



AFTER ACTION REPORT

Veteran’s Parade and Ceremony

Provided by: Kathy Howell

Statistics:

Date: Saturday, November 4, 2023

Financial Sponsors: (\$1333)

- Capital Health \$ 333.00
- Hill & Wallack LLP \$1000.00
- TOTAL \$1333.00**

In-kind Sponsors:

- Yardley Bagel Co (100 Bagels cream cheese/butter)
- McCaffrey’s Yardley (200 Cookies, 5 cases of Water)
- Styer’s (7 Gallons of Apple Cider)
- Giant (\$50 in gift cards used for 4 canisters hot chocolate mix and 4 gallons apple cider)
- Philly Style Pretzels (200 pretzels)
- Mid-Atlantic Events (2 microphones, 4 speakers, and podium at Veteran’s Square)
- Peak Party (Reduced Table / Chairs by \$300)

Event Day Revenue: N/A

Expenses: (\$5333)

- \$1500.00 Pennsbury High School Band
- \$ 500.00 Lulu Shriners
- \$ 700.44 Fast Signs – Banner (Replaced old one needed to be replaced)
- \$ 32.81 Date Change Signs
- \$ 400.00 Install and Removal (Street Sign)
- \$1500.00 Uptown Mummies
- \$ 500.00 First Time Around Band
- \$ 200.00 High Wheelers

Finances:

Event Expenses	\$5333
Monetary Sponsorship	<u>-\$1333</u>
Total Expenses	\$4000

Attendance Estimate: There is no way to count the many individuals that came out to watch the parade and attend the ceremony. We had a nice audience for both the parade and the ceremony.





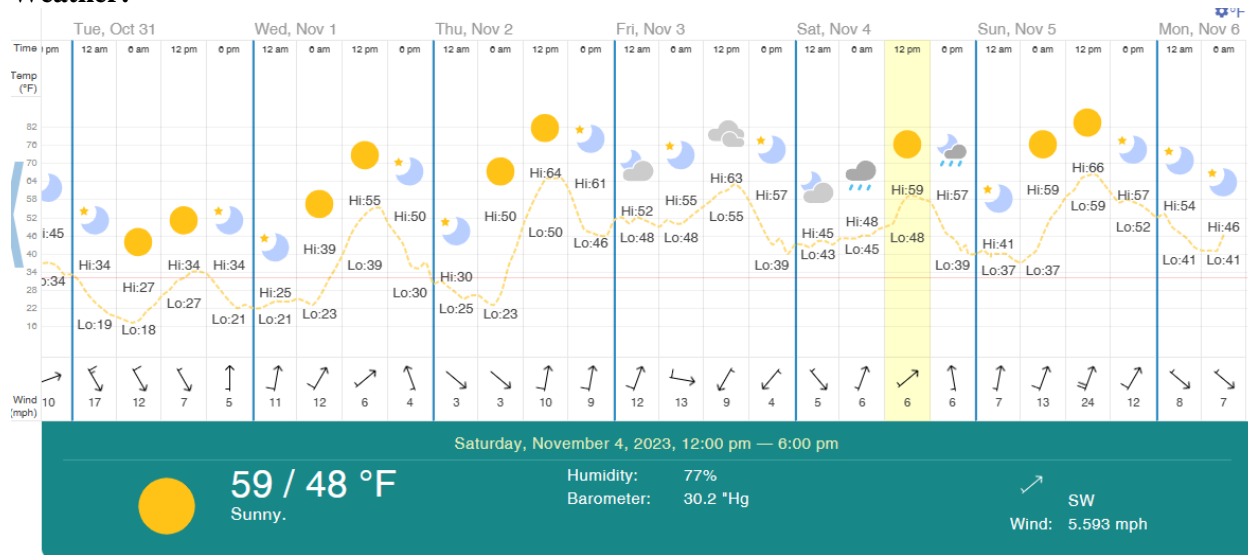
LOWER MAKEFIELD TOWNSHIP Parks & Recreation



Food Vendors: Our light food items were free to the parade participants, veterans, and attendees. Our hospitality tent served pretzels, cookies, water bottles, hot chocolate, and hot apple cider. Yardley Bagel Co donated and served bagels with cream cheese and butter.

