

2024 Year-End Summary

October 23, 2024 – December 2024

Presented by: Stephanie Johnson

Wrapping up 2024, our events were highly successful, drawing an estimated attendance of 6,000 to 10,000 participants. We effectively leveraged on going relationships to secure impactful partnerships, encouraged robust community involvement, and fostered positive engagement.

Significant progress was made in expanding partnerships, including meeting with 75% of downtown businesses and surrounding areas. These efforts helped strengthen community relationships and laid the groundwork for sustained collaboration. Additionally, I connected with key stakeholders within the first 60 days, ensuring alignment and support for future relationships and initiatives.

I'm excited to build on these successes and continue this momentum in 2025!

Community Events

Community Movie Night at Cedar Brake Park

- **Attendance:** Approximately 35 people
- **Highlights:** A relaxing outdoor evening where families gathered to enjoy the movie in a beautiful park setting. Children played and interacted in the park, creating a welcoming, family-friendly atmosphere.

Lone Star Street Dance

- **Estimated Attendance:** 1,000 people
- **Audience:** Primarily downtown residents
- **Community Engagement:** Strong participation from local businesses, fostering a lively atmosphere and a sense of unity among the community. The event was a celebration of our downtown's vibrant spirit.

Trick or Treat Event

- **Attendance Estimate:** Between 500–1,000 people
- **Community Engagement:** This event was a great example of collaboration with the Montgomery Police Department and local businesses. It brought families into the downtown business district for a fun, safe, and festive Halloween experience.
- **Highlights:** The creative decorations and beautifully illuminated park showcased the hard work and dedication of all participants. It was a wonderful reflection of our community spirit.

Light Up the Park

- **Attendance:** Approximately 200 people
- **Highlights:** The event kicked off at 6:00 PM, with Mayor Countryman leading the festivities. This celebration was an opportunity for the community to come together and celebrate the season, creating a warm, festive environment.

Christmas Parade

- **Participants:** Over 1,000 individuals showcased their holiday spirit with festive floats, performances, and holiday cheer.
- **Attendance:** Approximately 3,000 + attendees
- **Community Engagement:** The parade had strong downtown business involvement and was a highlight for local participants, making it a highly successful and festive community event.

Snow Party

- **Estimated Attendance:** 2,500–3,000 attendees, including families from Spring, Conroe, Magnolia, and Montgomery.
- **Local School Involvement:** Montgomery High School Jazz Band performed, adding a local flair to the event.
- **Volunteer Support:** 30 National Honor Society volunteers helped ensure smooth event operations.

Community Engagement & Partnerships

- **Fostering Ongoing Partnerships:**
 - Church at Montgomery
 - Montgomery Independent School District
 - McDonald's
 - Conroe/Lake Conroe Chamber of Commerce
 - Local businesses and residents
 - Lutheran Church
 - Jacobs Properties
 - Attended a fundraiser at Gracepoint Homes
 - Montgomery Christian Academy
 - Engaged with local stakeholders
 - Attending event workshop
 - Chamber coffee networking
 - Welcome Center
 - Historical Society
- **Meetings:** Attended more than 20 meetings with community partners and staff regarding planning, relationships, resources and collaboration.