

Montgomery Economic Development Corporation
AGENDA REPORT

Meeting Date: January 21, 2025	Budgeted Amount:
Department: MEDC	Prepared By: Stephanie Johnson

Subject

Presentation and discussion on a recap of 2024 events and event wish list October through December.

Recommendation

Presentation and discussion only.

Discussion

The events we executed in 2024 were highly successful, with an estimated attendance of 6,000 to 10,000 + participants. These events showcased the City of Montgomery's vibrant community spirit and offered engaging experiences for residents and visitors alike, further solidifying Montgomery as a hub of celebration and tradition.

- Trick or Treat
- Movie Night at the Park
- Lone Star Street Dance
- Light up the Park
- Christmas Parade
- Snow Party

We effectively leveraged ongoing 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, connected with key stakeholders within the first 60 days, ensuring alignment and support for future relationships and initiatives.

We are excited to build on these successes and continue this momentum in 2025!

Approved By

City Secretary & Director of Administrative Services	Ruby Beaven	Date: 01/24/2025
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