



## UNIVERSITY PARK CITY COUNCIL AGENDA MEMO

**Meeting Date:**  
7/15/2025

**Item Type:**  
Work Session

**Subject:** 2025 Annual Tree Lighting and Seasonal Banner Program Update

**Prepared By:** Sean Johnson, Parks and Recreation Director

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### **Background:**

The City of University Park has partnered with the Rotary Club of Park Cities and the Snider Plaza Merchants Association for decades to implement the Annual Holiday Tree Lighting held in Snider Plaza. This wonderful event brings the Park Cities community together during the holiday season to enjoy live entertainment, food and information vendors, and pictures with Santa all concluding with the official lighting of the Holiday Tree.

Due to Snider Plaza infrastructure improvements taking place, the 2024 Tree Lighting was held at Centennial Park. With the significant construction progress being made in 2025 and the project nearing completion, the Annual Tree Lighting will return to Snider Plaza this year on Sunday, November 30, 2025.

Staff will provide City Council with an update on the plans and details for this year's event, as well as, information on a potential seasonal banner program to be implemented this Winter.

### **Fiscal Impact:**

- ☐ Not Applicable
- ☐ Budget Amendment Required
- ☐ Proposed Revenue
- ☒ Proposed Expenditure

Funding Source: TBD

**Master Plan Goal:**

Please check the associated Theme and provide the corresponding action item number.



	Theme	Action Item(s)
<input checked="" type="checkbox"/>	Affirming Sense of Place	2.4; 4.1; 7.7
<input type="checkbox"/>	Assuring Connectivity	
<input type="checkbox"/>	Innovative Governance	
<input type="checkbox"/>	Technological Integration	
<input type="checkbox"/>	Preparing for the Future	
<input type="checkbox"/>	Not Applicable	

**Recommendation:**

Staff will seek direction from City Council as to next steps.

**Committee Review (optional):**

N/A

**Attachments:**