

2024 MEDC Christmas Parade Recap

Event Overview

- **Community Spirit:** Despite heavy rain during setup, the event turned into a magical evening as the skies cleared just in time for the parade. The creativity and enthusiasm of the community shone through with stunning floats, performers, vehicles, and walking groups.
 - **Participation and Attendance:**
 - **95 Registered Entries:** Over 1,000 participants showcased their holiday spirit.
 - **Estimated Attendance:** Approximately 3,000 attendees. Could be a lot more.
 - **Budget Overview:**
 - **Allocated:** \$12,000
 - **Expenses:** \$12,051.60
 - **Registration Revenue:** \$2,185
 - **Net Total:** \$2,133
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Key Highlights

1. **Partnerships:**
 - **Montgomery Police Department:** Directed traffic control with 24 additional officers ensuring smooth operations.
 - **TX DOT:** Streamlined permit approvals and compliance.
 - **Public Works:** Boosted the holiday atmosphere with festive decorations and effective barricade placements.
 - **MISD:** Supported transportation and parking logistics.
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Areas for Improvement (2025)

1. **Shuttle Service:**
 - **Challenges:** Navigation issues and narrow streets caused delays.
 - **Recommendation:** Consider using smaller buses for better maneuverability.
2. **Volunteer Needs and Judging Process:**
 - **Expand Awards:** Add more categories to recognize participants' efforts.
 - **Increase Volunteers:** Recruit additional helpers for judging and parking management.
3. **Event Coordination:**
 - **Future Planning:** Combine "Christmas in Montgomery" and the Snow Party directly following the parade for a seamless holiday experience.
 - **Staffing Needs:** Secure additional personnel to handle back-to-back events.
4. **Street Banner Permits:**
 - **Timeline Adjustment:** Submit TX DOT permit requests at least 60 days in advance to ensure approval.
5. **Traffic Management:**

- **Current Issue:** Traffic backed up for miles along Highway 105.
 - **Next Steps:** Montgomery Police Department will analyze drone footage to identify parking improvements and enhance spectator and participant safety.
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Marketing and Promotion

- **Enhance Visibility:**
 - Expand social media campaigns and community outreach to increase attendance and engagement.
 - Collaborate with local businesses for cross-promotional opportunities.
- **Vision for 2025:**
 - "Go Big" with **Christmas in Montgomery** featuring expanded lights, enhanced downtown lights and décor, add interactive elements for attendees. Light up downtown. Consider outsourcing to a lighting company.