



MEMO

To: Mayor and City Council Members

From: Yalondra M. Valderrama Santana, Heritage & Tourism Manager

Date: May 15, 2024

RE: **Event Report**

PAST EVENT

4th Annual ManorPalooza

Fri., May 3rd from 5pm to 10pm & Sat., May 4th from 11am to 11pm

East Manor Development No.1, 15317 US Hwy 290 E. Manor

Event Data:

- Attendees Report:
 - Total Attendees by Clicker = 4.1K
 - Total Vehicles = 1.3K
 - Total CapMetro Shuttles = 35
 - Total Cellular Report Attendees = 3.5K
 - May 3rd
 - Clicker Report = 728
 - Vehicles Report = 228
 - CapMetro Shuttles = 4
 - May 4th
 - Clicker Report = 3.4K
 - Vehicles Report = 1.1K
 - CapMetro Shuttles = 31
- Attendees Data:
 - 42.6% of attendees came from Manor
 - 57.4% of attendees came from outside Manor
- Marketing Report:
 - # of Digital Ads Impressions = 183.46K
 - # of Audio/Video Play = 51.10K
 - % of Audio/Video Completion = 98.10%
- Vendors:
 - Food Trucks = 12
 - Market Vendors = 32



MEMO

UPCOMING SPRING & SUMMER SPECIAL EVENTS

Juneteenth

Wed., Jun 19th from 12pm to 8pm

Timmermann Park, 12616 Skimmer Run, Manor TX

4th of July Celebration

Thur., July 4th from 4pm to 10pm

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