



**People. Principles.  
Purpose. Partnerships.**

# MEMO

To: Mayor and City Council Members  
From: Yalondra M. Valderrama Santana, Heritage & Tourism Manager  
Date: November 20, 2024  
RE: **Community Development Department October Report**

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## OCTOBER EVENTS

### **Hispanic Heritage Celebration – Coordinated Event**

Saturday, October 5, 2024 from 12 PM to 6 PM  
Timmermann Park, 12616 Skimmer Run, Manor, TX  
Estimated Number of attendees = 200  
*See Hispanic Heritage Celebration After Action Report for more details*

## COMMUNITY EVENTS

### **Manor Night at the Park**

POC: Officer Gloria Rock, Manor Police Department  
Friday, October 25<sup>th</sup>, from 6:00 PM to 10:00 PM  
Timmermann Park, 12616 Skimmer Run, Manor TX

## UPCOMING EVENTS

### **Christmas Tree Lighting**

Fri., December 6, 2024 from 7:00pm to 9:00pm  
Location: Jennie Lane Park, 102 E Rector St, Manor, TX  
*Description:* It is a community event where people gather to celebrate the holiday season. A countdown is announced, and when the lights are switched on, the tree brightens up, drawing cheers from the crowd. The event often includes hot cocoa, music, and a festive atmosphere, marking the start of the holiday celebrations.

### **Holiday in Manor**

Sat., December 7, 2024 from 12pm to 8pm  
Location: East Manor Development No. 1, 15317 Us Hwy 290 E. Manor TX  
*Description:* Holiday in the Park is a fun, family-friendly, free event presented by the City of Manor. There will be holiday games, crafts, food trucks, live music, vendors, ice skating, winter rides, photos with Santa & Mrs. Claus, and more



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## **COMMUNITY COLLABORATION**

- Virtual Central Texas Learning Festival Planning Meeting – October 16<sup>th</sup>
- Virtual Central Texas Learning Festival Promotion Meeting – October 17<sup>th</sup>
- Virtual Central Texas Learning Festival Promotion Meeting – October 22<sup>nd</sup>
- Community Collaboration Board Meeting – October 23<sup>rd</sup>

## **TRAINING, EDUCATION, SEMINARS, WORKSHOPS, WEBINARS, ETC.**

- 12<sup>th</sup> Annual TML Conference and Exhibition at Houston, TX – October 9<sup>th</sup> to 11<sup>th</sup>
  - October 9<sup>th</sup>
    - The Future Is Here: AI Application in Municipal Government
  - October 10<sup>th</sup>
    - Funding for Equity: Unlocking Philanthropic & Public Finance Opportunities for Small-to-Medium-Sized Cities
    - Sales Tax Tools: Analyzing Your City and Developing Your Strategy
    - AI and Community Engagement
    - Read the Room: Increase Your Influence by Speed Reading People
    - Small City Talks: Creative Ideas for Downtown Revitalization
    - AHMO Business Meeting
    - Cultivating Strong Towns: Strategies That Close Resource and Affordability Gaps
    - Small City Talks: Effective Ways to Engage Your
  - October 11<sup>th</sup>
    - When “It” Hits the Fan: Effective Communication for Critical Times
    - Leadership Lesson from Mission Control
- Human Resources Training Sessions – October 16<sup>th</sup>
  - Civility in the Workplace
  - Harassment Prevention
- Texas Downtown Annual Conference at Abilene, TX – October 28<sup>th</sup> to 30<sup>th</sup>
  - October 28<sup>th</sup>
    - Roadmap to a Successful Downtown Redevelopment Strategy: The Downtown Abilene Story
    - Downtown 101 & Roadmaps – Creating an implementable framework for revitalization
  - October 29<sup>th</sup>
    - Pink Goldfish - Defy Normal and Exploit Imperfection by Keynote Speaker David Rendall
    - Keynote Speaker Workshop: Pink Goldfish Tank



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- Learning Labs: The Best of Downtown Abilene's SoDA District Bus/Walking Tour
- President's Awards Gala
- October 30<sup>th</sup>
  - 2024 Texas Downtown Annual Members Meeting
  - Your Downtown Master Plan: Prep, Creation, and Implementation
  - Preserving Heritage, Chilling Streets and Creating Vibes: Enhancing Downtown Denton
  - Building a Visitor Experience with Trails
  - Hometown Revival through Murals by Keynote Speaker Calina Mishay

## **TOURISM INITIATIVES**

- Participation in the Formula 1 Grand Prix 2024 Texas Tourism Experience at the Circuit of Americas (COTA) – October 18<sup>th</sup> to 20<sup>th</sup>
  - Estimated Attendance = Over 500,000 people from all over the world

## **COUNCIL & COMMITTEE MEETINGS**

- Park Committee Meeting – October 1<sup>st</sup>
- City Council Meeting – October 2<sup>nd</sup>
- City Council Meeting – October 16<sup>th</sup>

