

2024 MEDC Recap Movie Night at Cedar Brake Park

Date: November 16, 2024

Event Overview:

- **Movie:** *Up*
 - **Attendance:** Approximately 35 attendees. Families and kids enjoyed playing in the park before the movie began at sunset.
 - **Vendor:** *Emergency Sweets* was the sole vendor.
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Suggestions for 2025

1. **Event Enhancements:**
 - **Entertainment Additions:**
 - Rent or purchase a popcorn machine and bubble machine (estimated cost: \$300).
 2. **Budget Review:**
 - Annual Budget \$3500. Evaluate the **Swank Contract** for licensing six movies at \$600 annually to ensure cost-effectiveness.
 3. **Marketing Strategies:**
 - **Community Engagement:**
 - Conduct polls on social media to let the community choose the movie.
 - **Promotion Channels:**
 - Collaborate with local schools, libraries, and family-focused organizations for greater outreach.
 - **Social Media:**
 - Facebook Event to generate interest and encourage RSVPs.
 - Use a unique hashtag to promote the event and inspire attendees to share their experiences.
 4. **Event-Day Ideas:**
 - Set up photo opportunities with fun backdrops.
 - Encourage attendees to share pictures on social media during the event to boost community engagement and visibility.
 - Purchase popcorn and bubble machine. Estimated cost \$200-\$400
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Vision for Movie Nights in 2025

"Creating a family-friendly tradition in Cedar Brake Park"

With improved marketing, engaging activities, and thoughtful enhancements, Movie Night can continue to grow as a beloved community event.