



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

# MEMO

To: Mayor and City Council Members  
From: Yalondra M. Valderrama Santana, Heritage & Tourism Manager  
Date: January 15, 2024  
RE: **Community Development Department December Report**

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## **DECEMBER EVENTS**

### **Mayor's Ball**

Thurs., December 12, 2024 from 6pm to 10pm

Location: The Grand Lady, 19704 Hogeye Rd, Manor, TX 78653

*Description:* Manor will be recognizing city staff and community leaders who have made a difference in our community in fiscal years 2022-2023 & 2023-2024.

*See Mayor's Ball's After-Action Report for more details*

### **Holiday in Manor**

Saturday, December 21, 2024 from 12pm to 8pm

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

*\*Reschedule due to weather*

Estimated Number of attendees = 2.6K

*See Holiday in Manor's After-Action Report for more details*

## **UPCOMING EVENTS**

### **MLK Day**

Monday, January 20, 2025 from 9:00am to 11:00am

Jennie Lane Park, 102 E Rector St, Manor, TX

*Description:* The City of Manor honors Martin Luther King Jr. Day with a meaningful ceremony that includes a march from City Hall to Jennie Lane Park. The event celebrates Dr. King's legacy of equality, justice, and nonviolence, featuring speeches, performances, and community



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reflections. Local leaders and residents come together to commemorate his values of unity and service.

## **COMMUNITY COLLABORATION**

- Virtual Central Texas Learning Festival's Launch and Marketing Meeting – December 10<sup>th</sup>
- Keep Manor Beautiful Board Meeting – December 13<sup>th</sup>
- Virtual Central Texas Learning Festival's Launch and Marketing Meeting – December 16<sup>th</sup>
- Virtual Central Texas Learning Festival's Launch and Marketing Meeting – December 17<sup>th</sup>
- Keep Manor Beautiful Board Meeting – December 20<sup>th</sup>

## **COUNCIL & COMMITTEE MEETINGS**

- City Council Meeting – December 4<sup>th</sup>
- City Council Workshop – December 18<sup>th</sup>
- City Council Meeting – December 18<sup>th</sup>
- City Council Workshop – December 26<sup>th</sup>

## **OTHER MEETINGS**

- Staff weekly meetings
- Event team meeting and walkthrough for Holiday events – December 2<sup>nd</sup>
- City Website System Admin 1 Training with Amanda Felber from CivicPlus – December 2<sup>nd</sup>
- Event Meeting with Joe from Magic Display for the Holiday event – December 3<sup>rd</sup>
- Supplies shopping for the Holiday event – December 3<sup>rd</sup>
- Work on rescheduling the Holiday in Manor Event and canceling the Christmas Tree Lighting due to weather.
- Push out all the marketing for the Holiday in Manor Event and cancel the Christmas Tree Lighting due to weather.
- City Website Basic User 1 Training with Amanda Felber from CivicPlus – December 3<sup>rd</sup>
- City Website System Admin 2 Training with Amanda Felber from CivicPlus – December 4<sup>th</sup>



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- City Website Basic User 2 Training with Amanda Felber from CivicPlus – December 4<sup>th</sup>
- City Website Work Session with Amanda Felber from CivicPlus – December 4<sup>th</sup>
- City Website Specific Modules Training with Amanda Felber from CivicPlus – December 5<sup>th</sup>
- Consultation and Discuss about Property Data with Ron Bertasi – December 5<sup>th</sup>
- City Website Work Session with Amanda Felber from CivicPlus – December 9<sup>th</sup>
- Consultation with Lone Star Draft about the Mayor’s Ball the bar – December 9<sup>th</sup>
- Consultation and Strategy Session with Sophie Zinn from Go Vocal – December 18<sup>th</sup>
- City Website Launch Confirmation Meeting with Alison Hill from CivicPlus – December 18<sup>th</sup>
- Consultation with Maria Vasquez from SiCoustics – December 19<sup>th</sup>
- EMD#1 Site Visit with XL Event Lab Planners – December 19<sup>th</sup>
- Park Tours – December 30<sup>th</sup>

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

- Past Meetings, Events, Workshops, Training, & Initiatives
  - Commissioners’ Orientation – 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  
Total Attendees = 6
  - Commissioners’ Orientation – December 3<sup>rd</sup> from 5:30 PM to 6:30 PM  
Manor City Council Chambers  
105 E Eggleston St, Manor, TX 78653  
Total Attendees = 5
  - 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  
Total Interviews = 2
  - Commissioner Interview 2  
December 11<sup>th</sup> from 5:30 PM to 7:30 PM  
Manor City Hall



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105 E Eggleston St, Manor, TX 78653

Total Interviews = 3

- Commissioners Swear-In – Wednesday, December 18, 2025

Total Commissioners Swear-In = 5

- Farina L. Chandio – 10<sup>th</sup> Grade, Manor Early College H.S.
- Jemima K. Ntoukap – 8<sup>th</sup> Grade, Manor New Tech M.S.
- Ameerah A. Hill – 10<sup>th</sup> Grade, Manor Early College H.S.
- Cami B. Wilton – 10<sup>th</sup> Grade, Manor New Tech H.S.
- Cassius J. Williams – 9<sup>th</sup> Grade, Manor High School
- Manor YAC Official Regular Meeting – December 18<sup>th</sup>
- December Membership Numbers = 13
  - 8<sup>th</sup> – 7
  - 9<sup>th</sup> – 1
  - 10<sup>th</sup> – 4
  - 11<sup>th</sup> – 1
  - 12<sup>th</sup> – 0
- Upcoming Meetings, Events, Workshops, Training, & Initiatives
  - TML Youth Summit 2025 at Beaumont TX – January 31<sup>st</sup> to February 2<sup>nd</sup>

## MANOR BIZ 101

- December Report
  - Page Traffic = 215
  - Total Accounts = 8
  - New Account = 0
  - Completed Applications Received = 0