## **OTHER MEETINGS**

- Staff weekly meetings
- City Website Content Process Meeting with Allison Hill from CivicPlus – October 1<sup>st</sup>
- Consultation with Maria Vasquez from SiCoustics – October 2<sup>nd</sup>
- Camino Product Demo with Clariti Software – October 2<sup>nd</sup>
- Event team meeting for Hispanic Heritage Celebration – October 2<sup>nd</sup>
- Planning meeting for Mayor's Ball – October 2<sup>nd</sup>
- Jennie Lane Park Veteran's Plaque Location Meeting - October 4<sup>th</sup>
- GovWell Demo follow-up for Development Services – October 7<sup>th</sup>
- HEB Groundbreaking Ceremony – October 9<sup>th</sup>
- Follow-Up with Maria Vasquez from SiCoustics – October 15<sup>th</sup>
- Meeting with Micheal Burrell, Development Services Inter-Director regarding Online Platforms – October 15<sup>th</sup>
- Manor Crossing Groundbreaking Ceremony – October 17<sup>th</sup>
- Event team meeting for the Holiday Decorations – October 21<sup>st</sup>
- Planning meeting for Mayor's Ball – October 22<sup>nd</sup>
- Planning meeting for Veterans Day Ceremony with Mr. Samaripa – October 22<sup>nd</sup>



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- City Website Design Concept Reveal Meeting with Allison Hill from CivicPlus - October 23<sup>rd</sup>
- Marketing Plan Meeting with Shelly Freitag from Townsquare Media – October 23<sup>rd</sup>
- Partnership Meeting regarding city events with Robert Atterberry from BOFA – October 23<sup>rd</sup>
- Planning meeting for Mayor’s Ball – October 25<sup>th</sup>

## **MANOR YOUTH ADVISORY COMMISSION (MYAC) – COMMUNITY PROGRAMS AND ENGAGEMENT**

- Educational & Recruitment Initiative
  - Visit the Student Leadership Team from Manor New Tech Middle School  
October 25<sup>th</sup> from 8 AM to 9:30 AM
  - Continues push of the marketing recruitment campaign
- Upcoming Meetings, Events, Workshops, Training, & Initiatives
  - Commissioners’ Orientation – Morning Session  
December 3<sup>rd</sup> from 8:00 AM to 9:30 AM  
Manor New Tech Middle School,  
12116 Joyce Turner Dr, Manor, TX 78653
  - Commissioners’ Orientation – Afternoon Session  
December 3<sup>rd</sup> from 5:30 PM to 6:30 PM  
Manor City Council Chambers  
105 E Eggleston St, Manor, TX 78653
  - Commissioners’ Interview 1  
December 9<sup>th</sup> from 5:30 PM to 7:30 PM  
Manor City Hall  
105 E Eggleston St, Manor, TX 78653
  - Commissioner Interview 2  
December 11<sup>th</sup> from 5:30 PM to 7:30 PM  
Manor City Hall  
105 E Eggleston St, Manor, TX 78653
  - Members = 10
    - 8<sup>th</sup> – 7
    - 9<sup>th</sup> – 0
    - 10<sup>th</sup> – 3
    - 11<sup>th</sup> – 0
    - 12<sup>th</sup> – 0

