

2024 MEDC Event Recap – Lone Star Street Dance

Overview

- **Community Engagement at Its Best:**
The fall edition of the Montgomery Lone Star Dance brought the community together for a night of fun, music, and perfect weather. Local businesses like Montgomery Steakhouse, Amish Cheese Shop, and Wines & Vines added to the event's vibrancy, staying busy all night long. Estimated 1000 attendance
- **Event Atmosphere:**
 - **Weather:** Clear skies and a pleasant 79°F at 6:00 PM.
 - **Activities:** DJ Kevin kept the energy high with games, prizes, and 832 song requests.
 - **Attendance:** A packed dance floor early on, with participation tapering to about 68% by 9:30 PM but still a few dancers active at 9:51 PM.
- **Budget Recap:**
 - **Budget:** \$2,000
 - **Expenses:** \$1,712
 - **Remaining Balance:** \$288

-
- **Community Support:**
 - **Church of Montgomery:** Generously donated 200 bottles of water and a few Bibles.
 - **Suggestion for 2025:** Use smaller water bottles for convenience.
-

Suggestions for 2025

1. **Atmosphere Enhancements:**
 - Add string lights to elevate the ambiance and create a more magical setting for photos.
2. **Safety Measures:**
 - Install stick-on lights on curb bumps to prevent tripping hazards.
3. **Marketing and Communication:**
 - Correct social media posts regarding food vendor availability to avoid confusion.
 - Create a **Lone Star Dance banner** to promote the event downtown a week prior.
 - Include clear **parking signage**, especially to communicate "No Parking After 5 PM."
4. **Improved Visibility for Performers:**
 - Provide a raised platform for the dance instructor to ensure better visibility for all participants.