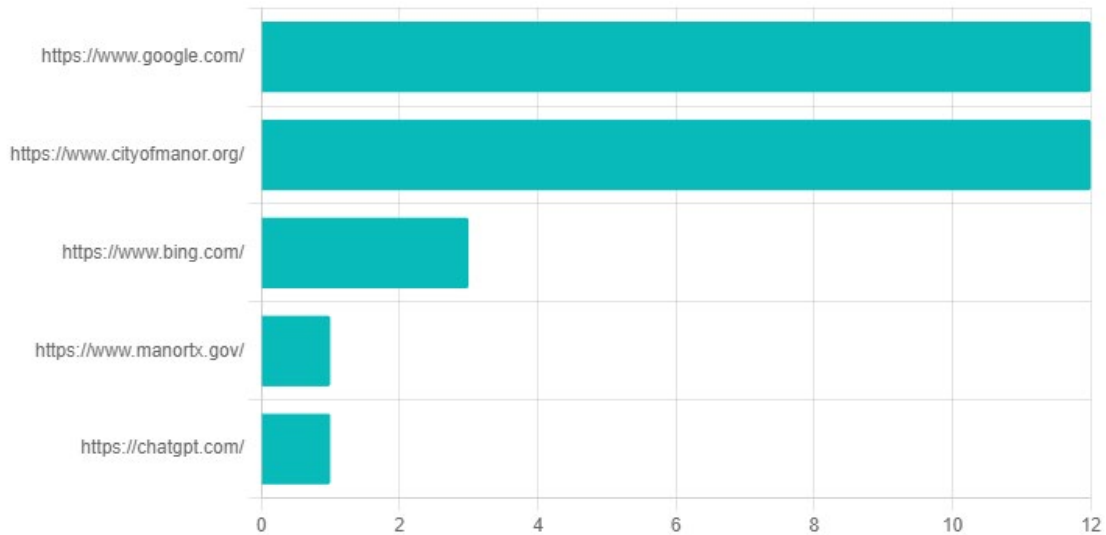


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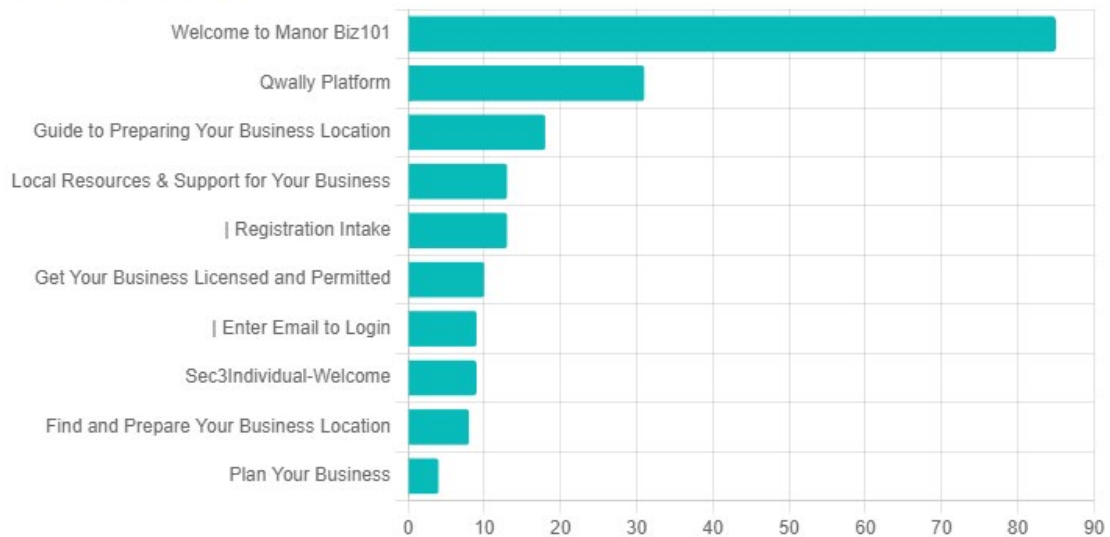
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- Staff Action = 0

## Top Referral Sources



## Top Pages Viewed





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## 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
- 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:
  - 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>
  - Juneteenth Celebration – June 19<sup>th</sup>
- Work with CivicPlus on creating and delivering the new City Website.
- Processing Park rental applications and managing the park rental schedule
- Processing Special Event applications
- Daily duties as the Heritage & Tourism Manager



**MANOR**

EST. TEXAS 1872

### Holiday in Manor

Saturday, December 21, 2024 from 12:00pm to 8:00pm  
East Manor Development No. 1, 15317 Us Hwy 290 E., Manor TX 78653

Join Us for a Magical Celebration!

# Holiday In Manor



Celebrate the season with FREE family-friendly fun, holiday cheer, and festive activities!

RESCHEDULED to Sat. Dec. 21 ❄️ 12PM-8PM  
15317 US HWY 290 E, Manor TX

### JINGLE BELL STAGE PROGRAM



Story-time with Buddy the Elf	1:00PM
Christmas Carolers	2:00PM
Superheroes Save Christmas	4:00PM
Christmas Carolers	5:00PM
Snow Show	6:30PM
Frozen Special	7:00PM

### THINGS TO KNOW

Santa's Tent Hours  
12PM-6:30PM

Ice Skating Rink Hours  
12PM-7PM

S'mores Bar Hours  
4PM-7PM



Come Enjoy Fun for all ages with:  
Ice Skating ❄️ Winter Rides ❄️ Snow Show  
Holiday Market ❄️ Food Trucks ❄️ Hot Cocoa  
Photo with Santa ❄️ Live Music  
& so much MORE!

For more information: (512) 272-5555 or [ysantana@manortx.gov](mailto:ysantana@manortx.gov)

Yalondra Valderrama Santana,  
Heritage & Tourism Manager

## I. Overview

- *Description:* Holiday in Manor is a festive, family-friendly, and free event hosted by the City of Manor. Celebrate the season with a variety of fun activities, including holiday games, crafts, food trucks, live music, local vendors, ice skating, winter-themed rides, and photos with Santa & Mrs. Claus. There's something for everyone to enjoy as we bring the holiday spirit to Manor!
- *Target Audience:* Families in the Manor Community & surrounding areas
- *Estimated Expected Attendees:* 1,500

## II. Timeline & Program

Day	Time	Areas	Details	POC
19-Dec		Winter Adventure	Amanzi Party Rental Set-Up	Timothy
			Noble Party Rentals Set-Up	Timothy
20-Dec		Fence	Vicking Rental Fencing Set-Up	Timothy
		Potable Restroom	United Rental Set-Up	Timothy
		Jingle Bell Stage	Lance Stacy Set-Up	Yalondra
21-Dec	7:30 AM-8:00 AM		Staff Arrival	
	9:00 AM-11:30 AM	Merry Munchies	Food Truck Set-Up	Yalondra
	9:30 AM-11:30 AM	Holiday Market	Market Vendor Set-Up	Yalondra
	10:00 AM	Jingle Bell Stage	Magic Display Set-Up	Yalondra
	10:00 AM	Santa's Safety Squad Camp	PD Arrival	PD
	10:00 AM		Attraction Vendors	Timothy
	10:30 AM	Santa's Safety Squad Camp	ESD 12	ESD 12
	11:30PM		Final Walkthrough	Yalondra
	<b>12:00 PM</b>		<b>EVENT START</b>	
	12:00 PM	North Pole	Santa's Tent OPEN	
	12:00 PM	Winter Adventure	Ice Skating OPEN	
	1:00 PM-1:30 PM	Jingle Bell Stage	Story-time with Buddy the Elf	
	1:30 PM-2:30 PM		Buddy the Elf Meet and Greet	
	2:00 PM-3:30 PM	Jingle Bell Stage	Christmas Carolers	
	4:00 PM	Santa's Safety Squad Camp	S'Mores Bar OPEN	
	4:00 PM- 4:30 PM	Jingle Bell Stage	Superheroes Save Christmas	
	4:30 PM - 5:30 PM		Superheroes Meet and Greet	
	5:00 PM-6:30 pm	Jingle Bell Stage	Christmas Carolers	
6:30 PM	North Pole	Santa's Tent CLOSED		
6:30 PM - 8:00 PM	Jingle Bell Stage	Snow Show		



