

# **2024 CHRISTMAS IN THE PARK PARTICIPATION GUIDELINES PLEASE READ ENTIRE DOCUMENT**

With more than 100 displays, the City of Elizabethtown's Christmas in the Park is a magical light display that transforms Freeman Lake Park into a true winter wonderland! An illuminated roadway will guide you through this beautiful spectacle of Christmas spirit that is open nightly from the day before Thanksgiving until New Year's Day each year.

The lighting tour is free to drive through, but donations are gladly accepted. All donations go towards the electricity costs and adding in new displays and updates each year. In its 34<sup>th</sup> year, Christmas in the Park has been a staple for families in Elizabethtown, surrounding areas and visitors.

This is a community project and to maintain the true spirit of Christmas, the primary theme is the Christmas Season as **opposed to individual commercial promotions**. There is no charge for display sites but these guidelines must be followed. Electricity is furnished by the City of Elizabethtown and funded by donations given through the donation box at the exit of the Park. You must adhere to these guidelines set forth by the City of Elizabethtown and the Christmas in the Park committee.

Each year we strive to find additional locations so that we can increase the footprint and welcome additional displays into Christmas in the Park. **Submitting an application does not guarantee participation**. Once all applications have been submitted, you will be notified of acceptance or that your application has been placed on our waiting list.

## **CHRISTMAS IN THE PARK COMMITTEE**

The Christmas in the Park committee (the Committee) is a group of volunteers and City staff assembled to plan, organize, and carry out the administrative duties of the City of Elizabethtown's *Christmas in the Park*. Their mission is to strive to continuously improve and enhance the value of *Christmas in the Park* and the events associated with it for the viewing public, the City of Elizabethtown, and its participants.

## **GENERAL GUIDELINES**

1. All **new** display proposals and **modified** displays must be approved by the Committee/City Events Program Manager prior to installation at the park site. A drawing of the proposed displays and/or modifications along with electrical

requirements must accompany these proposals with the completed application. This includes *new* displays for those businesses who have displayed for many years. The drawing should include measurements of the height and width of the display so we can determine the scale of the proposed display.

2. The Committee reserves the right to re-assign display sites due to display size, electrical needs and traffic problems. The location of each display may be moved each year.
3. **All lights must be LED. NO exceptions.**
4. Each display must include lights within the display. Lighting “up” your signs DOES NOT COUNT as your lighting although that may be necessary for your display. Metal and/or wood structures may be used along with the lights.
5. Although the design of your display is up to you, it is recommended that it be one of the following: 3D, a lighted steel structure, has moving parts or gives the perception of movement, and it MUST be entertaining. Displaying a sign with a poster attached may not necessarily be permitted, especially if it has majority of solicitation verbiage or pictures.
6. **NO blow-up displays. NO exceptions.**
7. **Each site is permitted ONE 2' x 4' sign identifying the sponsoring business or organization.** However, the only advertisement permitted on the sign is **business name or logo.** **You are NOT PERMITTED to add phone numbers, Facebook links, websites, dates of events, etc.** **NO VINYL MATERIAL MAY BE USED FOR THIS SIGN.** Please understand this is a community venture and always has been. Even though it is a great way to advertise, the goal for each vendor is not advertising, it is to say “Merry Christmas”. Keep this in mind as you create, change, or set-up your display. **NO VINYL MATERIAL may be used for any kind of signage in your display or as part of your permitted 2x4 sign logo sign. NO EXCEPTIONS.**
8. Your display must cover at least a 10x10 footprint. This does not include your business sign. There is currently no restriction of maximum space permitted as that will differ from each display. However, you must know the entire footprint space that you will need, especially if it is significant, so that we are able to provide enough space for you during set-up. We MUST also know height in case trees are a factor in set-up.
9. **Each business is responsible for all set-up, display storage, and take-down of their display. Neither the Committee nor the City of Elizabethtown is**

**responsible for damaged, stolen, or vandalized property.**

10. Each business is responsible for the maintenance of their display during the set-up. This includes keeping lights operating, fixing structures damaged by weather conditions, electrical, etc. If your display is not operating for more than 3 consecutive days, you will not be permitted to set-up for the following season.
11. **The Maintenance Package:** Each vendor will have the opportunity to purchase a maintenance package along with their set-up. This package is explained in the accompanied packet. This is not required; however, our goal is to offer more assistance so that *Christmas in the Park* can be the best it can be for our patrons.
12. The minimum electrical cord size for any extension cord will be 12/2.
13. Each participant must submit two names and contact information of persons to be contacted in case of electrical or other problems with their display to the committee by November 1st of each year. The information provided must be phone numbers where we can reach participant outside of business hours and during personal time.
15. Displays must be Christmas or winter themed, entertaining, and not advertising. The only advertising verbiage permitted is your business name or logo on the 2x4 sign. There are no exceptions to this rule. See note above.
16. Please make sure you check your display prior to set-up for brightness and color of light bulbs. You can do so by attending the vendor only event Tuesday prior to the public opening. You may also enter the Park during the day (notify City staff so they may let you in) to fix any issues necessary.
17. *Christmas in the Park* is held each year beginning the Wednesday before Thanksgiving and runs through January 1<sup>st</sup>.