## **MANOR BIZ 101**

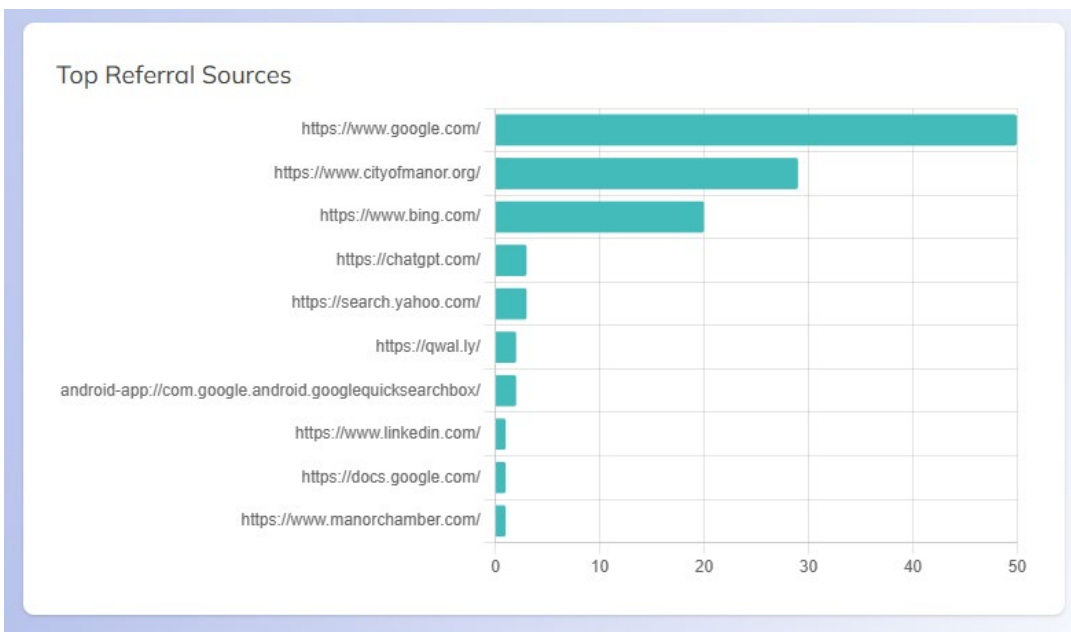
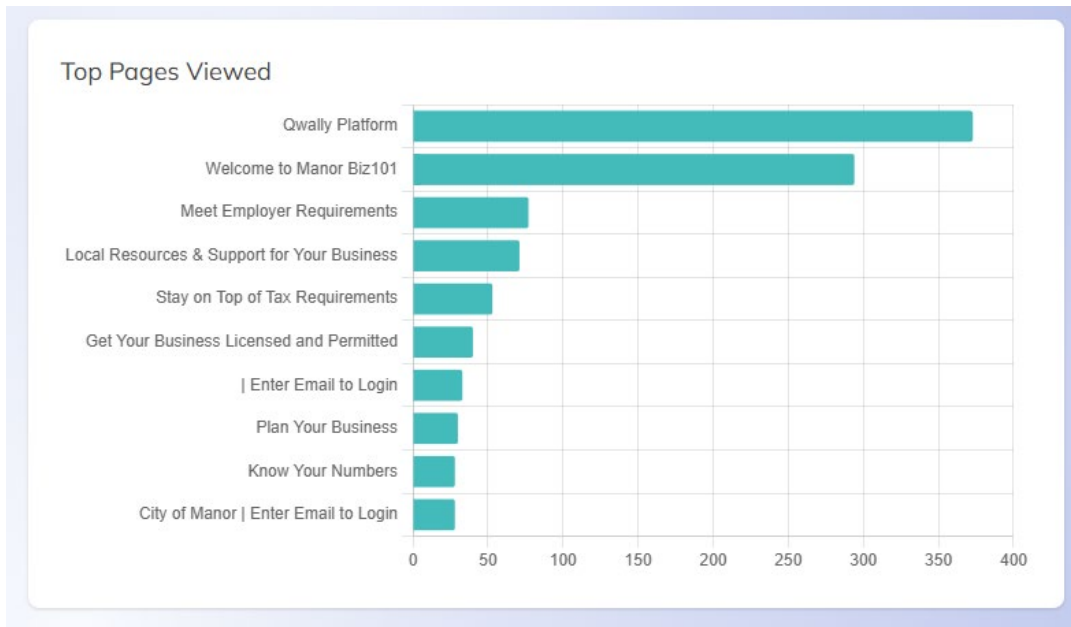
- October Report



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- Page Traffic = 272
- Applications Received = 0
- Staff Action = 0

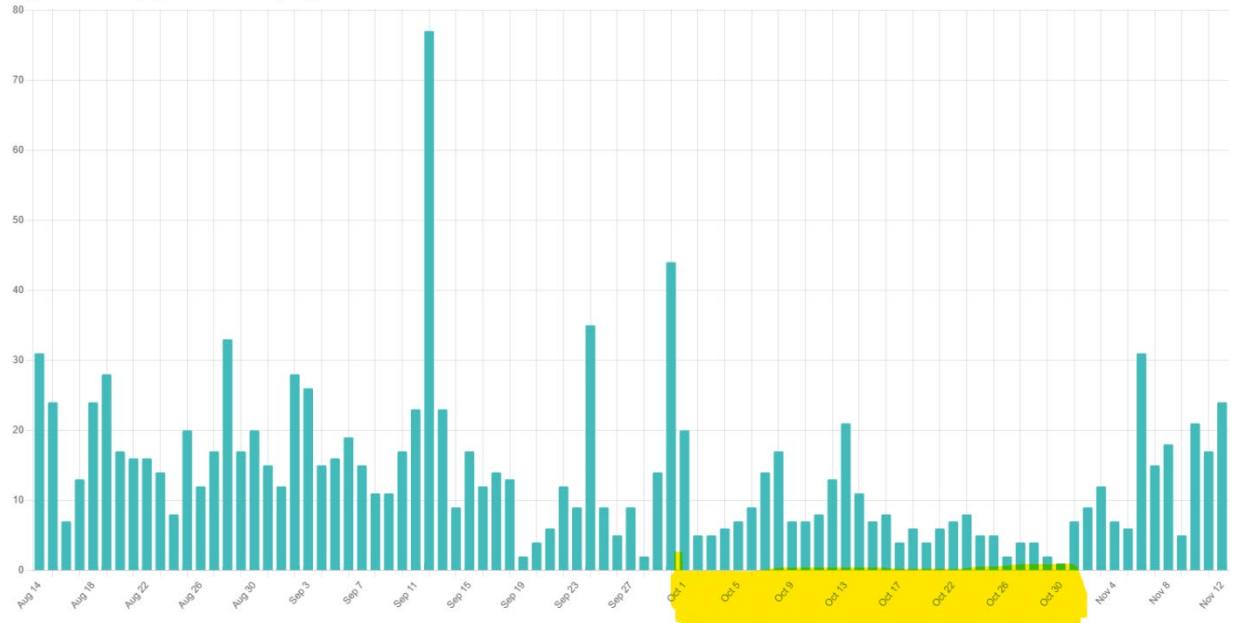




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Page Views for <https://biz101.manortx.gov>