	7:00PM	Winter Adventure	Ice Skating CLOSED	
	7:00PM	Santa's Safety Squad Camp	S'Mores Bar CLOSED	
	7:00 PM-7:30 PM	Jingle Bell Stage	Frozen Special	
	7:30 PM-8:00 PM	Frozen Meet and Greet		
	8:00 PM-10:00 PM	TEARDOWN		

### III. Planning

Planning Areas	Tasks	Done/Confirm By	POC	Details
Permit	TABC Temporary Event Permit	11/22/2024	Yalondra	N/A
	Travis County ESD12 - Fire Permit			<b>DONE</b>
Marketing	SD Flier	11/8/2024	Yalondra	<b>DONE</b>
	Detail Flier	11/15/2024		<b>DONE</b>
	Social Media			<b>DONE</b>
	City Website			<b>DONE</b>
	Advertising Groups			Townsquare Media - Marketing Package <b>DONE</b>
	Printed Marketing			<b>DONE</b>
	Video			<b>DONE</b>
	VIP Invitations			<b>Done</b>
Reschedule Marketing Push	12.2.2024	<b>DONE_12.4.2024</b>		
Attractions	Hot Cocoa Bar	11/22/2024	PD: Off. Glorias	<b>CONFIRMED_11.5.2024</b>
	S'mores Bar	11/15/2024	Yalondra	Approved by ESD 12 <b>CONFIRMED</b> - Iglesia Cristiana Viento & Fuego is sponsoring it by providing 500-600 individual bags
	Snow Show	11/15/2024		<b>CONFIRMED</b> with Magic Display Pyrotechnics FX = \$2,800
	Petting Zoo/Reindeer	11/8/2024		Contacted the following vendors: Homestead Mobile Petting Zoo & Party Rental - <b>N/A</b> Villa Farm Mobile Petting Zoo - <b>N/A</b> Crowes Nest Farm - <b>N/A</b> Wild Things Zoo Fair Austin - <b>N/A</b> Tiny Tails to You = \$5,520 - <b>DECLINED</b>

	Santa, Mrs. Claus & Elves	11/8/2024		<b>CONFIRMED</b> on 8.21.2024 with The Perfect Santa = \$2,324
Activities	Letters to Santa	11/22/2024	Tracey	<b>DONE</b>
	Yard Games	11/8/2024	Yalondra	Tracey is ordering the games
	Face Painting			<b>CONFIRMED</b> with Lisa Face Painting = \$2,400
	Gaming: Arcade			PD-Gloria is coordinating the PD Gaming Trailer <b>CONFIRMED</b> _11.5.2024
Winter Rides	Requested quote on 8.22.2024 Artificial Ice Events quote = \$52,267.82 for 6 attractions Amanzi Party Rental quote = \$50,000 for 10 attractions <b>CONFIRMED</b> with Amanzi Party Rental			
Entertainment	Sound/DJ/MC	11/8/2024	Yalondra	<b>CONFIRMED</b> with Lance Stacy - PAID with credit from Juneteenth
	Stage			<b>CONFIRMED</b> with Lone Star Character Entertainment = \$3,025
	Super Heros Show, Meet & Greet			<b>CONFIRMED</b> with Tinse LLC = \$1,500 for 2 quartets (Carolers) for 3 hours
	Carolers			Sent request on 11.5.2024 to: -Austin Girls' Choir - office@girlschoir.com -St. Mary Church - manormethodist@gmail.com -Manor United Methodist Church - info@iamsmm.com -Eternal Faith Baptists Church - office@eternalfaith.org -St. Joseph Church - communications@sjmanor.org <b>NO Confirmation</b>
	Choir			
Vendors	Food Truck	11/28/2024	Yalondra	Accepting applications from 10.24.2024-11.28.2024
	Market Vendors (Non-Food Vendors)	11/28/2024		
	Event Detail E-mail	12/2/2024		Reschedule e-mail sent on 12.2.2024 Final event details Sent on 12.17.2024 <b>DONE</b>

	Alcohol Vendor	11/8/2024		Waiting for Confirmation from; -Lone Star Drafts - <b>DENY</b> -Tito's Vodka - <b>Sent request through website; Request DENY</b> -Brown Distributing Company -Capital Reyes Distribution -Southern Heights Brewing Company -Hopsquad Brewing Company -Lazarus Brewing Company -Blue Owl Brewing -Modisett & Sons Distillery -Banner Distilling Company -Copper Shot Distillery -Derelict Airship Distillery -Bone Spirits LLC -Wanderlust Wine Co. - Shady Lane -Kasama Tastings - <b>DENY</b> -Don Rocco Mobile Bar - <b>DENY</b> -The Buckle Bunny Mobile Bars -RoadHaus Mobile Cocktails <b>NO Confirmation</b>
	Sitting Area	11/15/2024		<b>CONFIRMED</b> with Noble Party Rental = \$2,942.49 30'x30' tent, 64 chairs & 8 tables
Sponsorship	Find Sponsors	11/8/2024	Yalondra	Secured 2 sponsors: HEB = \$10,000 Iglesia Cristiana Viento & Fuego = S'Mores Bar <b>CONFIRMED</b>
Saftey Plan	First Aid Station	11/8/2024	FD	Requested ESD12_11.5.2024 <b>CONFIRMED</b>
	Lost Child		PD: James Allen	<b>CONFIRMED</b> _11.5.2024 James Allen is appointed for the Holidays event and Robbie is working on the EAP.
	Traffic Control			
	EAP			
Layout	Full Event Map	11/22/2024	Yalondra	<b>DONE</b>
	Vendor Map			
Miscellaneous	Staff T-Shirts	11/22/2024	Tracey/Yalondra	Ordered & Received <b>DONE</b>
	Event Signs		Yalondra	Ordered & Received <b>DONE</b>
	Event Timeline			<b>DONE</b>
	Event Program			<b>DONE</b>
	Trash Cans		Lance	<b>DONE</b>

Light Towers		<b>CONFIRMED</b> with United Rental = \$1,461.51
Port-a-Poties		<b>CONFIRMED</b> with King's Portables Thrones = \$1,725
Golf Carts		<b>CONFIRMED</b> with Kenfield = \$600
Fence		<b>CONFIRMED</b> with Vicking Rental = \$2,535.5
Generator		<b>DONE</b>
Water Troughs		<b>DONE</b>
Water for Public		Asked Bluebonnet_11.5.2024 - <b>CONFIRMED</b>
City Info. Tent	Tracey	<b>DONE</b>
Staff Area		<b>DONE</b>
Walkie Takies	Yalondra	<b>CONFIRMED</b> with New Communication 25 Radios
Fire Camp	Lance	<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
- Marketing from Townsquare Media:
  - Programmatic Audio
  - Radio Audio
  - STV Video
  - Programmatic Display
  - YouTube TrueView

