

AFTER ACTION REPORT
FORT MONROE BRIDAL SHOW 2003

1. Estimated attendance: 100

(Fort Monroe Club cash register on 30 March 03 \$886.00
- 60 Patrons

Special Events Office pre-sale before event \$300 - 20
Patrons

Fort Monroe Club presale: Not-available yet)

Overall attendance was great for a first time event,
contributing adverse factors were: weather (very bad
weather, rainy, cold and windy), and military engagement
in war/gate admission to Fort Monroe.

2. Comments/recommendations:

- a. Show operated with 13 pay Vendors \$975 and 5 in-kind exchange for Bridal Fashion Show and performances for Program from vendor entertainers, Fort Monroe Catering and Gazebo/Outdoor Rec. participated as well giving us a total of 20 vendors.
- b. The Fashion Show was excellent.
- c. Fort Monroe Club Brunch/food and kitchen staff did a superb job in featuring Catering at the Club, the food was exquisite.
- d. Recommend doing next year's show middle January or beginning February 04, time change: next year we will do 11 a.m. - 3 p.m.
Show was a bit too long this year.
- e. Support from April, Donna, Fran, Elvira, Warren and Rose and Staff also outstanding .
- f. Vendor participants and patrons comments very possitive.
- g. The show was great for a first time program.
- h. The price was well worth it.

Revenues.

➤ Club at the register	\$886
➤ Special Events Vendor fees/ Advanced registration	\$1,275
Total revenue	\$2,161

Maria P. Jackson
Special Events Manager