

## Post-Event Recap: Light Up the Park

**Date:** December 7, 2024, **Time:** 6:00 PM - 8:00 PM

Overall, I thought the event was a success. The creative decorations and the illuminated park were truly beautiful, and a lot of effort clearly went into preparing the park. People started showing up at 5:30 pm, and the event officially kicked off at 6 pm. Mayor Countryman announced the winners at 6:45 pm. The weather was a bit chilly and cloudy at 6 pm, around 50 degrees.

- **Weather Impact:** The unexpected weather conditions affected vendor participation and overall attendance.
- **Timing:** Keeping the park illuminated throughout the entire event would enhance the ambiance. Consider incorporating additional activities to keep attendees engaged.
- **Volunteer Coordination:** More volunteers are needed for setup, breakdown, and various activities. Recruit volunteers for local schools, clubs and organizations.
- **Marketing and Promotion:** Stronger social media and community outreach are essential to attract a larger audience.
- **Contest Participation and Organization:** Implementing an effective registration process for contest participants and providing clear guidelines can streamline the judging process and ensure fair competition. Possibly have a committee dedicated to the contest for the park, residents and commercial. Collaborate with downtown businesses on ideas. Must register to enter the contest.
- **Donations:** Huge thank you to Home Depot for providing the Christmas décor and kid activities. And HEB – Conroe Market for donating cookies and hot cocoa
- **Vendors Participation:** Implement a small fee or stricter commitment guidelines to ensure vendor participation
- **Early Decoration Planning:** Begin decorating a month before Thanksgiving to allow for flexibility and address potential last-minute cancellations.

### Recommendations for Future Events:

- Possible hay round around the park
- Branded ornaments for tree lighting
- 2025 Theme Christmas in Montgomery TX
- Create a committee

By implementing these suggestions, we can continue to improve our future events and make them even more successful.