#### V. Event Data

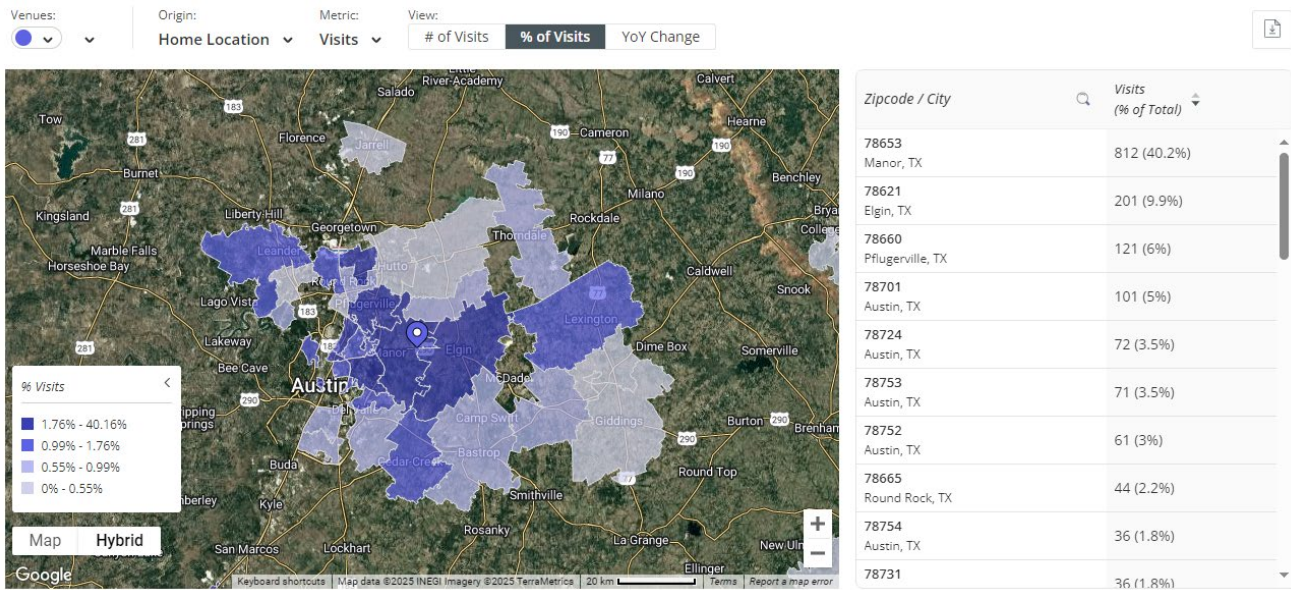
- Attendees Report:
  - Total Attendees by clicker = 2.6K
  - Total Cellular Report Attendees = 2K

Property:

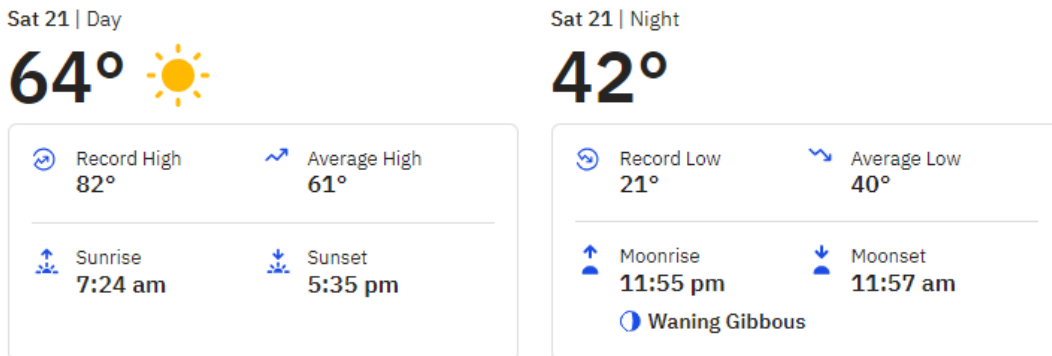
[15317 East US Highway 290 \(...\)](#)

Visits	2K
Audience	1.9K
Visit Frequency	1.07

- Attendees Data:
  - 40.2% of attendees came from Manor
  - 59.8% of attendees came from outside Manor



- Weather:
  - Temperature: 64/42
  - Sunny and clear

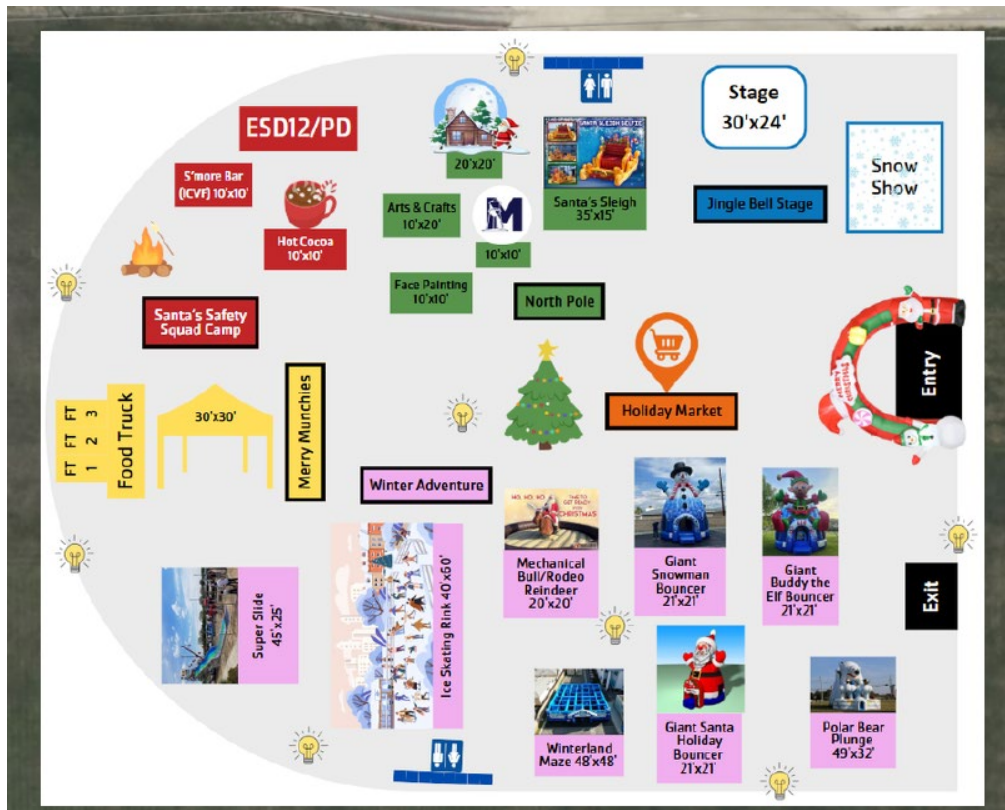
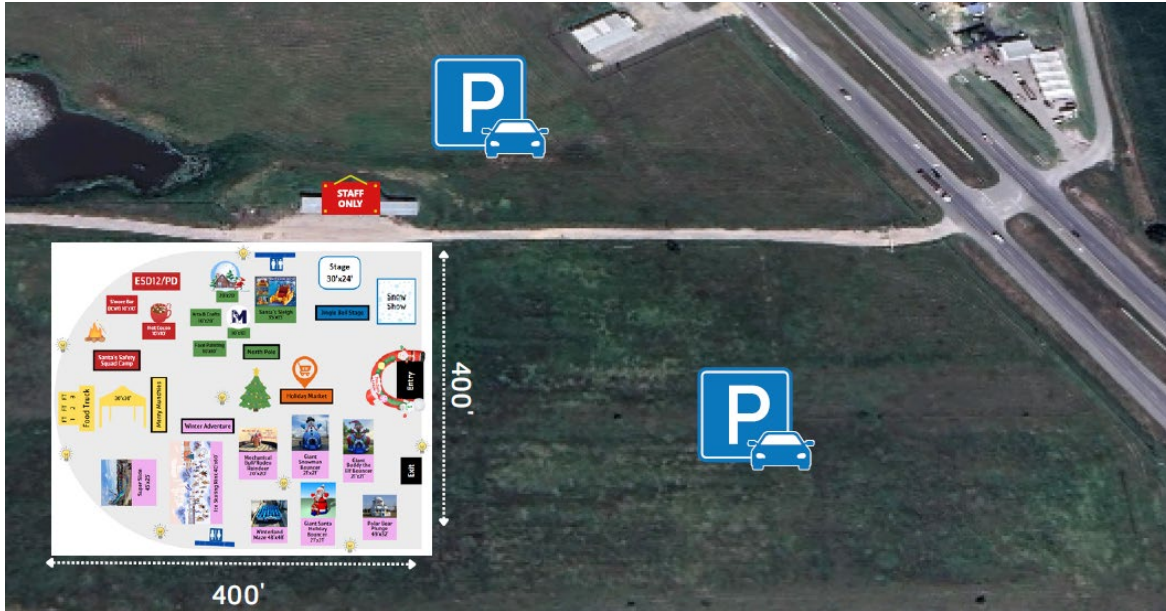


