

Christmas In The Village 2025

Post Event Wrap-Up – 1/20/25 – 4:00 p.m.

Notes from meeting with Jason, Deby, and Duane:

General observations Jason:

A good first event. Weather didn't cooperate, but if we can pull it off at 15 degrees, we can do it any time!

Pastor's invocation and Beaudin's tree lighting were excellent. Choirs were great.

Vendor Tent – were vendors pleased? We need a few more. More decorations

Shuttle service seemed to work very well.

Fantastic sponsorship, vendors and communication

Do better next year?

Traffic control needs to be clearer

Generators were too loud; people couldn't hear the speakers or the singing. Next time, plug into Suzanne's place

Bigger tree

Do the entire event in 1 day next time

Possibly Clean up and use Antique store and Hamburg Market building

Need more decorations AND Christmas music playing in the parking lot / street / alley

Need better signage at shuttle pickup / drop-off points.

Hand-out maps showing attraction locations

General observations from Deby:

First event was largely a success. Was extremely cold and hard on me personally to be out in that weather for 2 – 12 hour days.

Tent worked out well, however, heat kept going out due to a crimped hose that caused the unit to trip. Once the vendor came out to fix the hose, it worked the rest of the day. It was warm enough but had to have the door open which cooled things off. It might be better to have the opening in the front next year if we still have a tent.

I would like to speak to grocery store owners about the possibility of getting the building fixed up enough to host vendors inside for event, or even year-round. There was discussion about opening a crafter mall/co-op.

Blessing and Tree lighting were very nice, and one of the features folks liked the most. If we do it again, we need to be sure that generators aren't running during that time.

Choirs were a nice addition, loved having them around Saturday as well as strolling carolers, and would be nice to have them for longer than an hour next time.

Vendors were all very pleased and did "surprisingly well" for a first event. We had 12 in total so would like to see at least double that next time. Shopping could have ended at 6 p.m.

If we reduce it to a one-day event, the cost of the tent and heat will still be the same. If we retain the Friday night event, I suggest perhaps an afterglow, or cocoa and music, or entertainment for a few hours to make use of the tent. Christmas Karaoke?

A 5K was mentioned as a fund raiser, something that could maybe be done on Friday earlier in the day if we keep both days, and first thing Saturday. It would help make more use of the Trailhead.

It worked out very well to have the shuttle stop between us and the church, and we sent folks over there as they left the tent. I believe fees should not exceed \$25 next year, and we should supply the tables and chairs so that it is less hassle for vendors for set up.

I had a lot of last-minute cancellations and additions, which we accommodated, but which added stress to the weekend. I believe the Market having a separate coordinator would be beneficial.

The raffles went well, and we would like to see that expanded next year to include more businesses who can't afford a cash donation, but who are willing to provide a certificate.

Shuttle service was amazing, and the shuttle drivers had a great time! Well worth the money! Also, having St. Paul's as the pick-up and drop off worked out great!

Sponsors were amazing and very generous! Signage could have been put up sooner in the week, we ran out of time.

Decorations should have probably gone up sooner as well, putting them up in 12-degree weather wasn't fun.

Food vendors said it was too cold for vending.

Communication was largely via email, which worked out great for me.

Do better next year from Deby:

Traffic control could have been smoother. Friday they were turning people away who couldn't get through to the Hamburg Pub. They lost business because of that.

Generators were fine, but don't run them during the singing or blessing.

May need to pay for a larger tree or help with cost. Tree was donated by Powers Flowers.

Holding the event in one day is preferable, however, not sure how the blessing would go, it may wrap up the event instead of opening it. I liked the low-key nature of Friday's event, perhaps that would be a good time to do the Live Nativity if we had a Friday evening? Could we do a drive through thing for that?

If folks speak up and have an assignment, they need to follow through. It makes it hard on the coordinator if the balls are dropped or everyone doesn't do their part as promised.

I would love to see us reopen the Market somehow, would love to work with owner to see that happen. The tent and fixing the lot was a huge expense.

More decorations/blowups are needed, but we didn't have the funding so did our best. Had we been better prepared we could have maybe hit a clearance.

Parking and Directional signage should be purchased to add to what we purchased this year. We spent \$1,400 on safety signage, so we didn't want to push it.

Instead of maps, maybe we can do something digital next year. The maps were confusing, so we would have to streamline. I did have pass outs, no one wanted them.

Bags were a hit. We have about 200 left.

We need more volunteers and people to decorate. It can't all be done by staff.

I can't work in the cold like next year, my feet are still frozen.

We need more food vendors, and more activities. Folks needed more to do.

Library didn't get anyone down at the Village Trailhead for their event, next time we should just use it for parking.

We need to start finding sponsors earlier in the year.

We need to confirm Polar Express, asap.

We need to confirm status of Antique Store and Market, asap.

Maybe investigating the possibility of using the Cub Scout building, do they still use?

I would like to investigate the possibility of purchasing Winkel Haus so we can invest in proper upgrades. Would love to run electricity there, the nature trail has wonderful potential as a lighted feature.