## OTHER

- Weekly city social media maintenance
- Create marketing materials for social media posts for the city
- Weekly content scheduling for:
  - ManorApp (GoGov)
  - Nextdoor
  - Facebook
  - Instagram
  - All Events websites
- Processing and management of Manor Biz101 Platform
- Promote the FY 24-25 City Events Schedule
- Weekly city website updates
- Managing and updating all city's community engagement platforms
- Create content for the city's multiple public engagement platforms
- Work with Development Services to review the permit software and other online platforms in updating and building content
- Coordinate, plan, and organize the following upcoming events:
  - Veterans Day – November 11<sup>th</sup>
  - Fall Movie Night Out – November 15<sup>th</sup>
  - Texas Arbor Day – November 16<sup>th</sup>



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- Holiday in Manor – December 7<sup>th</sup>
- Mayor's Ball – December 12<sup>th</sup>
- Martin Luther King Jr. Ceremony – January 20<sup>th</sup>
- Spring Movie Night Out – March 14<sup>th</sup> & April 4<sup>th</sup>
- Easter Egg-Heli-Drop – April 19<sup>th</sup>
- 5<sup>th</sup> Annual ManorPalooza – May 2<sup>nd</sup> & 3<sup>rd</sup>
- Work with CivicPlus on creating and delivering the new City Website.
  - Submitted the 2<sup>nd</sup> deliveries for the website build
- Daily duties as the Heritage & Tourism Manager



**MANOR**

EST. TEXAS 1872

**Hispanic Heritage Celebration**

Thursday, July 4, 2024 from 4:00pm to 10:00pm  
Timmermann Park, 12616 Skimmer Run, Manor TX 78653

**HISPANIC HERITAGE**  
*Celebration*

**Market | Live Music**  
**Games | Food Truck**  
**Cultural Performance**

**Sat., Oct. 5th | 12 PM – 6 PM**  
**Timmermann Park,**  
**12616 Skimmer Run**

**MANOR**  
EST. TEXAS 1872

Yalondra Valderrama Santana,  
*Heritage & Tourism Manager*



## I. Overview

- *Description:* Hispanic Heritage Month, observed from September 15 to October 15, is a time to celebrate the diverse traditions, histories, and contributions of Hispanic Americans. Rooted in the cultural richness of Spain and 19 Latin American countries and territories: Mexico, Guatemala, Honduras, El Salvador, Nicaragua, Costa Rica, Panama, Colombia, Venezuela, Ecuador, Peru, Bolivia, Paraguay, Chile, Argentina, Uruguay, Cuba, Puerto Rico, and the Dominican Republic. Manor is recognizing Hispanic Americans' contributions and influence on the history, culture, and achievements of the United States. This event celebrates the culture, history, and contributions of Hispanic Americans with food vendors, live music, cultural performances, and a market.
- *Target Audience:* Families in the Manor Community & surrounding areas
- *Estimated Expected Attendees:* 150-200

## II. Timeline & Program

Day	Time	Details	Areas	POC	
4-Oct		Drop off Portable Restrooms		AJ	
	2:00pm-5:00pm	Drop off tent chairs and tables	Cooling Tent	AJ	
5-Oct	7:00am-11:30am	Staff Arrival & Set-Up		Yalondra	
	8:00am - 11:30am	Stage, barricades, tents, etc.			
		City Tent & Area	City	Tracey	
	10:00am-11:30am	Food Truck Vendor arrival	FT Area	Yalondra	
		Market Vendor arrival	Market Area		
	10:30am-11:00am	DP Arrival	PD	PD	
	11:30am	FD Arrival	FD	FD	
	11:30am-11:45am	Walkthrough			
	12:00pm-12:30pm	Welcoming & Introductions by <b>Mayor Dr. Chris Harvey</b>		Stage	Yalondra
		Invocation by			
		National Anthems			
		Hispanic Heritage Proclamation by Mayor Dr. Chris Harvey			
	12:30pm-1:15pm	Ballet Folklórico de Austin		Stage	Yalondra
1:20pm-2:20pm	Panama Cultural Expressions				
2:30pm-3:15pm	Mariachi Amor				
3:20pm-3:50pm	Encanto Kids Show				
4:00pm-5:00pm	Grupo Folklorico Estrellas de Panamá				
5:00pm-6:00pm	Pleneros Tamo'Aki				
6:00pm-8:00pm	Teardown		All	All	

