

2018 PARADE REPORT

July 4, 2018 was one of the hottest Parade and Family Events day in recent history. As such our attendance was way down, but still a great number, with loads of activity going on. There were only 44 units, down from last year but still a great parade! There were 9 horses entered, and they all showed up on a very hot day! The craft area had 11 booths. Our Kids Zone and the craft area are always swamped. This year we prepared 550 bags to hand out to the children, but with the attendance down, there are 191 bags left over.

As always the free pony rides drew a large group of kids with a constant stream of riders, a real hit. They also provided the bounce house. We added several crafts to the Kids Zone which was well received. The Howell Nature Center and the 4H petting zoo are always popular. The cotton candy machine suffered a small glitch so, again, that did not work as well as it should have. The Photo Booth was provided by our DJ, with props. Fun.

New this year were t-shirts and hats offered for sale. That was our biggest mistake to date, or at least our worst marketing venture! We purchased 100 t-shirts in two styles/colors and two prints, along with 15 baseball caps in two colors. We spent \$911 on that and recovered only \$300, and it appears one of the caps walked away! We sold 24 shirts and 5 caps. The inventory will be available for purchase at the township hall during regular business hours. With no dates printed, they can also be offered next 4th of July.

Again our silent auction was a great success. This year we provided a tent and had extra tables to display all the items and that improved the area greatly. The auction brought in **\$1062.73!!** We benefitted **Meals on Wheels** again and they and we were quite excited for an even greater outcome over last year! It was amazing! We thank everyone for all the wonderful items to auction off.

Monetary donations to the parade totaled \$500. We thank Neil Woodward, Hunter's Ridge Golf, Armstrong Masonry, and Lott Elevator for their continued support. We also received the usual prize donations from Howell Western Wear and the Fowlerville Fair Board.

We managed to find enough volunteers but we can always use more. All in all, it was another great day in Cohoctah!