



## Agenda Report

20-1352

Agenda Date: 1/28/2020

### REPORT TO COUNCIL

#### **SUBJECT**

Recognition of Holiday Decoration Contest Winners

#### **BACKGROUND**

Since the early 2000's, the City of Santa Clara has hosted a Holiday Decoration Contest. The contest inspires residents and businesses to decorate their home or business with entertaining displays to create a sense of place and community holiday cheer. This year, the Cultural Commission hosted the contest. Residents and businesses were encouraged to upload their entries onto the City's website in four categories. The contest submission period closed on December 16, 2019 with nine (9) entries across the categories. The People's Choice award was determined through a social media campaign. The other three categories were judged by a Cultural Commission sub-committee. The contest winners were announced on City communication channels on December 23, 2019, and the contest winners were given a coveted lawn sign for display.

#### **DISCUSSION**

The winners of the citywide Holiday Decoration Contest are being recognized by Special Order of Business on January 28, 2020.

Awardees for 2019 are:

1. Best Residential Display - Berner Family
2. Best Business Display - (no entries)
3. Best Neighborhood Display - Burdick Lane
4. The "People's Choice" Award - Cocker Family

The City thanks our many residents for participating in the annual citywide Holiday Decoration Contest by exhibiting their creativity in fun and entertaining displays. The City also appreciates the over 120 residents who visited and voted through social media on their neighbors' entries for the People's Choice Award. This participation demonstrates the best of Santa Clara's placemaking and community building.

#### **ENVIRONMENTAL REVIEW**

The action being considered does not constitute a "project" within the meaning of the California Environmental Quality Act ("CEQA") pursuant to CEQA Guidelines section 15378(b)(5) in that it is a governmental organizational or administrative activity that will not result in direct or indirect changes in the environment.

#### **FISCAL IMPACT**

There is no cost to the City associated with this report other than administrative time and expense.

**COORDINATION**

This report was coordinated with the City Manager's Office.

**PUBLIC CONTACT**

Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City's website and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, email [clerk@santaclaraca.gov](mailto:clerk@santaclaraca.gov) <<mailto:clerk@santaclaraca.gov>> or at the public information desk at any City of Santa Clara public library.

**RECOMMENDATION**

Recognize the winners of the Cultural Commission's citywide Holiday Decoration Contest.

Reviewed by: James Teixeira, Director of Parks & Recreation

Approved by: Deanna J. Santana, City Manager