



## OVERVIEW

The City of Reading Holiday Walk (presented by the Reading Bridal District and WeTHRIVE! in Reading) was held on Friday, December 2, 2022 from 6:30-9pm. The evening was 52-55°F, windy, and rainy during the whole event. The goal of the event was to build upon the tradition of the Girl Scouts' crib dedication and tree lighting, creating a full evening event for the enjoyment of local residents and the benefit our local Benson Street businesses. Over time we hope that this event will contribute to making Reading even more attractive to current and potential residents and business owners.

## PROMOTION

- Built ReadingHolidayWalk.com
- Posts on Facebook by our team and other community Facebook pages
- Added event to 7 community calendars
- LaRosa's and Strong's attached flyers to their boxes
- The Holiday Walk was included in Cincinnati.com's list of holiday events
- Promoted the Girl Scouts' crib dedication, tree lighting, and photos with Santa

### HOW GUESTS HEARD ABOUT THE EVENT



**48% Facebook**  
**28% Word of Mouth**  
**24% Other/No Response**

## ATTENDANCE



Many people expressed excitement about the event, saying they hope it becomes a tradition

## EVENT ELEMENTS

- Storefront scavenger hunt
- Vendors: gifts, food, face painting, smores (planned, but rained out)
- Open local businesses
- Decorated Benson Street pots and tinsel candy canes on light poles
- Carolers
- Projection (planned, but rained out)
- Photo op in front of RCAC



## LOCAL SHOPS + VENDORS

**14 vendors**

**10 local shops**

*25+ vendors committed, many no-shows due to weather*

Vendor and local business feedback:

- Vendors very happy with the event, despite the rain
- Vendors made as much revenue as they did at other events
- Some local businesses saw increased revenue; some saw increased foot traffic but no change in revenue
- All vendors and local businesses who replied were interested in future participation
- All requested more notice next year
- Some vendors and local shops were unhappy that the street was only shut down to Jefferson, making it look like the event ended there





## STOREFRONT SCAVENGER HUNT

Benson Street businesses decorated their storefronts and hid a pickle ornament in their display. Volunteers stood at each storefront to stamp kids' passports when they found the pickle. Kids who filled their passport won an ornament from Reading Floral Boutique.



Children/youth were very excited about the scavenger hunt and it seemed to be the highlight for most families we talked with. Local businesses loved being a part of the event and were enthusiastic about future participation.



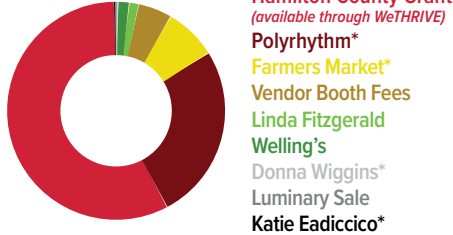
## FINANCES

Cash funds	\$4,776.56
In-kind donations	\$1,721
Total funds	\$6,497.56
Total expenses:	\$6,230.56
Remaining:	\$200 gift cards \$67 cash

### EXPENSES



### FUNDING AND IN-KIND DONATIONS\*



- Road Closure
  - Event Decor
  - Event Promo
  - Giveaways
  - Scavenger Hunt
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- Hamilton County Grant (available through WeTHRIVE)
  - Polyrhythm\*
  - Farmers Market\*
  - Vendor Booth Fees
  - Linda Fitzgerald
  - Welling's
  - Donna Wiggins\*
  - Luminary Sale
  - Katie Eadicicco\*



## 2022 PLANNING TEAM

- Alyse Capaccio
- Savannah Dupras
- Katie Eadicicco
- Debbie Peak
- Sabrina Smith
- Donna Wiggins