

Neighborhood Social Committee – Event Knowledge & Best Practices

This guide summarizes key lessons, marketing strategies, and supply lists gathered over the past few years of hosting neighborhood events. It is intended to help Event Leads plan more effectively, avoid mistakes, and ensure consistent quality.

Preferred Vendor List

- See the other form, “Inventory & Vendor List,” for clubhouse’s current items and vendor list.
- Trash pick up after events contact: Dickie Hurst in LCH – Call and text 409-201-4724

General Lessons Learned

- Marketing is the most valuable tool. Not everyone uses social media, but everyone has an address.
- Flyers and reminders work best. Text neighbors directly if you have their number.
- Clean-up is usually faster than expected—most people will pitch in.
- Give away leftover food to anyone who wants it to avoid waste.

Marketing Process Recommendations

- Distribute flyers to each household for the event
 - The neighborhood is divided into 12 sections for 12 volunteers to distribute flyers with rubber bands (works better than tape).
- Get marketing criteria to the committee board member to post to social platforms, mailers, and the website
- Place event signs out one week before the event.
- There are yard sign holders available in the clubhouse
- Well-marketed events usually draw about 100 people, with 50–60 kids attending.

Event-Specific Notes From Past Event Leads

Easter

- Post the exact time for the Easter Egg Hunt.
- Supplies: Baskets/bags, basket grass, 1000 eggs, candy that fits in eggs (non-melting), 8 tablecloths, napkins, cookies, cupcakes, water, ice.

- Balloon pack for arch.
- Entertainment: Rabbit costume (in attic with Easter supplies), bounce house, Bunker Hill Gang for band.
- Banners and additional Easter-themed decorations are stored in the clubhouse attic.

4th of July

- Schedule Fire Truck for Parade well in advance
 - Contact Station 94 off of 1097 in Willis 936-856-5111
- Book bounce house and band (Bunker Hill Gang) early.
 - Will need 100' hose
- Assign a volunteer to organize the parade line-up.
- Supplies: cookies, cupcakes, 16 tablecloths, napkins, waters, hotdogs, buns, condiments, cheese.
- Cook chili in advance; keep hot in crockpot/electric griddles.
- Drinks: Ice, snow cones, syrup (check fridge).
- Balloon pack for arch.
- 3 banners and themed decorations in the attic.

Fall / Halloween

- Spook House supplies in attic: 5 banners, 5–6 masks, creepy decorations.
- Additional 'Creepy Cloth' may be purchased (community center has 1 banner hanger; others available on Amazon).
- For 'Drive-in at the Sports Park' events: need electrical access or generator; bounce house vendor can supply generator if required.
- Supplies: cookies, cupcakes, waters, \$250–\$400 worth of candy, trick-or-treat bags, 8 tablecloths, napkins.
- Snow cone syrup, ice, balloon pack for arch.

Christmas

- Past themes: Hot chocolate bar, pancake breakfast, Grinch theme, donuts & cocoa, gingerbread house building.
- Decor: Christmas tree, ornaments, 3–4 photo banners with Santa, assorted holiday decorations in attic.
- Supplies: 8–10 tablecloths, plates, cups, napkins, plasticware (check pantry).
- Balloon pack for arch.
- Costumes: Santa and Grinch (stored under kitchen cabinets, cleaned).