



<https://LochlevenWA.org>

April 25, 2022

To: Board & Committee

Fr: Craig Spiezele

Re: Recap of Pancake Breakfast

The event went very well supporting LCA's mission of *Building community, enhancing safety, creating neighborhood connections*

- The location, venue and hours were excellent. The level pavement was every good for some of the older neighbors)
- The generosity of Jeff and Alicia, Bob and Pam (Alicia's mother) were overwhelming
- Committee worked well and rallied with creative ideas
- Outreach including NextDoor, flyers (thank you Steve McConnell) and signage were very effective. Posting flyers at the condos worked well, (Continental & Windsor House)
- The flower and balloons made it festive, welcoming and enticing
- Eventbrite worked well, providing data capture for recruitment and ability for optional donations
- Great support from the City, a testimony of LCA being recognized by Council, Planning and Police Depts (groups LCA has been engaged with prior and since LCA's formal formation. (Mayor Robinson, Council Member Zahn, Kate Nesse Planning Dept. & 2 Police attended)
- Motorcycle police were a hit and their demo was fantastic
- Andrea's children's books and pictures to color was an excellent way to engage young families.
- Coffee donation from Woods Coffee at the mall was great (thank you Scott)
- Name tags were used by everyone and helped engage members (thank you Mark)
- Photo & video highlights <https://www.lochlevenwa.org/events-archives>

Area for improvement

- More chairs for some of the older residents and perhaps some additional tables.
- A "greeter" at the registration table and hand out LCA info and engage new commers.
- Consider pre-printing name tags and include street name to increase engagement

Key Metrics

- 72 – Total Attendance - 59 – Preregistered, 18 - Day of Registration, (5 - No Shows)
- 5 - New Members (Within 72 hours of Event)
- \$296 in donations (\$131 at the event and \$165 online)
- Next Door – Added 7 new members, (total 87 members!)

Financials

The Board allocated upwards of \$175 and thanks to the generosity of Jeff and Alicia and cash donations the event netted a "profit" \$191.56.