric utility costs.

Funding this enhancement would build upon the Town's existing holiday investments, strengthen the visual identity of Historic Church Street, and further contribute to a festive, walkable, and welcoming downtown environment during the holiday season.