

2015 Japantown Holiday Decoration Proposal

v2.0, 8/26/15

Executive Summary

Historically, the Japantown Merchants Association has sponsored the decoration of the Japantown commercial corridors (the Peace Plaza and Buchanan Mall) during the holiday season. Due to recent reduction in membership participation, decorations have been limited to Japantown Peace Plaza. We propose to unify and expand the holiday decorations, extending them from the Peace Plaza to the Buchanan Mall. This will provide a cohesive and spirited experience for visitors as well as Japantown community members.

For Winter 2015, a Japantown Holiday Decoration Committee (an adHoc committee made up of the members of the JTF Economic Development Committee and the Japantown Economic Development and Marketing Committee has been organized to develop a plan and proposal.

The Japantown Holiday Committee is proposing that the 2015 Japantown Holiday Decorations consist of lighting the Buchanan Mall “Torii” Gate and the trees in the Peace Plaza (Plan A). This is proposed to be around \$20,000. The committee also scoped a stretch goal of lighting the Buchanan Mall Gate and the Peace Pagoda(Plan B) which is priced to be approximately \$30,000. Each plan has promotional, programming and operational requirements rolled into the total number. Funds will be raised through donations from businesses in the community. Below are the two proposals that the committee is proposing:

Scope of Work

Strategy/Scope

The 2015 Japantown Holiday Decoration program has the elements of lighting, promotion, programming and operational costs. The committee has laid out two plans. Plan A is the minimum goal and Plan B is the committee's stretch goal. The timeline for this includes the program's fundraising, procurement and execution. This holiday decorations program will kickoff for the 2015 season starting Thanksgiving with a lighting blessing/ceremony and will last through the Japanese “Oshogatsu” (Japanese New Year) season. Our promotions will tie in the Japan Center Mall Santa Events, Kimochi Silver Bells and any other relevant community festivities. Fundraising will begin September 2015. We plan on approaching major community property owners, businesses, corporations and individuals inside and outside our community. Donations will be at three levels

\$5,000 and above

“Sparkling” - You will be listed as a main benefactor with corporate logo on all printed signs, banners and posters as well as digital collateral. Our opening ceremony will acknowledge your involvement as well as any ceremony tied to this promotional.

\$ 500-\$4999 “Shimmering” - You will be listed in our posters as a benefactor of this effort. Our social media marketing and website will acknowledge you as an important benefactor to this effort.

\$1-\$499 “Twinkling” - You will be acknowledged in our opening ceremony pamphlet as a influential donor to this effort.

Also, we will allow people to donate their time and effort in other ways like time and “in-kind” donations.

Cost

(numbers rounded to nearest thousand for budgetary reasons)

Plan A\$19,600.00

Line items

- LED Lighting of trees in Peace Plaza & Buchanan Gate.....\$13,000.00
- Marketing & Promotion.....\$ 5,000.00
 - Includes holiday banner/signage/posters (3 banners - 2 promotional banners and 1 Sponsor Acknowledgement Banner, 12 - poster size (11x17) and 25 (8.5 x 11)
 - Social Media promotion of programs / events / lighting
 - Programs (Lighting Opening Ceremony with Inter-faith blessing, Oshogatsu Celebration)
 - Honoraria for performers
 - Audio

Operational Cost (electricity @.21 kwh, 60 days, 12 hours per day, 1kW lighting, & Peace Plaza permitting)

.....\$1612.00

Plan B\$30,000.00

Line items

- LED Lighting of Peace Pagoda & Buchanan Gate.....\$23,000.00
- Marketing & Promotion.....\$ 5,000.00
 - Includes holiday banner/signage/posters
 - Social Media promotion of programs / events / lighting
 - Programs (Lighting Ceremony, Oshogatsu Celebration)
 - honoraria for performers
 - Audio

Operational Cost (electricity @.21 kwh, 60 days, 12 hours per day, 1kW lighting)

.....\$1612.00

Schedule:

- Strategy Creation: August 2015
- Funding: August through October 2015
- Procurement: September - October 2015
- Program Start date: Thanksgiving 2015
- Program End date: January 20, 2015