

Light Up the Park
December 4, 2021

Event synopsis - Around 120 families participated in this event (with significantly larger total number of photos with Santa). It included music from Fellowship of Montgomery, lots of volunteers from MHS National Honor Society, cookie donations from Chick-fil-A, backpack giveaways and letters to Santa. This year, we used the QR Code from Beaconstac (121 scans on the 4th) to direct people to sign up for their spot in line via a MailChimp form. At the end of this process, we have the email addresses and cell phone numbers of the participants in this event, which will be valuable for contacting our "customers" in the future. Obviously, the other benefit was that there was a very short actual line to see Santa which most parents and ALL of the children appreciated!

The gross expense of this event was approximately \$2,850, which was primarily awards for the lighting winners and the backpack giveaways. There were revenues of \$275 for a net expense of \$2,575 versus a budget of \$4,000.

Date	Name	Memo	Amount
11/03/2021	Amazon Capital Services, Inc	Santa's Sleigh Letterhead / Envelopes - Light up the Park	33.80
11/30/2021		Light Up the Park - Backpacks	1,151.51
11/30/2021	JK Graphics, Inc.	Inv 36053 - Graphics for Events - Signs (LUTP) ; (Christmas Parade) ; (Snow Party)	250.00
11/30/2021		Facebook Ad's - Light Up the Park	38.83
11/30/2021		Walmart - Supplies for Light Up the Park	4.52
12/01/2021	David P. Rice	Light up the Park - Santa	250.00
12/01/2021	Amazon Capital Services, Inc	Supplies for Events - Green Elf Costume for Light up the Park	119.98
12/02/2021	Julia Ford	First Place Light Pole - Light up the Park	75.00
12/02/2021	Amanda Mystric	Second Place Light Pole - Light up the Park	50.00
12/02/2021	Jeff and Lisa Waddell	Third Place Light Pole - Light up the Park	25.00
12/02/2021	Lisa Martin	1st Place - Residential Lighting Contest	200.00
12/02/2021	Jennifer Olson	2nd Place Residential - Light up the Park	150.00
12/02/2021	Paul and Jennifer Brown	3rd Place Residential - Light up the Park	100.00
12/02/2021	Pizza Shack	First Place Commercial - Light up the Park	75.00
12/02/2021	Hodge Podge Lodge	Second Place Commercial - Light up the Park	50.00
12/02/2021	Skinner's Carpet	Third Place Commercial - Light up the Park	25.00
12/16/2021		Public Works Wages for Light up the Park	214.20
12/31/2021		Facebook Ad's - Light Up the Park	36.15
			<u>2,848.99</u>
			<u>2,848.99</u>
			<u>2,848.99</u>

Montgomery Christmas Parade

The Montgomery Christmas Parade was at least twice the size as last year's event with around 1,800 participants. There were thousands more lining the route, making this far and away the largest Christmas in Historic Montgomery yet. Organizationally, there are some things that are being looked at for improvement including the parking situation and the line-up logistics. However, the event time worked well, and it is again planned for 10am on the second Saturday in December for next year.

Expenses of around \$6,800 came in less than budgeted (\$10,000) because the expected large ticket item purchase was never identified. The expenses were offset by \$2,635 in revenues from entry fees for the parade. The entry fees have a sliding scale that increases as the time gets closer to the deadline to encourage people to turn in their entries early. It is important for the City's planning purposes to understand the size and nature of the parade participants, so the fee structure is a key part of that. The fees also help offset the security costs that are necessary to ensure safety during such a large event (\$4,400).

