



For Immediate Release

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Event Production Team Chosen to Manage Julefest

Solvang, CA— A special Solvang City Council meeting was held last night, Wednesday, September 25, 2019 to choose an event production team to manage Julefest. Named last year as one of the best Christmas towns in America by the New York Post and Reader’s Digest, Solvang has a long tradition of celebrating the holidays with a focus on Danish heritage. Julefest is a month-long celebration of events from November 29 through January 3 that includes a tree lighting, Skål Wine and Beer Walk, Santa’s Village, Nisse Adventure and more. During the September 9 City Council meeting, the Council gave direction to staff to put out a Request for Proposal (RFP) seeking event management and production services for Julefest. Three applicants applied for the position: IDK Events, Pink Cadillac Entertainment and Daniel Lahr.

Each applicant made a presentation to the City Council detailing why they would be a good fit for this opportunity. During their discussion, it was clear the Council had a challenging decision to make. A common theme amongst Councilmembers was the importance of finding new ways to make Julefest “pop.” Councilmember Karen Waite asked for “something pretty spectacular; something different that we can do to our park other than what we’ve always done in the past.”

After much deliberation, the Council decided to choose IDK Events as Julefest’s new event management team with the direction to hire Daniel Lahr in order to combine experience and

resources. IDK Events is a Fresno-based event company with an office in San Francisco where they manage street fairs and festivals including the Union and Castro Street Fairs and one of the bay area's largest events, the Pride Festival & Parade, each year. Daniel Lahr has been the Special Programs Manager at the Solvang Conference & Visitors Bureau for the last two years and was tasked with planning and producing Julefest. He also has prior event experience working large-scale, winter-themed events for the Queen Mary in Long Beach.

"We are honored that the City Council has decided to place their faith in us to steward such a joyous event forward through 2019," exclaimed IDK Events Managing Member, Scott Shuemake. "We are looking forward to partnering with Daniel Lahr to ensure the Danish culture, heritage, and traditions are maintained and cultivated, while elevating Julefest to new and exciting heights."

The City Council directed the events team to work with local organizations and former Julefest participants to ensure continuity while encouraging them to bring back more ideas for improving the month of events; including incorporating even more Danish traditions.

"The partnership between IDK Events and Daniel Lahr fulfills all of the City's needs for Julefest," explains Mayor Ryan Toussaint. "It allows us to eloquently build upon the past while rejuvenating the event with experiences better serving our locals and visitors."

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High Resolution photos available

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