## III. Planning

Planning Areas	Tasks	Done/Confirm By	POC	Details
Hall Display Sept. 15-Oct. 15.	Hispanic Heritage Artwork Display	9/6/2024	Yalondra	Contacted Manor ISD on 8.6.2024
	Proclamation	9/2/2024	Lluvia	Review and send to Lluvia on 8.22.2024 <b>DONE</b>
	Flag/Banner		Yalondra	Ordered on 8.7.2024 Arrived <b>DONE</b>
	Table Decorations			<b>DONE</b>
	Frames, axels, etc. to display			
Marketing	SD Flier	8/23/2024	Yalondra	<b>DONE</b> on 8.12.2024
	Detail Flier	9/6/2024		<b>DONE</b> on 8.12.2024
	Social Media	8/23/2024		<b>DONE</b> on 8.12.2024
	Post on Event Websites	9/6/2024		<b>DONE</b> Posted on the following websites on 8.19.2024: <a href="https://www.austintexas.org/events/submit-event/">https://www.austintexas.org/events/submit-event/</a>  <a href="https://austinet.com/austin-events-submission">https://austinet.com/austin-events-submission</a>  <a href="https://austin.culturemap.com/events/submit-new-event/">https://austin.culturemap.com/events/submit-new-event/</a>  <a href="https://365thingsaustin.com/events/community/add">https://365thingsaustin.com/events/community/add</a>  <a href="https://austin.com/community_events">https://austin.com/community_events</a>
	Printed Marketing			<b>DONE</b> on 8.12.2024
	Newspaper - Manor Journal	9/23/2024		<b>DONE</b>
	VIP Invitations	9/6/2024		<b>DONE</b> on 8.6.2024
	Photographer & Videographer			<b>DONE</b> on 8.12.2024
Attractions	Face Painting	9/20/2024	Yalondra	<b>CONFIRMED</b> with Zirenart = \$625
	PD Game Trailer		Gloria	N/A
	Photo Booth		Yalondra	<b>CONFIRMED</b> with Capture Charms Photo Booth = \$500

Entertainment	DJ/Sound System	9/13/2024	Yalondra	<b>CONFIRMED</b> with Lance Stacy = \$1,400
	Cultural Performances			<b>CONFIRMED</b>
	Manor ISD Groups			Contacted Manor ISD on 8.6.2024
Vendors	Market Vendors (Non-Food Vendors)	9/20/2024	Yalondra	<b>DONE</b> Send e-mail and announcement. Deadline is 9.20.2024
	Food Vendors			
	Event Detail E-mail	10/1/2024		<b>DONE</b> Sent on 10.2.2024
Sponsorships	Find Sponsors	9/6/2024	Yalondra	See sponsorship spreadsheet
Safety Plan	First Aid Station	9/20/2024	FD	<b>DONE</b>
	Lost Child			<b>DONE</b>
	Traffic Control		PD	EAP received on 10.2.2024 <b>DONE</b>
	Security			
Layout	Full Event Map	9/20/2024	Yalondra	Draft
	Vendor Map	9/25/2024		Draft
Miscellaneous	Port-A-Potties	9/9/2024	Lance	<b>CONFIRMED</b> with King's Portable Thrones = \$1,225.30
	Light Towers			N/A
	Trash Cans			<b>DONE</b>
	Wind Banner			Ordered_9.5.2024 <b>DONE</b>
	Generator			<b>DONE</b>
	Water for Public			<b>DONE</b>
	Fans			<b>CONFIRMED</b> with Tim from Bluebonnet which is going to donate the fans_8.27.2024
	Performance Tent			<b>DONE</b> Order the walls for the 2 10x10 tents_9.4.2024
	Staff Area/Cooling Tent			<b>CONFIRMED</b> with Noble Party Rental = \$2328.24
	Event Signs	9/16/2024	Yalondra	Ordered on 8.22.2024 <b>RECEIVED</b>

Event Timeline & Program	9/23/2024		<b>DONE</b> on 9.23.2024
Flag/Banner	9/2/2024		Ordered on 8.22.2024 <b>RECEIVED</b>
Staff Area	9/23/2024		<b>DONE</b>
Staff T-Shirts	9/23/2024	Tracey	Ordered and received <b>DONE</b>
Swags/Giveaways			<b>DONE</b>
City Info. Tent			Need to buy snacks <b>DONE</b>

#### IV. Marketing

- Flyers
- Social Media
- Ad in the Manor Journal
- Austin/Manor Area Event Websites
- City Website
- City Community Engagement Platforms: ManorApp & Nextdoor

#### V. Event Data

- Attendees Report:
  - Total Estimated Attendees = ~200
- Weather:
  - Temperature: 93/70
  - Sunny and hot

