

2024 MEDC Event Recap - Trick or Treat Event

Date: Saturday, October 26, 2024

Time: 3:00–6:00 PM

Event Overview

- **Great community engagement** event. Sunny and warm, 79°F. Sunset at 6:39 PM. Creative costumes and happy kids. Attendance is estimated to be between 500–1,000 people.
 - **Costume Contest:** Began at 5:00 PM and ended by 5:30 PM. Many attendees left immediately after. Suggest scheduling later next year to maintain engagement
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Key Highlights

1. **Costume Contest:**
 - Judging was challenging due to the high number of impressive costumes.
 - **Suggestions for 2025:**
 - Add more judges and categories.
 2. **Vendor & Business Feedback:**
 - Vendors praised the layout and support:
 - **Middleton & Arthur Orthodontics:** Busy all day with long lines.
 - **Church of Montgomery:** Donated 800 bottles of water
 - **Emergency Sweets:** Provided free ice cream to staff and first responders.
 - **McDonald's:** Thrilled with their high-visibility location
 - **Montgomery Police Departments:** Community Engagement
 - **Local Businesses:**
 - **Wine & Dine, Amish Cheese Shop:** Very happy with foot traffic.
 - **Steakhouse:** Prefers events later in the day to avoid disrupting lunch.
 - **Montgomery Quilts:** Enthusiastic to collaborate and assist the future
 - **Hartford House:** Owner spends \$300–\$400 on candy annually.
 - Provide candy next year in lieu of check and W-9 **confusion**
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Suggestions for 2025

1. **Marketing & Branding:**
 - Develop a branded **event sign/backdrop** with a fall theme (e.g., hay bales, pumpkins, and flowers). Add a photo booth for engagement.
 - Amplify social media presence with hashtags like **#HistoricalMontgomeryTexas** and sharable event check in graphics.
 - Include a city table for engagement, branding and city initiatives
2. **Logistics Improvements:**
 - Place parking signs early to prevent confusion.
 - Address parking challenges proactively for local businesses.
 - Standardize barricade maps to avoid discrepancies.