## VI. Staff

- Number of Staff
  - Street/Parks = 17
  - City Hall = 2
  - Police Department = 8
    - In-Duty = 5
    - Community Engagement = 3
  - Fire Department = 6
  - Community Development Departments = 1
- Staff Duties
  - Vendor
  - Trash
  - Water Refills
  - City Tent

- Fire Camp
- Hot Cocoa
- Stage
- Santa's Tent
- Arts & Crafts
- Set-Up & Teardown
- First Aide Area
- Safety
- Staff T-Shirts = 31

## VII. Map & Layout



## **VIII.** Event Areas

- Jingle Bell Stage
  - Snow Show
  - Stage Area
- North Pole
  - Santa's Tent
    - Santa
    - Mrs. Clause
    - 1 Elf
  - Face Painting
    - Lisa's Face Painting = 2 Artists
  - Arts & Crafts
  - Santa's Sleigh
  - City Tent
- Santa's Safety Squad Camp
  - Hot Cocoa with Cops
  - S'more Bar
  - Fire camp
  - ESD 12
  - Manor Police
    - Community Trailer
- Merry Munchies
  - Food Trucks
  - -Sitting Area
- Winter Adventure
  - Super Slide
  - Ice Skating rink
  - Mechanical Reindeer
  - Winterland Maze
  - Giant Snowman Bouncer
  - Giant Santa Bounce
  - Giant Buddy the Elf Bouncer
  - Polar Bear Plunge
- Holiday Market

## **IX.** Market & Food Truck Area

- Total Vendors = 41
  - Food Vendors = 8
  - Food Trucks = 3
  - Art & Crafts = 15
  - Specialty = 1
  - Commercial/Businesses = 9
  - Non-Profit = 5
- Total Attended = 32
  - Dare to Dazzle
  - Linda Rae Clark Designs & Elemental Engraving
  - GETs Prop Shop & More
  - Willd Designs 3D Printing LLC

- Mom and Me Crafts
- Savannah Creations
- Jumbled Jewelry
- Krafty Kreatiobs by Stephy
- Saras Angels Boutique
- Expressions Crafted
- Wreath Happiness
- HOTWORX
- The Precious Canine
- The Ojedas
- Bernardo'z Art Shop
- Diana Accesorios
- Main Squeeze Goodz
- Sonic Drive In
- Faith's Boutique
- Mari's Balloon Bar LLC
- Frostie Bites
- Linda's Dessert
- Sam's Sweets
- Southen Squeezed Lemonade
- Alexis D'lites
- Street Treats
- El Bandido Suelto
- That Southern Fried Bird
- Next Level Community Church
- Unparalleled Preparatory Academy (UPA)
- Calvary Chapel East Metro
- Sprinkle with Mel
- Cancelled/Excused Vendors = 7
  - Mama C's Crafty Creations
  - Eightana Designs
  - Beaded Bandit's Charm Bracelets
  - Artesanias Dani
  - KJ's Boutique
  - Murph's Treats
  - Manor ISD
- No Show/No Call Vendors = 2
  - El Antojo ATX
  - KIPP Texas Public School

**X. Entertainment**

- Carolers Performances
- Live Music
- Kids Show
  - Story Time with Boddy the Elf
  - Super Heros Sace Christmas with the Grinch
  - Frozen Show



**XI. Contracted Vendors**

- Amanzi Party Rentals
- Adam Grumbo Films
- Lisa's Face Painting
- Lance Stacy Pro Sound
- Noble Party Rental
- King's Portable Thrones
- Viking Rentals
- Kenfield Golf Cars
- Lone Star Character Entertainment
- United Rentals
- Magic Display Pyrotechnics
- Townsquare Media
- Tinsell LLC

**XII. Financials**

**Expenditures**

Account#	Vendor	Item	Price	Quantity	Total	Payment Method	Confirmed
10-5811-51-51010	Townsquare Media	Marketing Package	\$7,220.00	1	\$7,220.00	Check	Yes
10-5811-51-51010	Manor Journal	News Paper Ad	\$268.00	2	\$536.00	Check	Yes
10-5811-51-51010	Ideal Sign	Signs & Banners	\$1,758.00	1	\$1,758.00	Check	Yes
10-5811-51-51010	Ideal Sign	Banners	\$240.00	1	\$240.00	Check	Yes
10-5811-51-51010	Adam Grumbo	Photos & Videos	\$2,800.00	1	\$2,800.00	CC	Yes
10-5811-51-51043	Lone Star Character Entertainment	Santa, Mrs. Claus, & Elves Services	\$2,600.00	1	\$2,600.00	CC	Yes
10-5811-51-51043	Magic Display Pyrotechnics FX	Holiday Show	\$2,800.00	1	\$2,800.00	Check	Yes
10-5811-51-51043	Amanzi Party Rental	Winter Rides	\$50,000.00	1	\$50,000.00	Check	Yes
10-5811-51-51043	Ideal Signs	Pole Banners	\$120.00	10	\$1,200.00	Check	Yes
10-5811-51-51043	Tinsel LLC	CTL - 1 Quartet for 1.5 hrs	\$750.00	1	\$750.00	Check	Yes
10-5811-51-51043	Tinsel LLC	HIM - 2 Quartet for 3 hrs	\$1,500.00	1	\$1,500.00	Check	Yes
10-5811-51-51043	King's Portable Thrones	Portable Restrooms	\$1,725.00	1	\$1,725.00	Check	Yes
10-5811-51-51043	Kenfield	Golf Carts	\$750.00	1	\$750.00	Check	Yes

