Program Data Sheet

Name of Event: CHRISTMAS TREE LIGHTING		Pilot Program / Revised program / X Repeat Program
Date: DEC 4 2003	Day of Week: TH	Time: 1800
Location: FITNESS CTR	Information Phone #: 3957	Price:
Program Coordinator: SUSAN SEARLES		
Phone #: 5962	Fax #:	e-mail Address:
Purpose of the Event: KICK OFF HOLIDAY SEASON WITH TRADITIONAL LIGHTING OF POST CHRISTMAS TREE. PHOTOS WITH SANTA. SNACKS		
Indicator/Measure of Success:		
After Action Report (AAR) Comments from Prior Event(s):		

Key POCs

Name	Requirements	Phone #	Fax #	e-mail	Actions
YS	Publicity				
	Equipment				
	Supplies				
POST AV	Audio/video				
FITNESS CTR	Decorations				
BBCC	Food & Beverages	(COOKIES, HOT CHOCOLATE, HOT CIDER)			
	Procurement				
FITNESS CTR	Set-up / Clean-up				
PLANS & TRNG	Other : MOI				

SANTA (FIRE DEPT) + ELF (YS)

BAND

PHOTOS (PHOTO LAB) — PAPER (YS) — DEVELOPING (PHOTO LAB)

CANDY CANES (BANK DONATION)

After Action Report

Financial Analysis		
Sales:		Notes:
COGS:		
Other Revenues:		
Labor:		
Other Expenses:	60.00	PHOTO PAPER
NIBD:		

Program Analysis	
Attendance:	150
Indicator/Measure of Success:	
Elements to Change: FOOD – SEPARATE TYPES OF COOKIES AND ADD SIGNAGE AS TO WHAT THEY ARE (PREVENT POTENTIAL PROBLEMS WITH FOOD ALLERGIES)	
Elements to Eliminate:	
Elements to Add:	
Other Comments: DESIGN OF FITNESS CTR PROHIBITED AN EFFECTIVE TRAFFIC FLOW FOR THE LARGE NUMBER OF PEOPLE. RECOMMEND ANOTHER LOCATION — OUTSIDE THE FITNESS CTR. Susan Searles – Location was a good alternative for inclement weather – otherwise keep outside for program/ singing and use Fitness Ctr. for refreshments, perhaps a different flow for photos w/ Santa can be worked out	