Entertainment: Pennsbury Marching Band, Pennsbury Choir, Pennsbury JROTC, Uptown Mummies, First Time Around Band, The High Wheelers, LuLu Shriners, VFW, and many local organizations honoring our veterans.

Weather:



About this Report

This report focuses on parade participant feedback after the event. The township used a mix of survey responses from parade participants and email correspondence to formulate this report. Survey respondents were asked to rate the day on a scale of 1-5 with five being the highest rating.



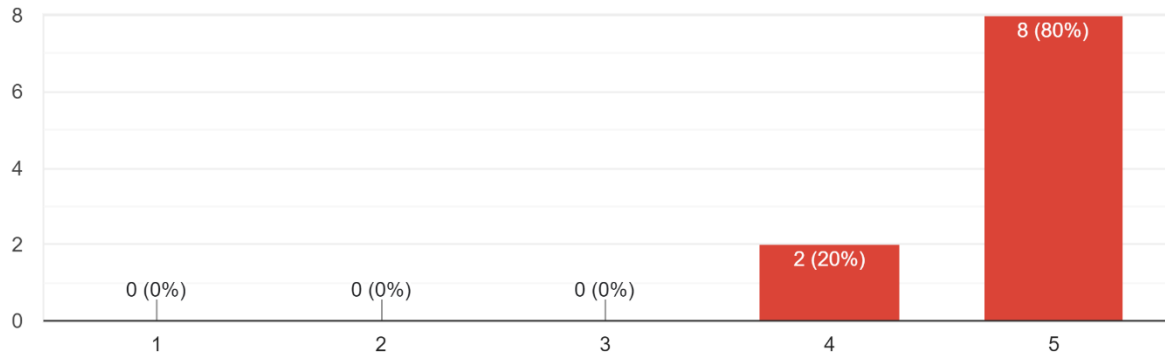


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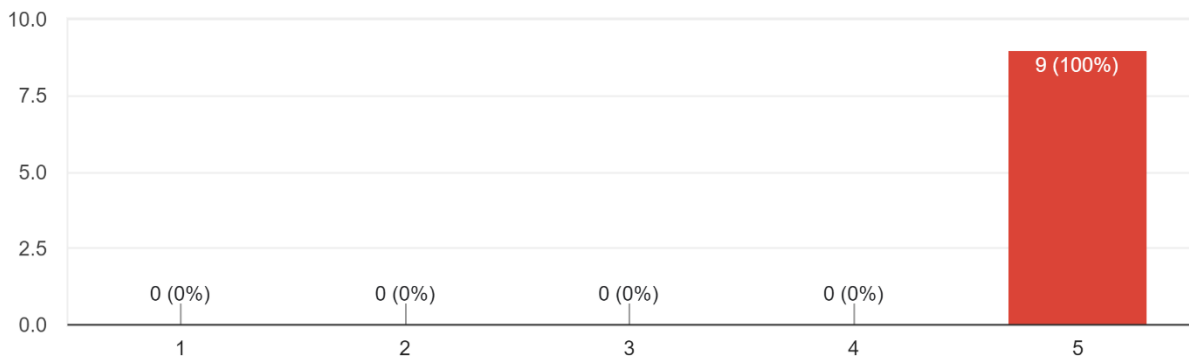
How satisfied were you with the Parade?

10 responses



How satisfied were you with the Ceremony?

9 responses

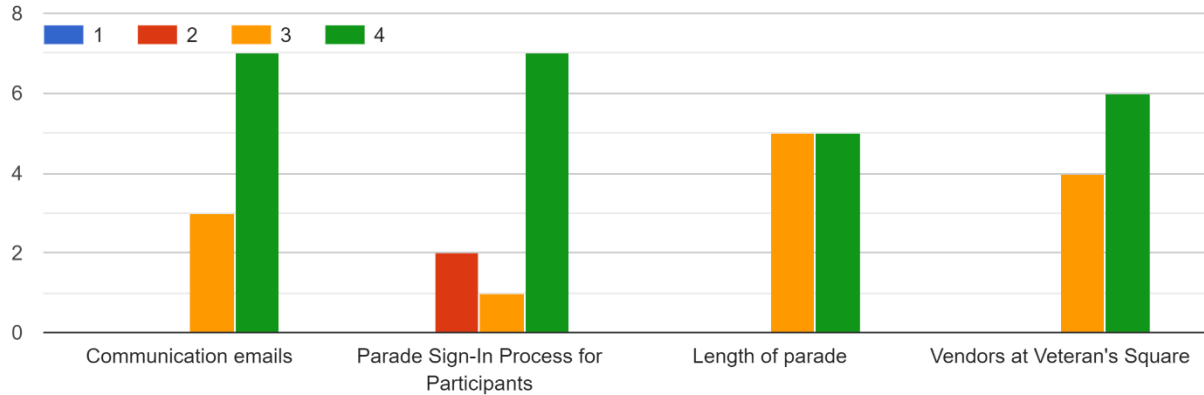




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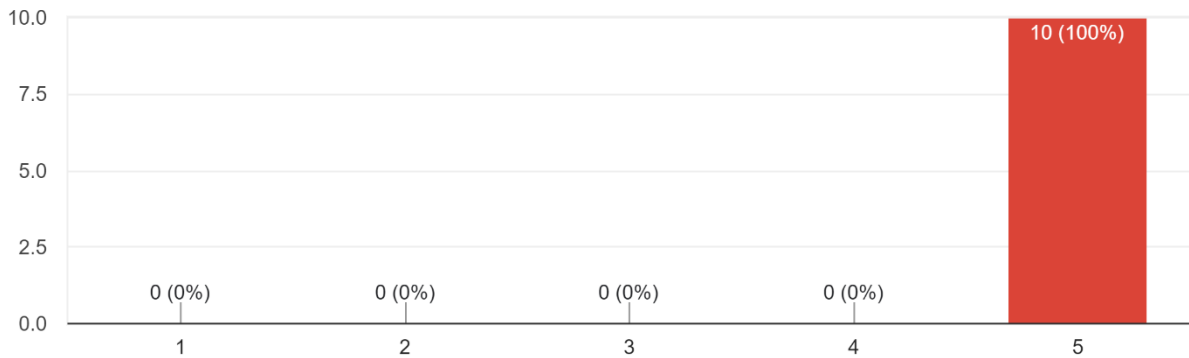


How satisfied were you with the logistics of the parade and ceremony?



How helpful were staff working the event?

10 responses



Suggestions/Comments for future Veteran Events:

- It was just right.
- Next year let's have all the Veterans present stand and be applauded. Also acknowledge all the veterans' organizations that provide Services and Resources to our Heroes.
- I feel like we could have a later rally time for the younger participants, as there is a rather long period of waiting before the start.





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- I would suggest you have any motorcycles lead the parade for several reasons. 1 - The pace following the marchers is too slow to safely maintain balance. 2 - Having to swerve around candy thrown from vehicles when kids are entering the roadway to pick up candy can be an issue. 3 - If the temp is up, the bikes can begin to overheat.
- I felt this year was very poorly attended by the local community compared to previous years, maybe more publicity in the run up to the event?
- I think if you can group the Masonic fraternities together in the future that would be beneficial. Newtown Lodge and Shriners are part of the same fraternity.
- Veteran organizations with color guards should be at the front of parade.

Take Aways: This section contains feedback from participants throughout the event, through email and from the survey.

Positives:

- The wreath at the ceremony was thought to be the best so far.
- Mummers were a nice touch – suggested having more area bands in our parade.
- Smooth check-in and line-up.
- Great communication for participants
- Many donations for veterans and parade participants at Veteran's Square.
- Partnership with the Pennsbury Educational Association raised \$1000 worth of items for the Philadelphia Veteran's Multi-Service Center Toiletry Collection.

Things to consider:

- Advertising earlier and more widely; get exposure on Philadelphia news media stations.
- More musical entries in parade
- Low attendance compared to past years (more advertising may help)
- More Veteran Organizations having information booths at Veteran's Square
- Reach out to more veteran organizations to participate in parade earlier before their calendar fills up in the new year.
- Ceremony – need more committed volunteers to work at Veteran Square tent and assist with ceremony. Work closely with Pennsbury NHS.
- Remind parade participants about ceremony following parade.
- Need a Parks or Public Works Member to clear the way for the band to enter Veteran's Park.