Sat 05 | Day

**93°** 



 Record High **95°**       Average High **85°**

 Sunrise **7:27 am**       Sunset **7:11 pm**

Sat 05 | Night

**70°**

 Record Low **45°**       Average Low **62°**

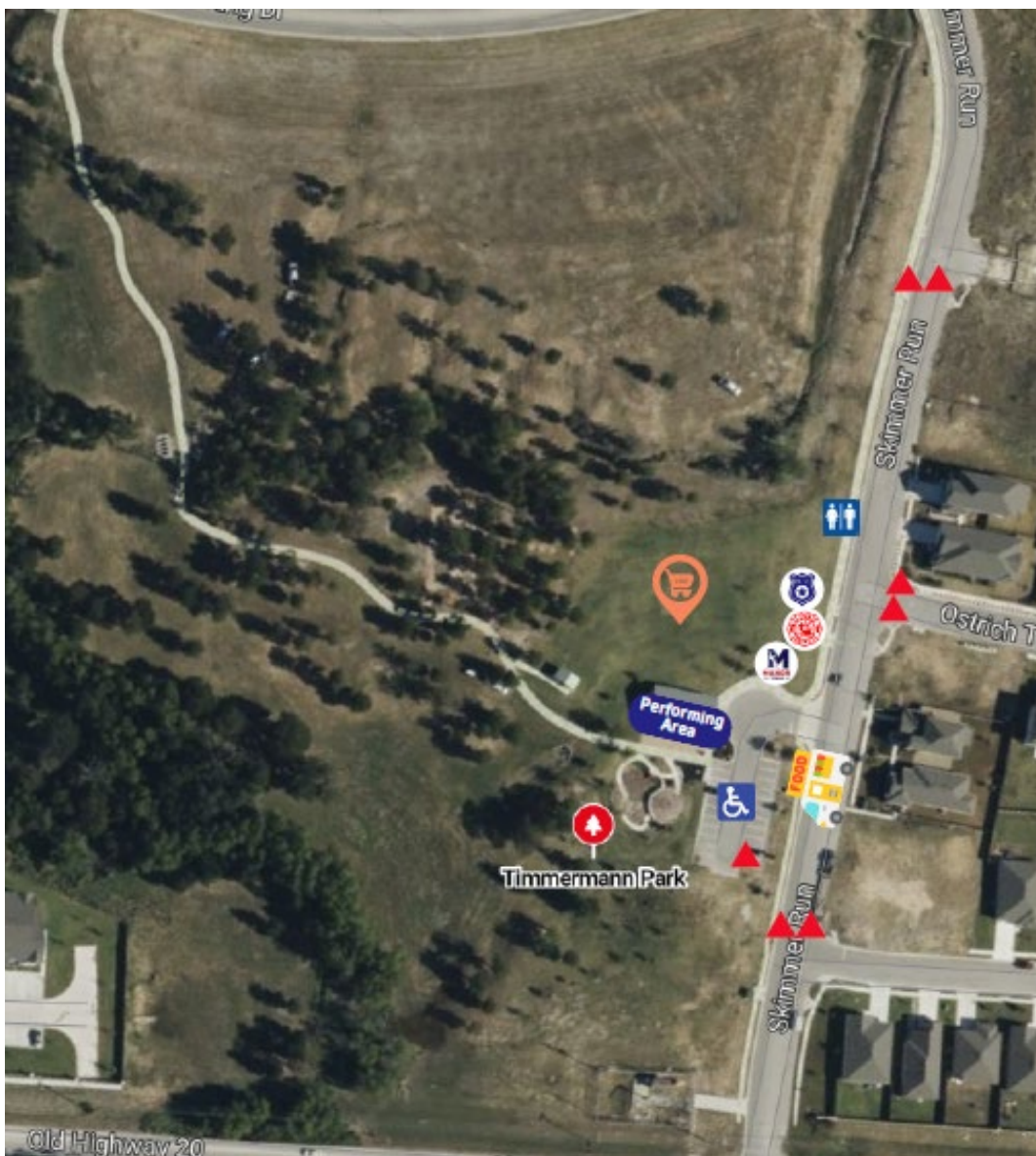
 Moonrise **9:59 am**       Moonset **8:39 pm**  
● Waxing Crescent

#### VI. Staff

- Number of Staff
  - Street/Parks = 6
  - City Hall = 2

- Police Department = 3
  - In-Duty = 3
- Fire Department = 6
- Community Development Departments = 1
- Staff Duties
  - Vendor
  - Trash
  - Water & Ice Refills
  - City Tent
  - Set-Up & Teardown
  - First Aid Area
  - Safety
- Staff T-Shirts = 11

**VII.** [Map & Layout](#)



**VIII.** Kids Zone Area

- Face Painting
  - Lisa's Face Painting = 3 Artists
- Photo Booth

**IX. Market & Food Truck Area**

- Total Vendors = 31
  - Food Vendors = 4
  - Food Trucks = 4
  - Art & Crafts = 14
  - Specialty = 0
  - Commercial/Businesses = 6
  - Non-Profit = 3

