

# 2024 MEDC Post-Event Recap: Light Up the Park

**Date:** December 7, 2024

**Time:** 6:00 PM - 8:00 PM

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## Event Highlights

- **Community Engagement**  
This event was a testament to our community spirit! The creative decorations and beautifully illuminated park left attendees in awe, reflecting the dedication and hard work of all that participated.
  - **Event Kickoff**  
The festivities began at 6:00 PM, led by Mayor Countryman, setting the stage for an evening of community celebration. Approximately 200 attendees braved cold and rainy weather, showcasing the resilience of our community.
  - **Collaborative Partnerships**  
Key relationships provided in-kind sponsorships, enhancing the event experience while reducing costs.
  - **Budget Overview**
    - **2024 Budget:** \$4,400
    - **Expenses:** \$2,258
    - **Remaining Balance:** \$2,142
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## Key Observations and Recommendations

### Challenges

- **Power Outages**
  - Frequent outages require reconfiguration of GFIs.
  - Label poles with permanent metal plates for easier identification
- **Time-Intensive Registrations**
  - Small-scale event required significant backend effort for contest registrations.

### Volunteer Coordination

- **Need for Additional Volunteers**
  - More hands are essential for setup, breakdown, and event activities.

### Marketing and Promotion

- **Expand Reach and Enhance Appeal**
  - Increase social media presence and community outreach to boost attendance.
  - **Vision for 2025:** Go bigger with “Christmas in Montgomery” featuring more lights, elaborate tree decorations, and new interactive elements.

## **Contest Participation and Organization**

- **Streamline Registration**
    - Require advance registration for residents and businesses participating in contests.
    - Begin decorations one month prior to Thanksgiving.
    - Provide clear guidelines and deadlines to simplify the process.
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## **In-Kind Acknowledgments**

- **Home Depot**  
Generously provided Christmas decorations and kid-friendly activities.
- **HEB – Conroe Market**  
Donated cookies and hot cocoa, adding warmth to the festive atmosphere.