

Council Agenda Item 25-0421R



MEETING DATE: May 27, 2025

SUBJECT/TITLE: RESOLUTION AUTHORIZING AN EXCLUSIVE USE PERMIT AGREEMENT WITH BENTLEYVILLE TOUR OF LIGHTS, INC., FOR THE PRODUCTION, PROMOTION, AND MANAGEMENT OF THE BENTLEYVILLE TOUR OF LIGHTS IN BAYFRONT FESTIVAL PARK FOR THE 2025 HOLIDAY SEASON.

SUBMITTED BY: Henry Martinsen, Property, Parks & Libraries, Property Services Division

RECOMMENDATION: Approve

BOARD/COMMISSION/COMMITTEE RECOMMENDATION: N/A

PREVIOUS COUNCIL ACTION: Annual Use Permit

BACKGROUND: This resolution authorizes an exclusive use permit agreement with Bentleyville Tour of Lights, Inc. ("Bentleyville") that provides for the presentation of a holiday lighting display, more commonly known as the Bentleyville Tour of Lights, at Bayfront Festival Park during the 2025 holiday season. The term of the agreement extends from September 15, 2025 to January 31, 2026.

Bentleyville Tour of Lights is a free event, open to the public, that draws roughly 265,000 visitors per year during a November/December period when tourist visitation would otherwise be slow.

BUDGET/FISCAL IMPACT: Bentleyville is not required to pay a permit fee for use of the park, but is responsible to make a restoration deposit of \$2,000.00. The City is responsible for the first \$10,000 in damages to Bayfront Festival Park, and Bentleyville is responsible for all expenses over \$10,000 to fully restore the park. Bentleyville and the City will equally share in the costs of the police department personnel needed for the event (e.g., police services and traffic control).

The City shall pay all electricity costs billed by Minnesota Power during the term of the agreement. Bentleyville Tour of Lights, Inc. is entitled to any lighting rebate that Minnesota Power may provide for LED lights purchased by Bentleyville. Bentleyville Tour of Lights, Inc. will pay for other fees and costs associated with the holiday lighting display, including restroom facilities, snow removal, and fireworks display. There are no significant changes from the 2024-2025 agreement to the 2025 - 2026 agreement.

OPTIONS: Approve

NECESSARY ACTION: Approve permit

ATTACHMENTS: Venue Map & Consent Decree