0000	Business	Vendor Type
1	El Bandido Suelto LLC	Food Truck VIN: 5JW0E1423PF044272
2	Sno Ball Dude LLC	Food Truck VIN: 1FDXE40S2XHA11131
3	Mari's Ballon Bar LLC	Food - Carnival Food
4	Ana Treveno	Art & Crafts
5	Eightana Designs	Art & Crafts
6	Artesanias Mexicanas	Art & Crafts
7	myDental	Commercial/Business
8	Faith's Boutique	Commercial/Business
9	HOTWORX	Commercial/Business
10	N'Less Body Care	Art & Crafts
11	Sara's Angels Boutique	Art & Crafts
12	Artesania & Productos Mexicanos "Maria"	Art & Crafts
13	Lil Monkey's Banana Breads & More	Food - Cottage Food
14	Dolce Candy Austin	Food - Cottage Food
15	Zireart	Art & Crafts
16	Iglesia Christiana Viento y Fuego	Non-Profit/Community Group
17	HUMANA	Commercial/Business
18	That South Fried Bird	Food Truck VIN: 5WKBE182MX1072632
19	I Juan Tacos	Food Truck VIN: 4UZAADU8FCGR5837
20	Linda's Desserts	Food - Cottage Food
21	KT's Boutique	Commercial/Business
22	Mama C's Crafty Creations	Art & Crafts
23	Manor Kids Dental	Commercial/Business
24	Claire Balli	Art & Crafts
25	Stitched Customs	Art & Crafts
26	Diana Accesorios	Art & Crafts
27	Beaded Bendit's Charm Bracelets	Art & Crafts
28	Jazmin's Little Creations	Art & Crafts
29	Manor ISD	Non-Profit/Community Group
30	GETs Prop Shop & More	Art & Crafts
31	KIPP Texas Public	Non-Profit/Community Group

- Total Attended = 23
  - El Bandido Suelto LLC
  - Sno Ball Dude LLC
  - Mari's Ballon Bar LLC

- Eightana Designs
- Artesanias Mexicanas
- myDental
- HOTWORX
- Sara's Angels Boutique
- Artesania & Productos Mexicanos "Maria"
- Zirenart
- Iglesia Christiana Viento y Fuego
- That South Fried Bird
- I Juan Tacos
- Linda's Desserts
- Manor Kids Dental
- Claire Balli
- Stitched Customs
- Diana Accesorios
- Beaded Bendit's Charm Bracelets
- Jazmin's Little Creations
- Manor ISD
- GETs Prop Shop & More
- KIPP Texas Public
- Cancelled/Excused Vendors = 6
  - Ana Treveno
  - N'Less Body Care
  - Lil Monkey's Banana Breads & More
  - Dolce Candy Austin
  - KT's Boutique
  - Mama C's Crafty Creations
- No Show/No Call Vendors = 2
  - Faith's Boutique
  - HUMANA

**X. Entertainment**

- Cultural Performances
- Live Music
- Encanto Show and Meet & Greet

**XI. Contracted Vendors**

<b>Business</b>	<b>POC</b>	<b>Services</b>
Lance Stacy Pro Sound	Lance Stacy	Sound Equipment/DJ/Music
Zirenart	Evenlyn Reategui-Zirena	Face Painting
Noble Party Rental		Tent, chairs, & tables
King's Portable Thrones		Portable Restroom
Bluebonnet	Tim	Fans
Adam Grumbo Films	Adam Grumbo	Photo/Videographer
Capture Charms Photo Booth	Mandi Lavan	Photo Booth
Lone Star Character Entertainment	Lucinda	Hispanic Characters for kids show
Panama Cultural Expressions	Yira Barron	Panama Cultural Dance Group
Mariachi Amor	Alex Ramirez	Mariachi Band
Ballet Folklórico de Austin	Edgar Yopez & Fernando Baez	Mexican Ballet Folklorico
Pleneros Tamo'Aki		PR Plena
Grupo Folklorico Estrellas de Panamá	Prudencia Lozano	Panama Cultural Dance Group

## XII. Financials

Account#	Vendor	Item	Price	Quantity	Total	Payment Method	Confirmed
10-5811-51-51010	Adam Grumbo	Photos & Videos	\$2,800.00	1	\$2,800.00	CC	Yes
10-5811-51-51010	Manor Journal	Ad pg	\$165.00	1	\$165.00	Check	Yes
10-5811-51-51043	Amazon	Decorations - Flags	\$12.95	2	\$25.90	CC	Yes
10-5811-51-51043	Amazon	Decorations - Banner	\$9.99	1	\$9.99	CC	Yes
10-5811-51-51043	Amazon	Decorations - Fence Banner	\$7.99	1	\$7.99	CC	Yes
10-5811-51-51043	Amazon	Decorations - Table Runner	\$12.99	4	\$51.96	CC	Yes
10-5811-51-51043	Amazon	Decorations - Desk Flags	\$21.99	1	\$21.99	CC	Yes
10-5811-51-51043	Amazon	Decorations - Buttons	\$11.99	2	\$23.98	CC	Yes
10-5811-51-51043	Amazon	Decorations - Stickers Pack	\$7.99	1	\$7.99	CC	Yes
10-5811-51-51043	King's Portable Thrones	Port-a-Poties	\$1,225.30	1	\$1,225.30	Check	Yes
10-5811-51-51043	Zirenant	Face Painting - 1 Painter	\$625.00	1	\$625.00	Check	Yes
10-5811-51-51043	Lance Stacy	DJ,PA, Sound Equipment	\$1,400.00	1	\$1,400.00	Check	Yes
10-5811-51-51043	Noble Party Rental	30'x30' Tent with tables & chairs	\$2,328.24	1	\$2,328.24	Check	Yes
10-5811-51-51043	Mariachi Amor	Mariachi Band - 45 min	\$425.00	1	\$425.00	Check	Yes
10-5811-51-51043	Esquina Congo Production	Panama Cultural Expressions	\$400.00	1	\$400.00	Check	Yes
10-5811-51-51043	Capture Charms Photo Booth	Photo Booth	\$500.00	1	\$500.00	CC	Yes
10-5811-51-51043	Lone Star Character Entertainment	Characters - Kids show	\$650.00	1	\$650.00	CC	Yes
10-5811-51-51043	Grupo Folklórico Estrellas de Panamá	Panama Cultural Dance Group	\$450.00	1	\$450.00	Check	Yes
10-5811-51-51043	Ballet Folklórico de Austin	Mexican Ballet Folklórico	\$2,000.00	1	\$2,000.00	Check	Yes
10-5811-51-51043	Amazon	Tent Walls	\$69.97	2	\$139.94	CC	Yes



