

INTRODUCED: December 12, 2016

Expedited Consideration

A RESOLUTION No. 2016-R089

To encourage and support participation in the “Love Lights” program for the 2016-2017 year, with the display lasting through January 1, 2017.

Patron – Vice President Hilbert

Approved as to form and legality
by the City Attorney

PUBLIC HEARING: DEC 12 2016 AT 6 P.M.

WHEREAS, the holiday lighting of downtown Richmond typically begins with the Grand Illumination, usually on a Friday at the end of November or the beginning of December; and

WHEREAS, in 2004, Raymond H. Boone, the editor and publisher of the *Richmond Free Press* newspaper, conceived and promoted an initiative known as the “Love Lights” program; and

WHEREAS, the goals of the “Love Lights” program are to add to the aesthetics of the city, to increase citizen pride and to give visitors to the city a positive, upbeat impression of the Capital City of the Commonwealth; and

AYES: 9 NOES: 0 ABSTAIN: _____

ADOPTED: DEC 12 2016 REJECTED: _____ STRICKEN: _____

WHEREAS, partners in the “Love Lights” program include the *Richmond Free Press*, the Richmond Metropolitan Convention and Visitors Bureau and Venture Richmond as well as other businesses and institutions located in downtown Richmond; and

WHEREAS, the “Love Lights” program has earned local and national recognition, including a 2006 Virginia Museum of Fine Arts Muse Award and the 2006 DaimlerChrysler Financial Services/NNPA Foundation Entrepreneurial Award; and

WHEREAS, on March 23, 2009, the Council of the City of Richmond presented Raymond H. Boone with an official recognition to honor his efforts in implementing the “Love Lights” program; and

WHEREAS, the Council believes that the “Love Lights” program is a benefit for the City by displaying cooperation among businesses and institutions in downtown Richmond and creating a positive impression of the City for citizens and visitors alike; and

WHEREAS, by Resolution No. 2009-R187-185, adopted November 23, 2009, the City Council encouraged and supported the “Love Lights” program for the 2009-2010 year; and

WHEREAS, by Resolution No. 2010-R182-182, adopted November 22, 2010, Resolution No. 2011-R163-155, adopted November 28, 2011, Resolution No. 2012-R154-152, adopted December 3, 2012, Resolution No. 2013-R253-242, adopted November 25, 2013, Resolution No. 2014-R237-232, adopted December 8, 2014, and Resolution No. 2015-R62-66, adopted November 9, 2015, the City Council again encouraged and supported the “Love Lights” program for the 2010-2011, 2011-2012, 2012-2013, 2013-2014, 2014-2015, and 2015-2016 years, with the display running until January 1 in an effort to conserve energy; and

WHEREAS, the Council therefore believes that in an effort to conserve energy, it is in the best interest of the citizens of the City of Richmond that the City encourages and supports participation in the “Love Lights” program for the 2016-2017 year until January 1, 2017;

NOW, THEREFORE,

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF RICHMOND:

That the City encourages and supports participation in the “Love Lights” program for the 2016-2017 year.

BE IT FURTHER RESOLVED:

That, in an effort to conserve energy, the time of the display of the “Love Lights” should end on January 1, 2017.



Richmond City Council

The Voice of the People

Richmond, Virginia

Office of the Council Chief of Staff

Lou Brown Ali
Council Chief of Staff

Council Ordinance/Resolution Request

TO Allen L. Jackson, Richmond City Attorney

THROUGH Lou Brown-Ali, Council Chief of Staff *LB*

FROM Joyce L. Davis, Council Policy Analyst *JLD*
Office of the Council Chief of Staff

COPY Chris Hilbert, 3rd District Council member
Meghan Brown, deputy Council Chief of Staff
Haskell Brown, Deputy City Attorney
Lisa Townes, 3rd District Liaison

DATE December 5, 2016

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TITLE: RESOLUTION TO ENDORSE THE LOVE LIGHTS PROJECT FOR 2016-2017

RECEIVED

DEC 06 2016

OFFICE OF CITY ATTORNEY

This is a request for the drafting of an **Ordinance** **Resolution**

REQUESTING COUNCILMEMBER/PATRON

Patron, Council member Chris Hilbert

SUGGESTED STANDING COMMITTEE

Education and Human Services

ORDINANCE/RESOLUTION SUMMARY

Resolution is requested to support Love Lights Initiative for 2016-2017, which is the lighting of downtown Richmond. The Patron is requesting that the Love Lights end January 1, 2017 in an effort to conserve energy.

BACKGROUND

The holiday lighting of downtown Richmond typically begins with the Grand Illumination (usually late November or early December) celebration and ends in January.

In 2004, Mr. Ray H. Boone, Editor/Publisher of the Free Press began promoting an initiative he named, "Love Lights" in hopes of encouraging downtown businesses to

keep their lights up longer. The intent of which was to escalate citizen peace in the city, to expand an appreciation for aesthetics and to give visitors a positive impression of Richmond. Historically, Mr. Boone spearheaded the effort of extending the customary holiday lighting of downtown Richmond buildings past the traditional holiday season until the 14th of February. It is recommended that in an effort to conserve energy, the lights last only until January 1, 2017.

Partners in the Love Lights program include the Richmond Free Press, the Richmond Metropolitan Convention and Visitors Bureau and Venture Richmond, as well as other businesses and institutions located in downtown Richmond. The Love Lights program has earned local and national recognition, including a 2006 Virginia Museum of Fine Arts Muse Award and the 2006 DaimlerChrysler Financial Services/NNPA Foundation Entrepreneurial Award.

Richmond City Council annually supports participation in the Love Lights program (Res. No. 2009-R187-185) that begins the Grand Illumination for the 2016 year. This is an initiative which has enhanced and illuminated a spirit of cooperation in the City.

RECOMMENDATION

Recommendation is to support the Love Lights program in year 2016, which begins on December 2, 2016, the Grand Illumination of various buildings downtown in the City of Richmond and is requested to be reduced to conserve energy and to end January 1, 2017.

FISCAL IMPACT STATEMENT

Fiscal Impact	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
Budget Amendment Required	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
Estimated Cost or Revenue Impact	\$ N/A	

While there is not a direct fiscal impact of the City for the program's operational costs, the City incurs expenses for the illumination of lights on City Hall as one of the participating buildings.

Attachment/s Yes No