Date	Name	Memo	Amount
11/19/2021	Amazon Capital Services, Inc	Supplies for Events - Candy Cane Markers for Christmas Parade	39.99
11/30/2021		Home Depot Traffic Cones for Christmas Parade	1,017.00
11/30/2021		JDS Industries - Christmas Parade	162.50
11/30/2021		Amazon - Green Monster Santa Costume	114.90
11/30/2021	JK Graphics, Inc.	Inv 36053 - Graphics for Events - Signs (LUTP) ; (Christmas Parade) ; (Snow Party)	352.00
11/30/2021		Facebook Ads - Christmas Parade	50.00
12/03/2021	Amazon Capital Services, Inc	Supplies for Events - Santa Suit for Christmas Parade	174.99
12/07/2021	Reed Edelman	Security - Christmas Parade 2021	180.00
12/07/2021	Jessica Edelman	Security - Christmas Parade 2021	180.00
12/07/2021	Marcus Bolden	Security - Christmas Parade 2021	180.00
12/07/2021	Chris Hoffmeyer	Security - Christmas Parade 2021	180.00
12/07/2021	Riley Zapf	Security - Christmas Parade 2021	180.00
12/07/2021	Kayvon Behravan	Security - Christmas Parade 2021	180.00
12/07/2021	Shane Towler	Security - Christmas Parade 2021	180.00
12/07/2021	Laci Seaton	Security - Christmas Parade 2021	180.00
12/07/2021	Joneatta Brown	Security - Christmas Parade 2021	180.00
12/07/2021	Justin Branch	Security - Christmas Parade 2021	180.00
12/07/2021	Greg Carleton	Security - Christmas Parade 2021	180.00
12/07/2021	Daniel Justice	Security - Christmas Parade 2021	180.00
12/07/2021	Mark Gallion	Security - Christmas Parade 2021	180.00
12/07/2021	Kevin Thompson	Security - Christmas Parade 2021	180.00
12/13/2021	Jason Smith	Security - Christmas Parade 2021	180.00
12/15/2021	Destinee Lister	Security - Christmas Parade 2021	180.00
12/16/2021		Police Wages for Christmas Parade	1,517.12
12/16/2021		Public Works Wages for Christmas Parade	442.19
12/16/2021	NTS Mikedon, LLC	Detour Signs for Christmas Parade - Invoice 1109860	50.16
			<u>6,800.85</u>

Montgomery Snow Party

The Montgomery Snow Party was a new event that was added to the slate this year. It was very popular, with a little over 300 scans registered by Beaconstac. For this event, our QR code went to a Jotform liability waiver form. This eliminated the need for paper waivers, makes it easier for us to keep track of signatures (if we even need to use the waivers to protect the City), and gives us contact information that we exported into MailChimp and expanded our ability to directly contact our customers without relying on Facebook algorithms. The event was a lot of fun with a DJ, hot chocolate and coffee food truck, and snow that lasted all day.

The largest expense for this event was definitely the snow - over 40,000lbs of ice cost a little over \$10,000 for a total cost of \$14,370 vs a budget of \$20,000.

Name	Memo	Amount
Amazon Capital Services, Inc	Supplies for Events - Wristbands for Snow in Historic Montgomery	16.99
Amazon Capital Services, Inc	Supplies for Events - Toys for Snow in Historic Montgomery	49.98
	Bass Pro Shops - Snow Disc's for Snow Hill	202.25
	Etsy - Snow In Historic Montgomery	478.07
Amy Brown	Vista Print Banner - Snow Party	155.87
JK Graphics, Inc.	Inv 36053 - Graphics for Events - Signs (LUTP) ; (Christmas Parade) ; (Snow Party)	40.00
Home Depot	Barriers for Snow Party - Invoice 2021217	204.00
Sterling Regard Photography	Photography - Snow in Historic Montgomery TX	200.00
Ice Express	Ice for Snow in Historic Montgomery TX	11,399.99
Kevin Smith	DJ for Snow Party	225.00
	Facebook Ads - Snow In Historic Montgomery TX	88.60
	Facebook Ads - Snow In Historic Montgomery TX	11.40
	Public Works Wages for Snow in Historic Montgomery TX	484.82
Honey Bucket	Portable Restrooms - MEDC Snow Party	533.00
	Facebook Ads - Snow In Historic Montgomery TX	25.00
	JotForm - Snow In Historic Montgomery TX	252.72
		<u>14,367.69</u>