

HOLIDAZZLE

SCHIERTZ
COMMUNITY. SERVICE. OPPORTUNITY.



CASSIE PADDOCK
RECREATION MANAGER
PARKS & RECREATION DEPARTMENT

DECK THE CITY HALL



Cookies & Hot Cocoa:

Provided by River City
Community Church,
Sponsored by The Chamber



Crafts & Activities:

Holiday Craft, Letters to
Santa, and Photobooth



Holiday Lights:

Buildings, Trees, and Canopy
Lights*

MARKETING

Billboard

Oct 30 – Dec 4

Media Advisories

Oct 10, Nov 13, and Nov 30

Communication

Website, Social Media, Magazine, E-mail Blasts,
Letters to all businesses and residents in
Aviation Heights



The image is a festive event map for "HOLIDAZZLE" on Saturday, December 2, 2023. The title "HOLIDAZZLE" is written in large, blue, light-bulb-style letters at the top, with a string of colorful lights above it. Below the title, the date "SATURDAY * DECEMBER 2, 2023" is displayed in white on a dark red background. The map itself is a light blue area with various icons and labels for activities and locations. On the left side, there is a vertical list of event highlights: "HAL BALDWIN MUNICIPAL COMPLEX", "BREAKFAST WITH SANTA", "KRIS KRINGLE MARKET", "HOLIDAY HOOPLA", "MT. SCHERTZ.", and "FESTIVAL OF ANGELS PARADE". The map shows "SKATING PARK" with an icon of a person on a skateboard, "FIRESIDE TOASTING & ROASTING" with an icon of people around a campfire, "FOOD TRUCKS" with a truck icon, "MT. SCHERTZ" with a mountain icon, "SNOW AREA 1" and "SNOW AREA 2" with snowman icons, "SANTA" with a Santa Claus icon, "INFLATABLES" with a slide icon, "FACE PAINTERS" with a person getting face paint, and "GILLOON TWISTERS" with a balloon icon. There are several "ENTRY EXIT" points marked with green circles. Parking areas are labeled "PARKING" in various locations, including "CITY HALL", "CIVIC CENTER", and "KRIS KRINGLE MARKET". A "BUFFALO DRIVE" is also labeled. At the bottom, there is a red banner with the text "PARKING AND EVENT MAP" and "LEARN MORE AND VIEW SCHEDULE AT SCHERTZ.COM/HOLIDAZZLE". The Schertz Parks & Recreation logo is visible in the bottom left corner of the map area.



Breakfast with Santa

Saturday, Dec 2

8AM | 9:30AM | 11AM

Bluebonnet Hall

Breakfast provided by Abel's

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Kris Kringle Market

Saturday, Dec 2

10AM-3PM

Grand Ball Room

35 Vendors

Holiday Hoopla (4-8PM)

Fireside Roasting & Toasting

Food Trucks

Mt. Schertz Snow hill

2 Snow Play Areas

Ice Rink

Frozen Playland

15 ft Inflatable Slide

Facepainting

Balloon Twisters

Santa Photos

Holidazzle Marquee Letters

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Festival of Angels Parade

Saturday, Dec 2

Parade Start: 6PM

Parade Staging:

Pickrell Park, 4:30PM

Road Closures

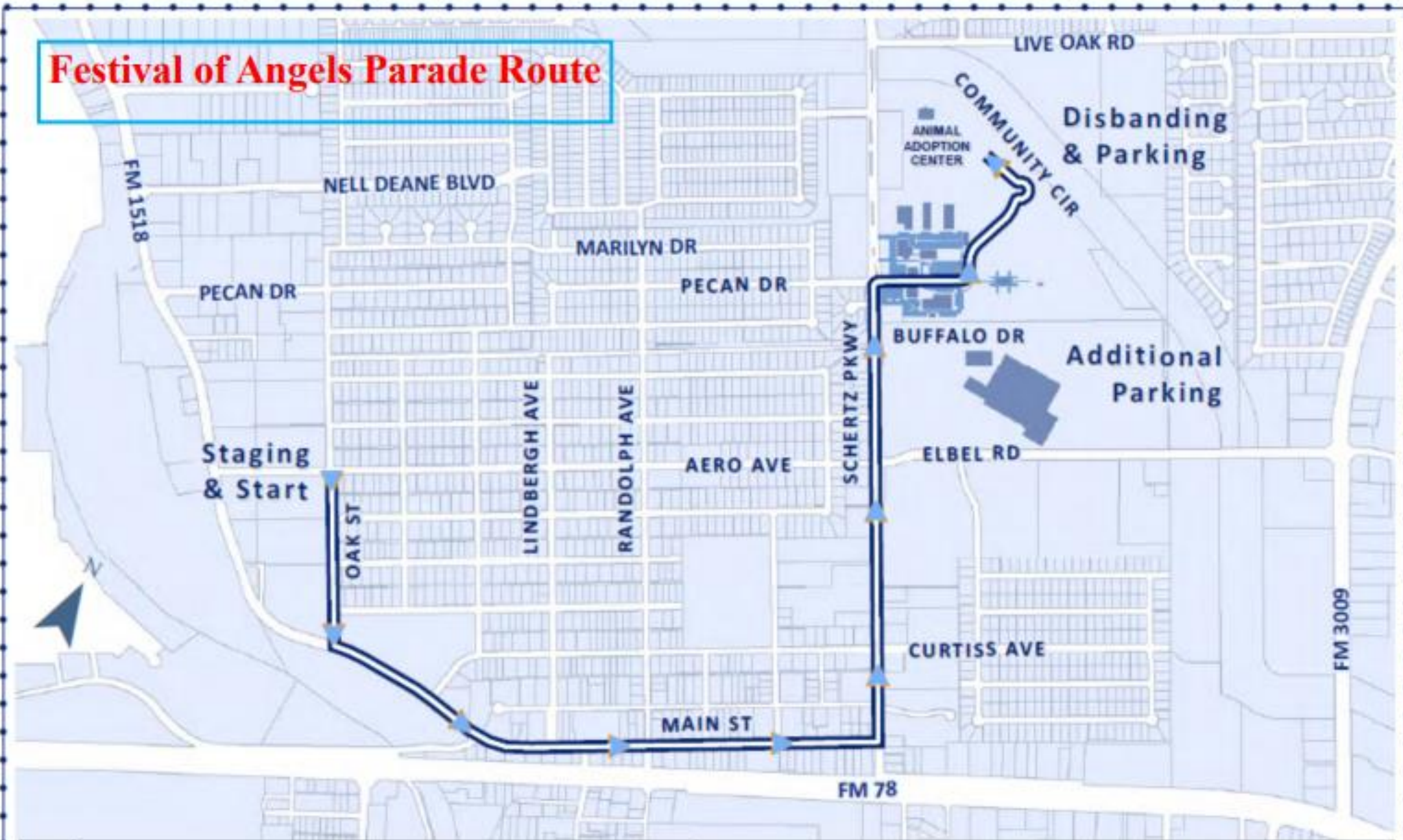
4PM: Secondary Roads

5PM: Major Roads

5:30PM: Full Shutdown



Festival of Angels Parade Route



City of Schertz
HOLIDAZZLE

Saturday, December 2

6:00 PM

FUTURE PLANNING

Trail of Lights Research

Exploring Options

Site Visits

Cost Analysis

Operational Needs



COMMENTS & QUESTIONS