



NEW YEARS EVE IN THE PARK

SCHERTZ
COMMUNITY. SERVICE. OPPORTUNITY.



HISTORY

2021:

200 PARTICIPANTS

\$9,074.65 SPENT

2022:

150 PARTICIPANTS

\$6,756.58 SPENT

SCHIERTZ
COMMUNITY. SERVICE. OPPORTUNITY.



ACTIVITIES

LIVE MUSIC, FOOD TRUCKS,
FACE PAINTER, BALLOON
TWISTER, CRAFTS, YARD
GAMES, BALL DROP

CONSIDERATIONS



RETURN ON
INVESTMENT



BULK OF
ATTENDANCE



FREDERICKSBURG
NYE

VISION

FAMILY FRIENDLY

A day-time event allows for families to enjoy celebrating new year's together, see the ball drop, and get home for the kid's bedtime.

ACTIVITIES

Multiple inflatables/interactives, face painting, balloon animals, shows, games, and photo opportunity.

SAFETY

Fewer citizens and staff on the road after midnight.

WEATHER

The earlier time frame means weather would be less of a factor given the bulk of the event is during daylight hours with the warmth of the sun available.



RECOMMENDATION

SUMMARY

Change the format of the New Year's Eve event to have a greater focus on children's activities instead of live music and change the time frame from 8pm-12 midnight to 3pm-6:30pm.



COMMENTS & QUESTIONS