

TO: Natalie Ruffin, Recreation Superintendent  
 FROM: Michelle McDonnell, Special Events, Programs and Marketing Coordinator  
 DATE: Monday, December 5, 2011  
 RE: After Action Report of "Sweet Treats with Santa"

**Purpose: What did we set out to do?**

To provide families with a unique holiday event in a safe environment.

**Summary:**

Saturday, December 3, 9 to 11:30 a.m.

Age: Children 2 to 10 years

Fee: \$20 per car (one family per car, please)

Location: Pickering Center and Germantown Charity Horse Show Stables, 7771 Poplar Pike  
 Nobody can bring about holiday cheer faster than Santa and his cast of characters.

Experience a North Pole setting right here in Germantown. Go inside Santa's café where the aroma of sweet holiday treats fill the air. Children create their own holiday treats, decorations, eat scrumptious food and enjoy a visit with Santa. Bring a camera. Go outside and visit Santa's stables at the Germantown Charity Horse Show grounds, see Santa's reindeer, make reindeer food, enjoy s'mores around the camp fire and take a ride around the park on the "Germantown Holiday Express". Be sure to bring warm clothes for the outdoor activities.

Purchase tickets at the point of entry. All proceeds to benefit the Germantown Special Recreation Program, dedicated to people with intellectual or physical challenges, their friends and family.

**Areas of Improvement:**

- Notify tennis staff of no league play (K. Essary)
- Notify genealogy staff of event. There facility opens at 9 a.m.
- Better identify and inform event staff of handicap parking location(s).
- Create inclement weather plan for outdoor activities. There would not be enough room for all patrons.
- If offering cookies and crepes, provide drinks for patrons (bottled water and Capri-Suns)
- Decorate GCHS trailer ("G'town Holiday Express" / People Mover)
- Use trailer as a shuttle service, not just a ride around stable area
- Provide hot chocolate for staff / volunteers and patrons outdoors
- Make additional outdoor sign: "Thank you for supporting the City's special needs program"

**Volunteers:**

Friday (decorating):	9 a.m. to noon	6 GWC members x. 3 hours = 18 hours	} <b>117 total hours</b>
	Noon to 3 p.m.	6 GWC members x. 3 hours = 18 hours	
Saturday (event)	8:30 to Noon	12 GWC members x. 3.5 hours = 42 hours	
	8:30 to 11:30 a.m.	4 Civitan members x 3 hours = 12 hours	
		9 GCHS members x 3 hours = 27 hours	

**Overall,**

\*92 families (330 patrons)

\*\$1,840 collected