10-5811-51-51043	United Rental	Light Towers	\$1,211.13	1	\$1,211.13	Check	Yes
10-5811-51-51043	Lone Star Character Entertainment	Kids Show	\$3,025.00	1	\$3,025.00	CC	Yes
10-5811-51-51043	Zireart	1 Face Painting for CTL	\$250.00	1	\$250.00	Check	Yes
10-5811-51-51043	Viking Rental	Fencing	\$2,535.50	1	\$2,535.50	Check	Yes
10-5811-51-51043	Lance Stacy	PA System and DJ	\$600.00	1	\$600.00	Check	Yes
10-5811-51-51043	Lisa Face Painting	2 Face Painters for HIM	\$2,200.00	1	\$2,200.00	Check	Yes
10-5811-51-51043	Noble Party Rentals	Tents, Chairs, & Tables	\$2,942.49	1	\$2,942.49	CC	Yes
10-5811-51-51043	Ideal Signs	Banners & Signs	\$1,758.00	1	\$1,758.00	Check	Yes
10-5811-51-51043	Paul Michael Company	Christmas Tree	\$2,244.90	1	\$2,244.90	CC	Yes
10-5811-51-51043	Home Depot	Metal Trash Cans	\$69.94	1	\$69.94	CC	Yes
10-5811-51-51043	New Communication	Walkie-Talkie	\$525.00	1	\$525.00	Check	Yes
10-5811-51-51043	Cosco	Hot Cocoa Supplies	\$169.06	1	\$169.06	CC	Yes
10-5811-51-51043	Baby J's	T-Shirts	\$334.50	1	\$334.50	CC	Yes
Sponsorship	Iglesia Cristiana Viento & Fuego	S'mores Bar	\$1,000.00	1	\$1,000.00	Paid by Sponsor	
10-5811-51-51043	Casa Garcia	Staff Breakfast	\$119.14	1	\$119.14	CC	Yes
10-5811-51-51043	Fred Chickent/Get Country	Staff Lunch	\$322.22	1	\$322.22	CC	Yes
10-5811-51-51043	Pizza Hut	Staff Dinner	\$178.42	1	\$178.42	CC	Yes
					\$0.00		
			\$92,016.30	40	\$93,364.30		

**Sponsorship**

Vendors	Donation/Sponsor Level	Total
HEB	Frosty Sponsor	\$10,000.00
Iglesia Cristiana Viento & Fuego	Carols Sponsor (S'mores Bar)	\$1,000
		<b>\$11,000.00</b>
<b>Revenue</b>		

Revenue Source	Total
Food Truck Vendors	\$225.00
Market Vendors	\$1,150.00

\$1,375.00

**Summary**

Expense	\$93,364.30
Sponsorship	\$11,000.00
Revenue	\$1,375.00
<b>Total</b>	<b>-\$80,989.30</b>

**XIII.** Sponsorship

- HEB
- Iglesia Cristiana Viento & Fuego

**XIV.** What went well?

- Planning process and timeline worked.
- Everyone adapted smoothly to the last minute changes due to weather.
- All the areas were well-managed and organized.
- Vendor area setup was well-managed and ran smoothly throughout the event.
- Stage area had a great location for performances and live music.
- All performances did a great job
- Teardown went smoothly and everyone did a great job in their area
- Face painting was very popular
- Kids' shows were 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 45.5K 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.
- Reschedule plan due to weather work perfect with plenty of time to confirm vendors, and make the necessary changes.
- Number of staff that worked the event work perfectly

**XV.** What can be improved?

Areas to Improve	Recommendations
<b>Fire Pit</b> <i>It took us 1.5 hrs. to light the fire</i>	<ul style="list-style-type: none"><li>• Build 2-3 smaller fire pits so it lights up faster</li><li>• Make sure to stack the firewood in a pyramid shape</li></ul>
<b>Fire Camp Location</b> <i>The smoke was getting into the PD trailer and ESD 12 tent</i>	<ul style="list-style-type: none"><li>• Move the fire pit farther away from the event area.</li></ul>
<b>Face Painting</b> <i>Line too long and not enough painters</i>	<ul style="list-style-type: none"><li>• Add 1-2 more face painters</li><li>• 3-4 face painter for next event</li></ul>
<b>Hot Cocoa with Cops</b> <i>We ran out of hot water for the hot cocoa around 5pm</i>	<ul style="list-style-type: none"><li>• Get more hot water containers</li></ul>

**XVI.** Recommendations for Next Year:

- Use the same event timeline
- Entertainment:
  - Keep carolers performance
  - Keep kids show
- Add free teenager/young adult/adult activities and attractions such as axe throwing, etc.
- 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
- Use same vendors and community partners

**XVII.** Next Year Event:

**Holiday In Manor 2025**

Saturday, December 6, 2025 from 12PM – 8PM

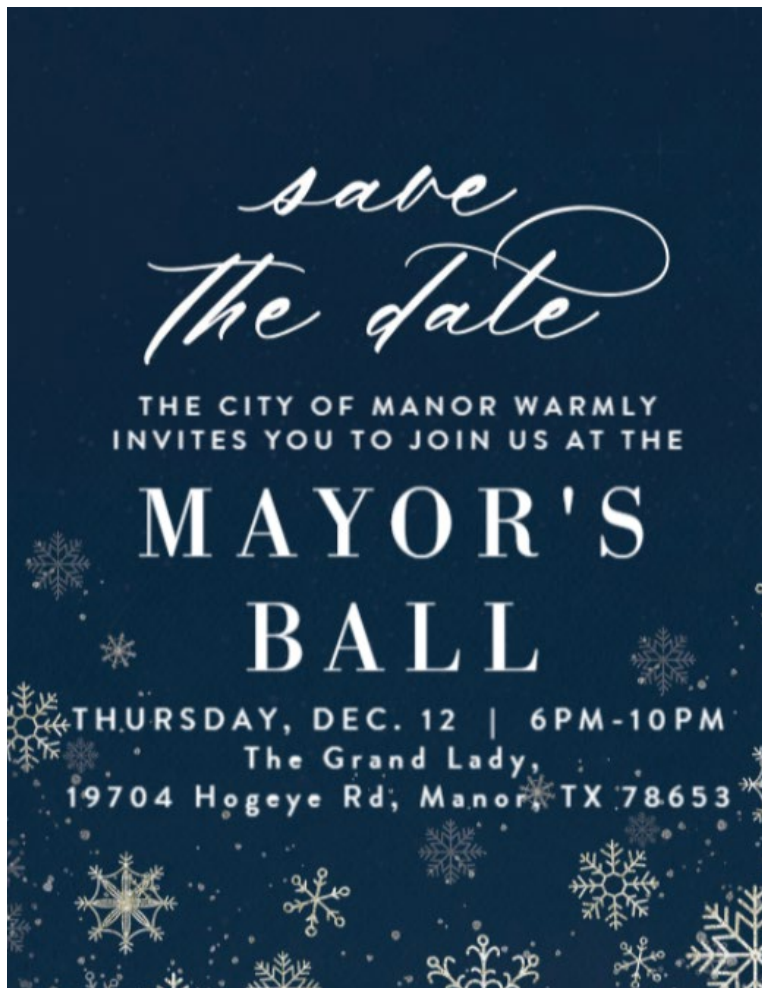
East Manor Development No. 1,

15317 Us Hwy 290 E., Manor TX 78653



## **Mayor's Ball**

Thursday, December 12, 2024 from 6:00pm to 10:00pm  
The Grand Lady, 19704 Hogeye Rd, Manor, TX 78653



