

Montgomery Economic Development Corporation
AGENDA REPORT

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| Meeting Date: | Budgeted Amount: \$20,000 |
| | |
| Prepared By: | Exhibits: |
| | |
| Date Prepared: | |

Subject

Montgomery Snow Party

Description

Last year's Montgomery Snow Party was a huge success with over 300 minors participating. At the budget workshop on June 9, it was briefly discussed whether this event would be best held on the same day as the Christmas parade or moved to a separate weekend.

Obviously there are pros and cons to each option.

The pros of moving it would be:

- 1) Staff resources are stretched very thin for the weekend of the Christmas parade and it would be much easier to hold the Snow Party on a separate weekend
- 2) The parade weekend is VERY busy in downtown Montgomery – are we missing people who might otherwise attend because they went to the parade, had breakfast with Santa, and shopped in the market and went home because they were too tired to do another event?

The cons of moving it would be:

- 1) The parade is a HUGE draw and there are thousands of people in Montgomery who would otherwise not be here. Would attendance at the snow party suffer without this concurrent event?

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Recommendation

Discuss and recommend a date for the Montgomery Snow Party.

Approved By

City Administrator

Date: