



AFTER ACTION REPORT

Community Day

Provided by: **Kathy Howell**

Statistics:

Date: 08/26/2023

Financial Sponsors: (\$15,500) – Increase of \$9,850 compared to our 2022 event of \$5,650.

- American Water \$3000
- Wegmans \$3000
- McCaffrey's \$3000
- ShopRite of Yardley \$1500
- New Jersey Manufacturers \$1500
- Curtin & Heefner \$1000
- Capital Health \$1000
- Artis Memory Care \$1000
- Hope's Bookkeeping LLC \$ 500

In-kind Sponsors:

- Mid Atlantic Event Group: Donated stage, and sound support (\$20,000-30,000 Donation)
- Philly Style Pretzels (25 pretzels)
- McCaffrey's (lunch for staff)
- Wegmans (14 cases of water)
- ShopRite of Yardley (4-dz donuts, 4 – 20 count cookies, 4 cases water)
- For profit vendors donated baskets for raffles
- American Water: Misting Tent and Puddles Water Truck
- Children's Museum Tickets
- Sesame Place Tickets
- Drexel University Tickets
- Pita Chip Certificate

Touch – A – Truck Sponsors – Trucks and Staff were donated by Hackett's Towing and Rick's Tree Service

- Hackett's Towing (1 Truck)
- Rick's Tree Service (2 Trucks)
- Yardley Makefield Fire Co (2 Trucks)
- LMT Public Works (2 Trucks)





LOWER MAKEFIELD TOWNSHIP Parks & Recreation



Event Day Revenue: (\$6630)

- Pool Sales \$1220
- Refund Cost of Prizes \$ 750
- T-Shirt Sales \$ 140
- Raffle Sales \$ 510
- Game Tickets \$1790
- 50/50 Sales \$ 20
- Vendor Payments \$2200

Expenses: (\$47,431.24)

- American Water Misting Tent No Charge
- Bucks Bubbles No Charge
- Sharing Well (T-Shirts) \$ 1,360.64
- Penelope Face Painting \$ 315.00
- Pony Express \$ 1,600.00
- Balloon Twister \$ 600.00
- Oriental Trading \$ 821.15
- Dollar Tree \$ 532.99
- Circus Time \$10,820.00
- Zambelli Fireworks \$13,000.00
- Mid-Atlantic Stage \$ 4,000.00
- Fast Signs \$ 669.06
- Waste Management \$ 435.00
- Renninger’s Golf Carts \$ 5,480.00
- WPST – Marketing \$ 3,400.00
- Peak Party Rentals \$ 1,897.40

Attendance Estimate: There is no easy way for the Township to monitor participation, it is estimated 3,000 and 4,000 throughout the day and many more for fireworks.

For-Profit Vendors: 21

- Kancy’s Collection
- Love Corra (earrings)
- Zya Active with Regina
- Paper Pie
- Lighted Balloons – Jack Chen
- I love Jerk Hut
- All American Gutter Protection
- Lawrence Family Chiropractic
- McCaffrey’s
- Tami Fun Fitness
- Peter MacDonald – Caldwell Banker
- JRs Express Car Wash
- Paparazzi Jewelry – Rose Robinson
- Tastefully Simple – Karin Marks
- Wegmans
- Sand Art Express
- Unique Decorative Pillows
- Lula Roe – Melissa Dooley
- Sheryl’s Sparklers (Color Street Nails)
- Shoprite of Yardley
- Eileens Academy of Dance





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Non-Profit Vendors: 23

- State Senator Stee Santarsiero
- Five Mile Woods (LMT)
- Wild Turkey Hunt Club
- National Wild Turkey Federation
- Yardley-Makefield Lions Club
- AOY Art Center
- Weekday Nursery School
- State Rep Perry Warren
- Ivins Outreach Center
- LMT Historical Commission
- Cops n' Kids Delaware Valley
- Sandy Run Girl Scouts
- Lower Makefield – Yardley Democratic Committee
- Makefield Highlands Golf Course
- Office of Congressman Brian Fitzpatrick
- Makefield Women's Association
- Alpha Bravo Canine
- Disability Advisory Board
- Chinmaya Mission
- Bucks County Free Library – Yardley Brance
- LMT Republican Party
- Friends of Delaware Canal
- Morrisville Little League

Food Vendors: 15 food trucks/food tent vendors

- Panna Gelateria
- Rooster & The Chick
- Baked by Michela
- Thai Cha Chak LLC
- Sobol Yardley
- Corn Hub
- Cousins Maine Lobster
- Maui Lu Hawaiian BBQ
- The Sweet Stop (Cotton Candy/Lemonade)
- Bake n Bacon
- Chick-fil-A
- Jays Joint Food Truck
- Kona Ice
- McCaffrey's
- Mr. Big Stuff Cookie Co

Basketball 3v3 Tournament: This year's Community Day Tournament was Fantastic! They had 34 teams and 170 kids (3rd grade thru 10th grade) participate.

Entertainment: 5 Bands (Joe and Krista Acoustic, Crooked Soul, David Koster Band, Pennise Band, and The Mix); WPST 94.5, Myers Balloon Twisting, Penelope Fox Face Painting, Uptown Mummies, Tami Fun Fitness Pound Demo, Misting Tent by American Water, Touch-a-Truck (Hackett's Towing, Rick's Tree Service, LMT Public Works, Yardley Makefield Fire Dept), Bucks Bubbles, LMT Pool Open to the Public, Zambelli Fireworks



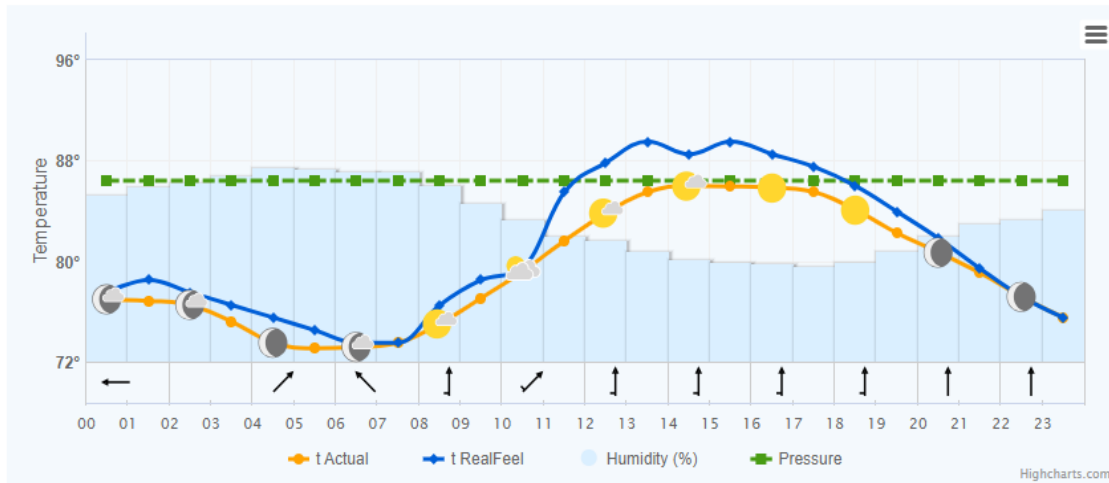


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Weather: Sunny, Hot & Humid, High 80's

Hourly forecast for 26.08.2023



About this Report

This report focuses on vendor feedback after the event. We took into consideration some of our 2022 feedback and made some changes to our 2023 Community Day. Our vendor set up was mixed within our other events of the day. We added a Misting Tent from American Water to cool down our attendees. More marketing was done by the Township on our Social Media posts and we partnered with WPST Radio Station for advertising our event. WPST was live onsite broadcasting for two hours from Community Day.

The township used a mix of survey responses from vendors and email correspondence to formulate this report.



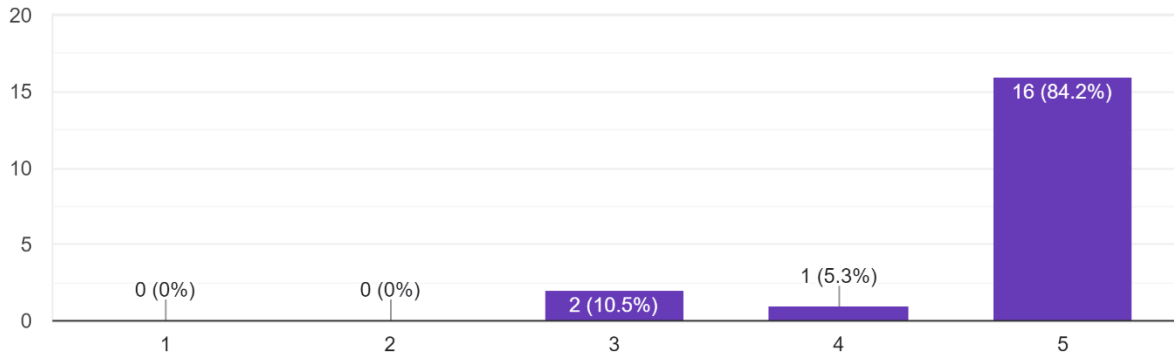


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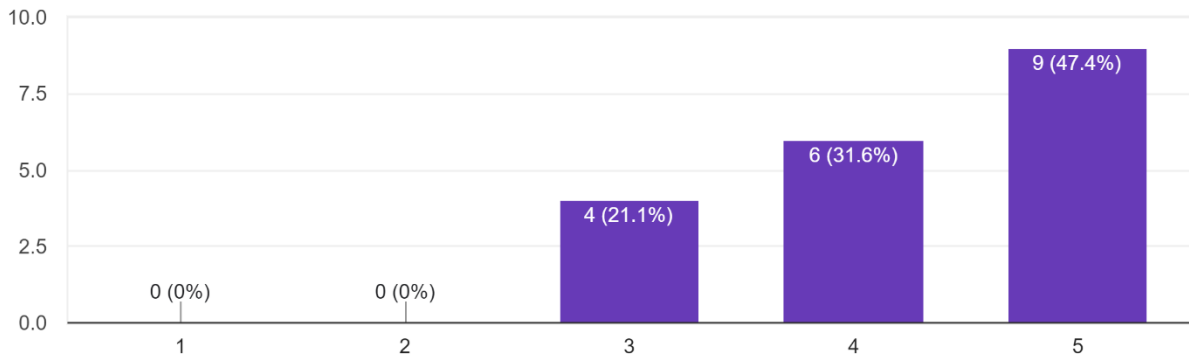
How likely is it that you would recommend the event to a friend or colleague?

19 responses



How was the live band entertainment?

19 responses



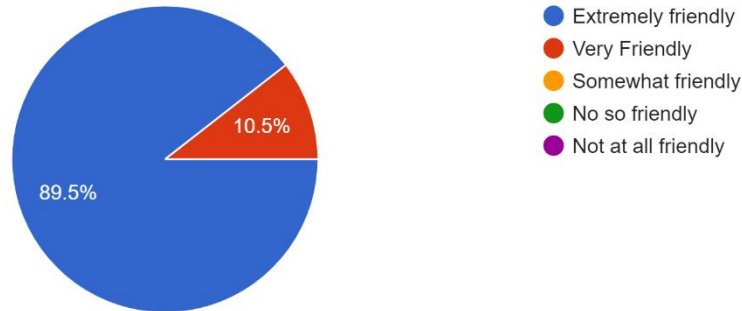


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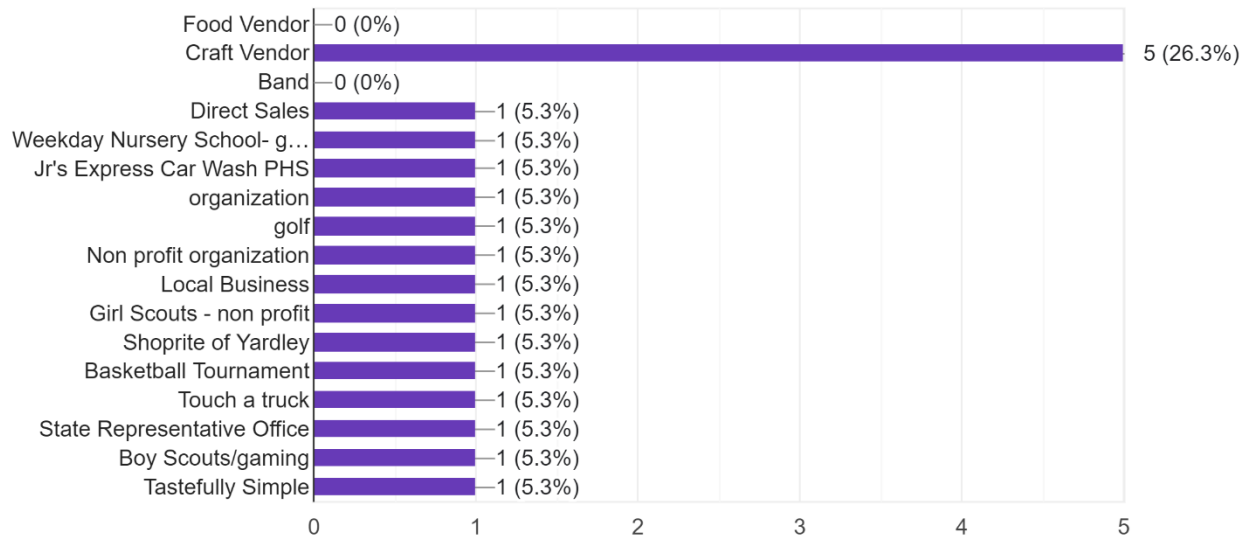
How friendly was the staff at the event?

19 responses



What type of Vendor were you at our 2023 Community Day?