Yalondra Valderrama Santana,  
*Heritage & Tourism Manager*

Lluvia Almaraz  
*City Secretary*

Tracey Vasquez  
*HR Director*

## I. Overview

- *Description:* Mayor's Ball is a formal event hosted by a city to celebrate and acknowledge staff, partners and community leaders.
- *Target Audience:* Mayor's & Council guest list
- *Estimated Expected Attendees:* 150-200
- *Theme:* Winter Wonderland
- *Colors:* Dusty Blue & Silver

## II. Timeline & Program

Day	Time	Details	Business	POC
12-Dec	3:00pm	Set-Up	COM	Yalondra & Lluvia
		Balloon Décor set-up		Tracey
	3:30pm	Catering set-up	Lily Catering	Lisa
	4:45pm	Bar Vendor set-up	Lone Start Draft	
	5:00pm	Valet set-up	Next Level Valet	Victor Vaquez
		Photo Booth	Captured Charms Photo Booths	Mandi Lavan
		DJ/PA System	Lance Stacy	Lance Stacy
		Photographer	Adam Grumbo Film	Adam Grumbo
	6:00pm	Event Start		
	6:00pm-7:00pm	Cocktail Time		
	6:00pm-9:00pm	Open Bar		
	7:00pm-10pm	Dinner, Award Ceremony, Dancing		
	7:15pm-7:30pm	Serving Dinner		
	8:00pm	Award Ceremony		
8:45pm-10:00pm	Dancing & Mingling			
10:00pm-11:00pm	Clean-Up			

## III. Planning

Planning Areas	Tasks	Done/Confirm By	POC	Details
Awards	Qualification Process	4/29/2024	Tracey	Awards for City Staff and Community Create a survey to come up with awards categories
	List of Awardees	10/1/2024		<b>DONE</b>

	Awardees Invitations			<b>DONE</b>
Guest	Invitations	10/1/2024	Yalondra & Lluvia	Electronic Invitations & Paper Invitations for Honorary Guests
	Save the Day			<b>DONE</b>
	List of Guest			<i>See guest list spreadsheet</i>
Entertainment	Sound/MC	10/1/2024	Yalondra	Lance Stace booked
	Band/DJ			<b>DONE</b>
	Photo Booth			<b>CONFIRMED</b> with Capture Charms Photo Booth = \$750 Both packages will include: -Luxury design -Premium backdrop -Studio professional lighting -Unlimited photo, GIF, and boomerangs -Premium props
Venue	Location	11/12/2024	Yalondra & Lluvia	<b>CONFIRMED</b> The Grand Lady = \$6,424 Deposit was paid = \$3,212 - 2.13.2024
	Venue Layout	12/10/2024		1st Draft send to the venue_12.4.2024 <b>DONE</b> _Finall Layout_12.10.2024
	Decorations	10/1/2024		Catering vendor will provide the table décor <b>DONE</b>
Sponsorship	Find Sponsors	8/1/2024	Everyone	Mr. Moore is reaching out to different vendors Tracey found the Alcohol Sponsor <b>DONE</b>
Food & Drinks	Bar	11/12/2024	Tracey	The Grand Lady Beer + Wine = \$7,200+Tax Beer + Wine + Cocktail = \$10,400+Tax Bar Deposit = \$1,032 - PENDING Tracey found the

				sponsor <b>DONE</b>
	Food	10/1/2024	Yalondra & Lluvia	Quotes: Lily Grace Catering & Event Services = \$13,631.15 Gourmet Gals Catering & Events = \$18,493.44 Hank's Catering = \$21,299.06 <b>CONFIRMED &amp; PAID</b> with Lily Grace Catering & Event Services
Miscellaneous	Valet Parking	11/1/2024	Yalondra	Quote from 360 Valet = \$1,960 <b>CONFIRMED</b> with Next Level Valet = \$1,472.90
	Photographer			Adam <b>CONFIRMED</b> on 8.6.2024
	Event Timeline			<b>DONE</b>
	Event Program		Lluvia	<b>DONE</b>

#### IV. Invitations & Guest List

- Total Invites = 172
  - Total "YES" = 108
  - Total "NO" = 24
  - Total "Not Reply" = 40
- Guest List (*guests got a +1*)
  - Aaron Moreno
  - Bonnie Urbanek
  - Adam Loewy
  - Brittany Lopez
  - Alejandro Castellanos
  - Bryan Estrada
  - Alex Melendez
  - Cameron Morgan
  - Ana Cortez
  - Candice Cooper
  - Anne Weir
  - Cecil Meyer
  - Annett Hill
  - Chris Mckenzie
  - Anthony Moore
  - Christopher Deal
  - Areli Fortuna
  - Commissioner Jeff Travillion
  - Barth Timmermann
  - Core & Main
  - Belen Pena
  - Daniel Dale
  - Ben Richards
  - Danielle Davis
  - Benmark



- Deja Hill
- Denver Collins
- Diana Bowser
- Dory West
- Dr. Caitlin Lowery
- Dr. Christopher Harvey
- Dr. Larry Wallace
- Dr. Mary L. Thomas
- Dr. Robert Sormani
- Emily Hill
- Eric Davis
- Fabian Martinez
- Felix Paiz
- Fr. Henry Cuellar Jr.
- Frank Phelan
- Frank Velázquez
- Gabriel Nila
- Gabrielle Orion
- Glenn Sauls
- Gloria Rock
- Glynn Lyndsey
- Greg Casar
- Greg Eller
- Isabel Loza
- James M. Terry, Jr.
- Jasmin Alonso
- Jay G. Caballero
- Jeff Stensland
- Jose Tellez
- Joshua Rasco
- JT Blomberg
- Judge John Yeager
- Julie Leonard
- Karen Vanmatre Smith
- Kedrick Jeffries
- Kirk Nunn
- LaKeshia Small
- Lance Zeplin
- Larimen Wallace Sr.
- Lauren Charbonneau
- Leslie Solorio
- Linda Harvey
- Lluvia Almaraz
- Mandy Miller
- Marco Castillo
- Maria Amezcua
- Maria Mireles
- Mary Ashford
- Matthew Woodard
- Melissa Sanchez
- Michael Burrell
- Michael Lofton
- Michelle Anderson
- Monique Celedon
- Nelton Thomas
- Noel Sherman
- Paige Saenz
- Pam Fowler
- Pamela Vergara
- Pastor Carl Harvey Sr.
- Pastor David Cox
- Patrick Hood
- Patrick Patterson
- Pauline Gray
- Phil Green
- Prince Chavez
- Qunisha Simmons
- Raymond Muniz
- Rep. Sheryl Cole - Jake Salinas
- Rita Jonse
- Robert Herchek
- Ruben Perez
- Ruthie Biscoe
- Ryan Phipps
- Saul Paul
- Scott Dunlop
- Scott Jones
- Scott Moore
- Sean Donnelly
- Senator Sarah Eckhardt
- Shanetra Fowler
- Sharon Waits
- Sheryl Cole
- Sofi Duran
- Sonia Wallace
- Stacey Rhone
- Stacy Howard
- Stephanie Rodriguez-Barnett
- Tim Schultz
- Timothy Lackland

