

## Program Data Sheet

Name of Event:				Pilot Program
2nd. ANNUAL BRIDAL SHOW				Revised program
		X		Repeat Program
Date: 8 February 2004	Day of Week: Sunday	Time: 11 a.m. - 3 p.m.		
Location: Bay Breeze C.C.	Information Phone #: 788-3151	Price: \$5.00		
Program Coordinator: Maria P. Jackson				
Phone #: 788-3151	Fax #: 788-2712	e-mail Address: Jacksonm@Monroe.army.mil		
Purpose of the Event: Annual Event				
Indicator/Measure of Success: Participation doubled up since last year's event, additional vendor register this year, partnership/sponsorship with Premier Bridal Magazine. Event enjoyed by all participants.				
After Action Report (AAR) Comments from Prior Event(s): Information provided to BBCC Management, Flyers provided, room diagram provided, menu requested.				

### Key POCs

Name	Requirements	Phone #	Fax #	e-mail	Actions
Maria Jackson	Publicity	X3151	X2712	jacksonm@monroe.army.mil	Flyers, add newspaper, PAO support
	Equipment				
	Supplies				
	Audio/video				
	Decorations				
BBCC Catering	Food & Beverages	X2406			
	Procurement				
BBCC Staff	Set-up / Clean-up				
	Other				

## After Action Report

### Financial Analysis

Sales:	\$1,565.00	Admissions  Vendor fees BBCC labor
COGS:	\$703.42.00	
Other Revenues:	\$1,145.00	
Labor:	\$ 643.36	
Other Expenses:		
NIBD:	\$1,363.22	

### Program Analysis

Attendance:	
Indicator/Measure of Success: Excellent Annual event to promote the BBCC and to include in Annual Calendar of Events, anticipate to get larger and popular in years to come Excellent opportunity for Catering to sell the BBCC and promote weddings and rehearsal dinners.	
Elements to Change:	
<ul style="list-style-type: none"> <li>▪ BBCC staff needs to be aware of this program, we had to honor over 30 people that was told that they could pay regular \$10 fee, they weren't told that is was an special events and that was open to the public but the admission for this event was \$15.</li> <li>▪ Set up need to be completed prior to vendor arrival.</li> <li>▪ Customers were interested in purchasing drinks: Screwdrivers, Bloody Mary's, etc.</li> <li>▪ Exclusive menu for this event. Selling tool for brides and grooms attending the event</li> <li>▪ Over 100 brides and families attended show, good point of sells for Catering.</li> </ul>	
Elements to Eliminate:	
Elements to Add:	
Bar set-up.	
Other Comments:	
One of the more growing special events offered at the BBCC.	