

Program Data Sheet

Name of Event: Swim Under the Stars		x	Pilot Program
			Revised program
			Repeat Program
Date: June 19, 2004	Day of Week: Saturday	Time: 9:00pm - Midnight	
Location: Outdoor Pool	Information Phone #:	Price: \$1.50 per person	
Program Coordinator: Mike Carlomany			
Phone #:	Fax #:	e-mail Address:	
Purpose of the Event: To use the pool at night with overhead and underwater lights.			
Indicator/Measure of Success: Number of visitors to the pool			
After Action Report (AAR) Comments from Prior Event(s):			

Key POCs

Name	Requirements	Phone #	Fax #	e-mail	Actions
Casemate, Web	Publicity				
	Equipment				
	Supplies				
	Audio/video				
	Decorations				
	Food & Beverages				
	Procurement				
	Set-up / Clean-up				
	Other				

After Action Report

Financial Analysis

Sales:	142.50	Notes: The event
COGS:		
Other Revenues:		
Labor:	46.00	
Other Expenses:		
NIBD:	96.50	

Program Analysis

Attendance: 95	
Indicator/Measure of Success: Attendance Increased substantially	
Elements to Change:	
Elements to Eliminate:	
Elements to Add: Have food vendor open.	
Other Comments: A light was installed in the pass checker booth. We were able to better track attendance. Advertisement was increased. Posting signs on the locker room/bathroom doors gave tremendous exposure.	