



STAFF REPORT

DATE: January 11, 2022

TO: Ty Lasher – City Manager
Bel Aire Governing Body

FROM: Ashley Sherwood – Assistant Recreation Director

RE: 2021 Community Events & Social Media Comments

Spring Fling

The Spring Festival was not held again this year due to Covid considerations. Two activities were safely held in its place. Similar to last year, an Egg Drop was held. Parents signed up on our new online platform and bags of eggs were picked up at the Rec Center. 203 bags of over 5000 candy filled eggs with random special prizes were dropped. This brought folks to the Rec Center and captured their contact information for future marketing. Additionally an Egg Hunt took place over two weeks. Paper Eggs were affixed to things on city property all over town and daily clues were given on Facebook to their location. Prizes were given out to the first few families who found all the eggs and sent pictures proving they did. In all, over 40 families participated in this first time event. This also captured new followers to help in social media marketing.

Fall Festival

This year's Fall Festival was full of fun for all! Activities included a car show, vendor fair, live music, food, kids activities, costume contest, pumpkin contest & our first medallion hunt. There were 41 cars in this year's car show. 30 vendors reserved a booth and sold a variety of goods and services to our community. We had 25 participants in the costume contests; many super heroes, Pooh Bear, witches and many more. There were over 30 known families participating in the medallion hunt. Within the last few minutes of the event Tracy, Eric & Katelynn Henderson found the medallion! There was an estimated attendance of around 1,500 at the festival. As this event continues to grow we hope for more events and activities to take place throughout the day in the future.

December to Remember Holiday Events

Santa stopped by on December 4th to hear children's holiday wishes and for everyone to enjoy festive music and a light display. Public Works constructed and programmed the light display at City Hall. The event ended with a fireworks show over Central Park. There was an estimated attendance of around 1,000 at the event. A special thanks goes out to the event sponsors, Dondlinger Construction, Garver, Apex Excavating, and NAI Martens. Additionally a Holiday Light Contest was offered to residents on Facebook. There were 21 entries this year showcasing their family's holiday spirit. Winners include the Stockemer, Hart, and Mayes families.

Facebook Comments

Spring Fling

- We are having so much fun on the egg hunt!
- My son yells “Windmill!!!! Number 9!! Find 10!” He’s two and has had a blast doing this hunt each day. Thank you!
- Thank you for putting this together! It was fun seeing other families get out and hunt as well!

Fall Festival

- Thank you for having us as a vendor! We would love to come back again next year. Bel Aire is a great community.
- We had a great time at this year's car show! Loved seeing a good turnout with many different cars.
- The medallion hunt was really fun for our family to go out and look for every day. We are looking forward to it next year.

December to Remember Holiday Events

- We loved the fireworks and lights. Thank You for having this event
- The fireworks were so good watching from our balcony.
- It was great. Thank you for having a family fun event.
- The light contest was so much fun. Congrats to the other winners. We are donating part of the prize to a charity to help others. Thank you to all who liked our decorations.