



Event Planning for Trunk or Treat

Trunk or Treat is a community-focused event that has welcomed approximately 500–1,000 attendees in past years. The event brings residents and families together for a fun, safe, and engaging experience featuring decorated vehicles, games, giveaways, and activities for all ages. In recent years, we have also provided free snacks, including popcorn, to enhance the experience and create a welcoming atmosphere for residents and their families.

1. Event Purpose & Scope

What activities or services should be included, and what should the overall scope of the event be? How long should the event last? **Should there be a costume contest for children? Should there be a bounce house or other activities? Should there be free snacks i.e popcorn?**

2. Intended Audience & Attendance

What community should the event serve? What attendance level should staff plan for? How can we include the business community?

3. Advertising & Community Outreach

How should the event be promoted? What level of advertising and community outreach does Council believe is appropriate, and how far in advance should promotion begin?

4. Staffing & Event Support

What level of Town staffing and volunteer support should be provided? Are there specific Town departments, personnel, or services Council believes should be involved?

5. Emergency & Public Safety Personnel

What level of police, fire, EMS, security, traffic control, or other emergency personnel should be considered based on the anticipated size, location, activities, and attendance?

6. Budget & Resources

What level of funding and Town resources should be allocated to the event? Are there limitations or priorities Council would like staff to consider?

7. Planning Timeline

What timeframe should staff use for planning, advertising, coordination, and final preparation? What should the cancellation policy be? **Should the event be calendared so it can be rescheduled for weather or other unforeseen emergencies?**