

City of Pflugerville Post Event Evaluation

Event name: Pfestival of Lights	
Date: December 1, 2018	Location: Downtown Pflugerville
Estimated attendance: 5,000-7,000 (not counting the whole parade route)	Budget: \$9,304.64 <i>(budget detail attached)</i>

Purpose Statement

The primary purpose of Pfestival of Lights is to provide entertainment before, during and after the Christmas Parade.

Successes

- Strong relationship and communication with the Knights of Columbus, who coordinate the parade.
- The timing of the festival this year was moved to accommodate Christmas Parade crowds. 4-7 pm worked well. People who stayed after the parade waited for Santa photos and funnel cake.
- The entertainment contained a mix of different groups and cultures. There was a large crowd watching throughout the night.
- Bringing food vendors into the event was incredibly successful.
- The cookies, ordered from SmileyCookie.com, were fresh, easy and received many compliments.
- Both Community Impact and the Pflag wrote stories about the event and it appeared on other event calendar websites.

Challenges	Solutions
There is a large overtime expense on the Police and Street Departments to run traffic control and street closures for the parade.	Add Pfestival of Lights to list of “pfestival overtime” approved events. <i>Seek out sponsorships from local businesses to counteract the rising cost of pfestival.</i>
Some stage performances and parade entries were not all-age appropriate.	Clarify expectation for all performers and screen participants more carefully.
There is a lack of electricity available. It is difficult to provide the lighting the vendors want and not detract from the parade experience.	No solution yet – continue to communicate these limitations with vendors when they agree to be part of the event.
Large crowd size and space limitations exist. Most events in Downtown Pflugerville use the street and sidewalks – which are already full due to the parade.	Partner with Downtown Pflugerville businesses to expand the festival.

<p>The Santa line continues to be difficult to manage. One young volunteer was yelled at by guests. These experiences make it more difficult to recruit volunteers.</p>	<p>Adding stanchions, signage and blocking off this area beforehand will bring more order to the Santa line and avoid conflict with our volunteers.</p>
<p>Because of the crowds for the parades and to see Santa, the Knights of Columbus had a hard time getting Santa and his chair to the area for pictures.</p>	<p>The City can provide a second Santa chair so that area can be set-up prior to the parade.</p>
<p>Trash from the parade on Railroad Avenue and Main Street continues to be a problem.</p>	<p>Look into adding trash cans along the parade route and a street sweeper to clean up after the event.</p>
<p>A continuing challenge is to communicate where attendees should park. Since there is no official parking area, it is difficult to give recommendations.</p>	<p>Explore and evaluate official parking options and/or a shuttle.</p>
<p>The event is spread out over 3 blocks on Main Street, with most attendees not seeing the tree lighting.</p>	<p>Focus more on the tree lighting and explore moving the tree to a more central location.</p>

Pfestival of Lights Financial Report

December 1, 2018

Pfestival Expenses

Personnel (at event)	\$ 6,457.57
Entertainment (cookies, performers, sound tech)	1,857.68
Logistics/Equipment Rental (portables, glow necklaces)	855.10
Decorations	<u>134.29</u>
Total Cost	<u>\$ 9,304.64</u> *

* Does not include in-kind sponsorships received for:
hot chocolate from West Pecan Coffee + Beer
use of property from Gene Hassell Dentistry
use of property from Princess Craft