10-5811-51-51043	Ideal Signs	Stage Banner	\$1,344.00	1	\$1,344.00	Check	Yes
10-5811-51-51043	Ideal Signs	Pole Banners	\$120.00	10	\$1,200.00	Check	Yes
10-5811-51-51043	Ideal Signs	Banner	\$75.00	1	\$75.00	Check	Yes
10-5811-51-51043	Baby J's Custom Tees	T-Shirts = 181 (Staff=11; Giveaway=170)	\$1,143.50	1	\$1,143.50	CC	Yes
10-5811-51-51043	Pleneros Tamo'Aki	PR Plena group	\$625.00	1	\$625.00	Check	Yes
10-5811-51-51480	I Juan Tacos	Staff Food	\$37.00	1	\$37.00	CC	Yes
10-5811-51-51480	That Southern Fried Bird	Staff Food	\$302.00	1	\$302.00	CC	Yes
10-5811-51-51480	Sno Ball Dude LLC	Staff Food	\$47.00	1	\$47.00	CC	Yes
10-5811-51-51480	El Bandido	Staff Food	\$89.85	1	\$89.85	CC	Yes
10-5811-51-51480	Casa Garcias	Staff Food	\$70.08	1	\$70.08	CC	Yes
					\$0.00		
			\$16,977.83	45	\$18,191.71		

**Sponsorship**

Vendors	Donation/Sponsor Level	Total
Bluebonnet	In-Kind - Fans and Waters	\$1,000.00
		\$1,000.00

**Revenue**

Revenue Source	Total
Market Vendors	\$475.00
Food Truck Vendors	\$200.00
	\$675.00

**Summary**

Expense	\$18,191.71
Sponsorshop	\$1,000.00
Revenue	\$675.00
Total	-\$16,516.71

**XIII.** Sponsorship

- Bluebonnet: donated fans and waters

**XIV.** What went well?

- Planning process and timeline worked.
- Kids' zone area was well-managed and organized.
- Vendor area setup was well-managed and ran smoothly throughout the event.
- The pavilion was a great location for cultural performances and live music.
- Groups performing did a great job
- Teardown went smoothly and everyone did a great job in their area
- Face painting was very popular
- Encanto show was a success. All kids had a lot of fun
- Program works perfectly with the event and timeline
- Marketing was successful and managed to reach over 60.5K people per week.
- All staff and contracted vendors were on time
- Food Truck area was organized and well-managed.
- Travis County ESD and Police Department area ran smoothly and with minimal incidents.
- Entertainment program was on time at all times and was well
- Bottles of water for attendees were distributed accordingly and in a timely manner.
- Social Media campaign was successful, and the followers were very interactive.
- Number of staff that worked the event work perfectly

**XV.** What can be improved?

Areas to Improve	Recommendations
Kids Zone	<ul style="list-style-type: none"><li>• More kids activities such as gaming trailer, bouncy houses, games, etc.</li></ul>
Event Time	<ul style="list-style-type: none"><li>• It was too hot, and by 4 PM, attendees were leaving, and we had few expectations for the last performing group.</li><li>• Change time to early later in the day</li></ul>

**XVI.** Recommendations for Next Year:

- Use the same event timeline
  - Change the event starting and ending time to later in the day
- Kids Zone:
  - Arts & Crafts
  - More bouncy houses
  - Mobile Arcade
  - Add free teenager activities and attractions
- Entertainment:
  - Keep cultural performances
  - Keep kids show
- Attraction Ideas:

- Adult games
  - Competition
- Food/Market Vendors
  - Alcohol Vendors
- Giveaways
  - More t-shirts
  - Add giveaways such as sunglasses, kids toys, etc.
  - Get adult-friendly giveaways
- Use the same layout
- Use the same or similar marketing strategies
- Use the same stage area and set-up

**XVII.** Next Year Event:

**Hispanic Heritage Celebration 2025**

Saturday, October 4, 2025 from TBD

Timmermann Park, 12616 Skimmer Run, Manor TX 78653