

2021 Proposed Budget - Light the Way & Santa Rides Combined

		EXPENDITURES		
TYPE OF RESOURCES		Projected		
Description		GF-CASH	IN-KIND	Actual
Set Up - 3 City Staff@\$25/hr@3hrs		225.00		225.00
2 OT/PD@\$35/hr@4hrs		560.00		560.00
Set-up/Clean-up (6Volunteers@12/hr@6hrs)			432.00	
Skating Rink		7,000.00		6,500.00
Santa (3 nights)		750.00		750.00
Merry Minstrel - Train		800.00		550.00
Dual lane snow slide		7,000.00		3,400.00
2 x Elf balloon artists		850.00		525.00
Beer-wine-ice-cups-sineage		2,500.00		
Decorations / Lights		100.00		0.00
Portable stage				0.00
Sound System / DJ				
Parking Security		100.00		0.00
Shuttle Buses		600.00		
Candy Canes/Popcorn/Hot Chocolate/cups/napkins				15.00
Train Conductor				0.00
Tents-tables-chairs rental				0.00
Generators		750.00		
Port-a-johns		500.00		900.00
Stuffed animals (850 / Santa Ride)				0.00
staff meals		125.00		125.00
Sub-Total		21,860.00	432.00	13,550.00

sponsors	-5,100.00
auction	-3,115.00
misc. cash in	-500.00
Berr/wine onsite donations	-885.00
Total cash expenditures	3,950.00

2021 Holiday Events After Action Report

Light the Way – December 8, 2021

The purpose of the event was to provide a Holiday celebration for the residents of Belle Isle with individual elements that would appeal to a wider cross section of resident participation.

The skating rink, train and snow slide were well received and greatly utilized by the attendees. Consideration for future use is strongly recommended by the SE Committee.

The first Silent Auction was an element added close to the event. This proved to be very well received and an excellent revenue source raising over \$3000.00. Consideration for future use is strongly recommended by the SE Committee.

The Beer and Wine tent continues to be well received and attended by the adult participants. The VIP section was not. Revenues raised through this venue exceeded \$850.00 through exceeded sponsorship and onsite donations. Consideration for future use is strongly recommended by the SE Committee with the elimination of the VIP section.

Balloon elf: Again a very popular addition. The committee recommends his return and an additional “elf” due to the extensive line.

“Write the Way” was poorly received and not recommended for future events. The Baking contest and representation of other BI committees were moderately received and will be re-evaluated for future events. Food trucks were very well received and patronized. Consideration for future use is strongly recommended by the SE Committee and consideration for longer time duration will be evaluated.

Areas for Improvement: Additional volunteers for breakdown and cleanup were needed. Additional yard signs for city wide visibility will be obtained and are in the design phase. A returnable deposit for food truck vendors will be implemented to ensure participation and eliminate last minute cancellations. Utilizing an online bid platform for the silent auction will be researched and evaluated. An adequate PA system needs to be rented for this event.

Overall, the Event once again was well attended and past difficulties with parking and shuttle busses were rectified. The addition of golf cart parking proved to be appreciated. Social distancing was possible with the larger footprint and the use of Nela Ave (south side) for both an attraction and dining. Stronger venues will be utilized again and the committee will continue to research new attractions.

Santa Ride December 21, 22, 2021

This event has proven to be a mainstay of Holiday celebrations for the City. The addition of a second truck/trailer for the distribution of plush animals provided a “cleaner” photo opportunity of Santa on his sleigh. The plush animals were well received as were the dog toys. The combination of a few well placed “Santa Stops” and a “slow-roll” through the city were well received.

Areas for improvement:

Route and schedule. The route, direction and timing will be re-evaluated for 2022 so the same neighborhoods will not always be first or last. These changes will be made at least six weeks before the ride to provide adequate time for publication to the residents. The committee will research the available GPS tracking systems.

Audio: Holiday music was not available on the first night due to an oversight. The committee recommends a written checklist for future events.

Short people: An addition of a portable step to be used at Santa stops to elevate children to a more desirable photo level will be implemented. This would stop children from climbing on the sides of the sleigh causing damage to the sleigh and possible harm to the child.

Safety of the Residents: Strict adherence to safety guidelines established by the committee. If more than two vehicles are used, additional BIPD representation is recommended.

Scheduling: Too close to Christmas. The committee recommends December 14, 15, 2022 for this year’s Santa ride.