- Tisha Christopher
- Tomishia Williams
- Tracey Vasquez
- Veronica Rivera
- Vicki McFarland

- Wastewater Transport
- Yalondra Valderrama Santana
- Yesenia Ramirez
- Zenea Campbell

**V. Awards**

<b>Awardee</b>	<b>Employees Award Category</b>
Gloria Rock	Employee of the Year
Scott Moore	Leadership
Lance Zeplin	Citizenship
Lluvia Almaraz	Customer Service
Tracey Vasquez	Culture Champion
John Taylor Blomberg	Good Stewardship
Glenn Sauls	Innovation

<b>Awardee</b>	<b>Community Award Category</b>
Manor Disaster Relief	Community Impact
Ruth Biscoe	Call to Service
Frank Velasquez	Exceptional Volunteer
Keep Manor Beautiful	Good Stewardship
Manor Lions Club	Community Choice
Michelle Anderson	Public Service
Debbie Charbonneau	Unsung Hero
Bluebonnet Electric	Sponsorship
Mayor Dr. Christopher Harvey	Manor Civitas Distinction

**Honorary Mention/Certificate List**

<b>Awardee</b>	<b>Position/Business</b>
Emily Hill	Mayor Pro-Tem, District Place 1
Anne Weir	District Place 2
Maria Amezcua	District Place 3
Sonia Wallace	District Place 4
Aaron Moreno	District Place 5
Deja Hill	District Place 6
Julie Leonard	Manor P&Z
Prince Chavez	Manor P&Z
Gabrielle Orion	Manor P&Z
Jeff Stensland	Manor P&Z
Cecil Meyer	Manor P&Z
James M. Terry, Jr.	Manor P&Z
Gabriel Nila	Manor P&Z
Barth Timmermann	Manor P&Z
Felix Paiz	Manor P&Z
Karen Vanmatre Smith	Manor Wellness Alliance
Adam Loewy	Loewy Law Firm
Michael Lofton	African American Youth Harvest Foundation

Saul Paul  
Felix Paiz

Saul Paul Foundation  
Chris Reyes Paiz Foundation

**VI.** Staff

- Number of Staff
  - City Hall = 4
  - Community Development Departments = 1
- Staff Duties
  - Check-In Table
  - Set-Up & teardown

**VII.** Entertainment

- DJ
- Phot Booth

**VIII.** Contracted Vendors

- Adam Grumbo Films
- The Grand Lady
- Next Level Valet
- Lily Grace Catering & Event
- Capture Charms Photo Booth
- Lance Stacy
- Estefania Suarez
- AS Awards

**IX.** Financials

**Expenditures**

Account#	Vendor	Item	Price	Quantity	Total	Payment Method	Confirmed
10-5100-51-51018	The Grand Lady	Venue Deposit	\$3,212.00	1	\$3,212.00	Check	Yes
10-5100-51-51018	The Grand Lady	Venue Final Payment	\$3,212.00	1	\$3,212.00	Check	Yes
10-5100-51-51018	The Grand Lady	Rental of Heaters	\$835.88	1	\$835.88	Check	Yes
10-5100-51-51018	Next Level Valet	Valet Parking	\$1,472.90	1	\$1,472.90	CC	Yes
10-5100-51-51018	Adam Grumbo	Photos & Video	\$2,800.00	1	\$2,800.00	CC	Yes
10-5100-51-51018	Hank's Catering	Food Tasting	\$150.00	1	\$150.00	CC	Yes
10-5100-51-51018	Lily Grace Catering & Event	Food	\$15,058.15	1	\$15,058.15	CC	Yes
10-5100-51-51018	Capture Charms Photo Booth	Photo Booth with unlimited prints	\$750.00	1	\$750.00	CC	Yes
10-5100-51-51018	Lance Stacy	PA, DJ	\$800.00	1	\$800.00	Check	Yes

10-5100-51-51018	Evite	Invitations	\$146.00	1	\$146.00	CC	Yes
10-5100-51-51018	Amazon	Programs supplies	\$105.72	1	\$105.72	CC	Yes
10-5100-51-51018	Estefania Suarez	Balloon Décor	\$360.00	1	\$360.00	Check	Yes
10-5100-51-51018	America's Carpet Outlet	Red Carpet	\$1,745.03	1	\$1,745.03	CC	Yes
10-5810-51-51041	AS Awards	Awards	\$1,309.50	1	\$1,309.50	Check	Yes
10-5175-51-51018							
<b>SPONSORSHIP</b>	<b>The Grand Lady</b>	<b>Open-Bar for 3-Hours</b>	<b>\$5,196.00</b>	<b>1</b>	<b>\$5,196.00</b>	<b>Paid to the venue directly</b>	
					<b>\$0.00</b>		
			<b>\$37,153.18</b>	<b>15</b>	<b>\$37,153.18</b>		

<b>Sponsorship</b>		
<b>Vendors</b>	<b>Donation/Sponsor Level</b>	<b>Total</b>
Wastewater		\$3,696.00
Transport		
Core & Main		\$1,000.00
Benmark		\$500.00
Indenpent		\$1,000.00
Finance		
		<b>\$6,196.00</b>

<b>Summary</b>	
Expense	\$37,153.18
<b>Sponsorships</b>	<b>\$6,196.00</b>
<b>Total</b>	<b>-\$30,957.18</b>

- X. Sponsorship**
  - Wastewater Transport – Bar Sponsor
  - Core & Main – Bar Sponsor
  - Benmark – Bar Sponsor
  - Indenpent Finance
  
- XI. What went well?**
  - Planning process and timeline worked.
  - The food was great, and the menu had a good variety
  - Décor was beautiful
  - Location works perfect for the event
  - All vendors arrived on time and did a great job
  - Valet parking was a great addition
  - Number of staff that worked the event work perfectly

**XII.** What can be improved?

Areas to Improve	Recommendations
Invitations	<ul style="list-style-type: none"><li>• Get the invitation list by mid-October so we can send the Save the Day/Invitations by the 1<sup>st</sup> week of November</li></ul>
Program	<ul style="list-style-type: none"><li>• Send the program to be print by a printing company at least 3 weeks before the event</li></ul>
Timeline	<ul style="list-style-type: none"><li>• Make sure to receive all the instructions, list, expectations, and request from Mayor &amp; Council at least 1.5 month in advance.</li></ul>

**XIII.** Recommendations for Next Year:

- Use the same plane and structure
- Use same award categories

**XIV.** Next Year Event:

**Mayo's Ball 2025**

Date/Time: TBD

Location: TBD