19 responses



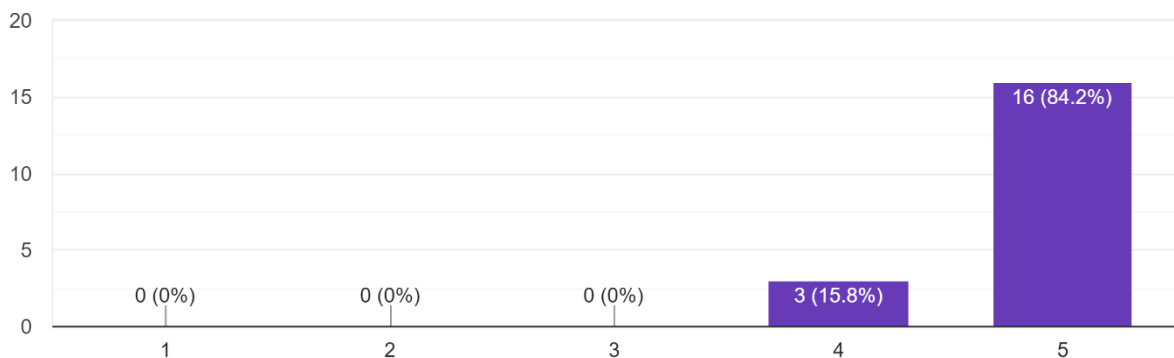


How was the communication for the event? 19 responses

- Very good
- Great
- Wonderful
- Great!
- No issues. Coordinator was prompt and helpful with responses and communication
- wonderful
- Good but more instructions on location would be helpful.
- Very Good
- done well
- Emails were clear and informative
- Adequate
- Really clear
- Communication was very clear and precise
- I thought the event was very well promoted this year... Most people I talked with were aware of Community Day. It seemed to be very well attended.
- Very clear and helpful.
- Good
- Good and organized

How helpful was the staff at the event?

19 responses





What did you like about the event? 14 responses

- Well organized, great vendors, everyone was helpful
- Brings people together
- It seems there was a great deal to do.
- Fireworks
- Booked on a Non-Holiday weekend
- Meeting new people
- Happy environment
- Everything - setting up the booth was super easy since we were able to drive on the grass and drop stuff off directly, staff were super helpful, the vendors and food and music were fun. Daughter loved the bubble company. Fireworks were excellent.
- The Layout was nice and open and never felt congested. I thoroughly enjoyed the variety and the different people I was able to connect with.
- The thing that impressed me the most, was the diversity of vendors and activities at the event. There were things for people of all ages to enjoy. I particularly liked the truck touch area for the toddlers and younger kids.
- It was well attended and had a good variety of vendors.
- Games, rides, food, fireworks
- I like the combination of food trucks and other vendors.
- There were a lot of people everything was set up nice

What did you dislike about the event? 12 responses

- It could be a bit shorter. 6 hours was a little long. After 5:00 the crowds left - possibly to go home & return for fireworks.
- Cost of pool
- N/A. As a vendor, did not get to participate in anything
- so hot
- A bit disorganized about setting up
- No cohesion for spaces for vendors. Lots of unattended children, not a ton of foot traffic looking at tents that weren't giving things away for free.
- Nothing
- n/a



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- I would like to see a few more food vendors geared toward families and younger kids. Chick-Fillet was the biggest draw from what I could see. I don't have a particular dislike, but more food choices is something that could help. People love to come to these type of events to eat.
- It was a little hard to take down our booth and carry everything to the parking lot because we had to leave a little early.
- Feel like some guests were more interested in kids activities and free items offered by some vendors like Wegmans and community vendors. Event thinned out considerably at 4pm, so could probably end event earlier than 6pm.
- Heat

Additional comments: 9 responses

- I gave the bands a 3 - not because they were bad - I just didn't hear much (I tend to tune them out when I'm busy 🤦)
- Thank you!
- I appreciated the opportunity to do a live demo for Pound. Assuming I am invited to participate again, I would prefer to be more visible. I asked for that spot only because it was the only thing offered in the past, but to do a fitness demo where and while people are eating, was not optimal, nobody wants to stop eating to participate, and it was hidden from general crowd. Plus, the generators were back there and very loud. I would love to do a demo on the main stage or even in front of it, with more visibility. I hope to be invited back next year, i had a great time meeting the community.
- The event needs more crafters and more entertainment. It would have also greatly benefited from far more advertising. A neat idea would be to utilize the unused parking lot in front of the pool for something like a car show. Something that draws more foot traffic.
- Will be back next year!
- The golf carts for transport to parking were lovely.
- A very well-organized event! One of the best we have had in quite some time.
- I wasn't aware that we had to finish setup before 11am. We had to move our cars per the police before setup was done- would've been good to know ahead of time.

