

2024 Snow Party Recap

Event Overview

- **Date & Weather:** Saturday, December 21, 2024 – sunny and mild 60°F.
 - **Performance:** The MHS Jazz Band delivered a lively performance from 1:30–2:30 PM.
 - **Attendance:** A robust turnout of approximately 2,500–3,000 attendees throughout the day, with lines forming as early as 11:40 AM.
 - **Security:** Two officers ensured smooth crowd management and event safety.
 - **Budget:**
 - **Allocated:** \$22,000
 - **Expenses:** \$17,886
 - **Remaining Balance:** \$4,114
 - **Future Alignment:** Consider syncing Snow Day with the parade (1:00–4:00 PM)
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Registration

- **Platforms Used:** Two registration platforms led to minor confusion.
 - **Total Waivers Signed:** 421 (188 hard copies).
 - Estimated participation: 850–1,000 kids, with two parents per child.
 - **Online Registrations (Dec 4–21):** 198.
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Event Parking

- **Overview:** Parking was well managed with attendees utilizing roadside areas, the library parking lot, and Fernland Park. Notify mini-golf property owner for more parking options.
 - **Partnerships:** MISD and Church at Montgomery provided additional parking.
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Ice Setup (Diamond Ice)

- **Setup Challenges:** Required a tractor-trailer, two refrigerated trucks, and multiple 3½-ton trucks with trailers. Setup time: ~1 hour.
 - **Improvement Suggestion:** Schedule vendor arrival earlier to ensure setup completion by
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Facilities

- **Portable Restrooms:** Six units, including two ADA-compliant & two handwashing stations.
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Vendors & Food Trucks

- **Participants Included:**
 - HLBC, Bonita Burro, The Webster Melting Co., C.B. Stuart (West Branch Public Library), Emergency Sweets, Coffee & Chill, Chilo's Balloons & Face Painting
 - All vendors were pleased with the turn out and sales.
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Entertainment & Activities

- **Music & Announcements:**
 - Suggest inviting more local student performers (e.g., Lake Creek and Montgomery schools) to boost community engagement.
 - **Interactive Additions:**
 - Introduce carnival-style games.
 - Expand sledding and snow slide capacity by adding more tubes.
 - Include more craft kits, similar to Home Depot's highly popular contribution.
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Volunteers

- **2024 Participation:** 20 National Honor Society volunteers worked from 10:30 AM–4:00 PM.
 - **2025 Recommendations:**
 - Increase volunteers to 32. Assign shift leaders from each school.
 - **Proposed Volunteer Assignments:**
 - **Check-In Table:** 6 volunteers
 - **Wristband Distribution:** 6 volunteers
 - **Kids' Activities Supervision:** 8 volunteers
 - **Snow Slide Monitors:** 12 volunteers
 - **Supplies Needed:** Ensure ample pens, wristbands, and waivers.
 - **Check-In Process:** Require waivers signed by all parents, with wristbands distributed afterward.
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Ideas for 2025

- **New Additions:**
 - Add a photo booth for fun, memorable moments.
 - Hire an additional face painter to reduce long wait times (current lines exceeded an hour).
 - Include more carnival games for enhanced engagement.
- **Volunteer Management:**
 - Increase volunteers per snow slide to five for improved safety and efficiency.
 - Streamline shift coordination with detailed, clear assignments.