Notes from the Hamburg Library email:

The event should be one day on a Saturday. A 5K is a great idea and can easily happen on Saturday morning. It could start and end by the Pub. I can see many people enjoying the Pub after the race. 😊

The letters to Santa mailbox was a hit. We will be happy to continue this next year if Julie and her team agree.

The story walk with Mrs. Claus was a real bummer as no one showed up. We will not be participating in this next year if you offer it again.

Food vendor application needs to have the statement about 'duplicate food' removed. I know two food vendors who did not apply because of this statement. A hot chocolate vendor and a bakery/sweets vendor.

Craft vendors should not have to supply insurance. Most crafters do not have special insurance for shows. Just have them sign a waiver that they understand the event is not supplying insurance for them.

The police car with flashing lights at the two main corners made people think something bad had happened; not that there was a super fun Christmas festival going on. We heard this comment from several patrons.

Idea if you have a large influx of \$\$\$: Have horse-drawn carriages shuttling people to and from the event along the Lakeland Trail between the township campus parking lots and the Village. This could maybe work as a fundraiser, too.

Some marketing ideas:

Submit a press release to the local media ([WHMI](#), [Daily Press & Argus](#), [The Livingston Post](#) online).

Utilize the different Facebook groups more (Livingston Happenings, Hamburg resident group, Pinckney community group, Macaroni Kids, etc.). You'll hit a lot more viewers as the more pages/groups you post to.

4' x 4' coroplast signs at strategic corners like M36 + Hamburg Rd and Strawberry Lake + Hamburg Rd. Commuters will see these signs better than the over-the-road banner on Merrill. The signs can be made for changeable dates so they can be used for several years. [W4 Signs](#) in Brighton does an excellent job.

Posters printed up to be placed in local business windows. The library is happy to design the poster, and once approved by the event committee, foot the bill for printing.

If the dates are set by July 1<sup>st</sup> for this year, we can include it in our fall library newsletter. This newsletter goes out to all households in the township.

Include it in the township newsletter that comes with the Dec. 1<sup>st</sup> property tax bill.

Ask the Senior Center to include it in their monthly newsletter to members.

Could the Chamber of Commerce be involved for marketing purposes?

Items mentioned at Post event meeting at Hamburg Pub 1/20/26 – 4PM:

Brandy from Hamburg Pub stated that their sales Friday night suffered due to patrons not being able to get through blockade. She said Saturday was better, and while they didn't see more sales, they did see new faces and families.

Alice at Hamburg Museum stated they saw a lot of new faces at their activities.

Duane reported that the Live Nativity had about 25 people, and the location was good. He suggested it take place earlier in the day, so it is warmer. It was also suggested there could be a longer time for there to be a "petting zoo" offering.

Committee decided a Saturday-only event would be best, and a 10AM to 6PM time was discussed.

The lighting of the tree could be at the end when Santa is "on his way out of town."

A bigger tree was mentioned, perhaps we could request a special order and pay for it in lieu of a donation?

Santa could perhaps have 2 shifts to accommodate break.

Rick Beaudin stated the craft area was great at the Museum.

Museum stated large volume of people was a challenge, especially with exhibits.

Jason stated that the Antique store property will be listed this year with someone new. He stated he will investigate who owns the Boy Scout Cabin and will contact David to get updates on what is planned for Hamburg Market.

Blight concerns are complaint driven.

It would be nice to have police presence or volunteers with light wands at the end of the day when it gets dark to direct folks toward the shuttle/parking. This would keep folks moving out of the area and provide extra eyes on facilities.

Park Rangers, Volunteers, School Kids, could all be volunteers with vests and light wands at the end of the day to help guide visitors. Maybe "elves"

Church was a great warming center, they had a lot of people come inside and the experience was good. Pastor loved the ceremonial tree lighting and the event. Craft show went well at the church, they sold out of almost everything.

Kudos were given to Kensington Woods Schools choir, they were great!

Deby mentioned that PHS never responded and she would like to see more community involvement. Rick Beaudin suggested contacting Rick Todd who is on the chamber board.

Julie stated they did about 20 Santa letters, and the cut off should have been a bit sooner. She said the Seniors were enthusiastic about doing it next year.

Jason mentioned it would be nice to have music throughout the day. Julie mentioned a Bluetooth speaker system that links and has about 6 speakers, she said the Clerk should have the info on it. She said it was at Costco.

To give Volunteers the same hat and scarves, perhaps it could be a senior project? We supply the yarn and they make hats and scarves to match? Could start that now.

Rick Beaudin stated the Breakfast With Santa event is well attended and may be a good fund raiser for the event. If St. Paul's kitchen complies with use, perhaps the breakfast could be from 8-10 and then the shuttle could head out from there to the event and back. Deby to look into the feasibility.

It was mentioned that if the kitchen isn't licensed but someone with a license could use it, perhaps speaking to catering company at 36 Social?

We all agreed we need to start planning earlier!

Proposed next event: Saturday, December 12, 2026 – 10AM to 6PM

Deby will work on getting budget together and requesting TB support for future event, if any.