



Saturday Night in the Park 2016 Report – Updated

El Dorado Hills – Saturday, Sept. 10, 2016

Post-Event Report:

The El Dorado Hills Chamber of Commerce and El Dorado Hills Community Services District co-hosted the popular event, Saturday Night in the Park on Saturday, September 10, 2016. This event drew between 4,000 and 5,000 residents and included live music by Rock and Roll Time Machine, 29 business booths, children's activities, food vendors, free giveaways, sponsor booths, face painter booths, bounce houses, and free wine, beer and vodka tasting booths. This event was designed to showcase local businesses to the community in a family fun setting. It was held outdoors from 5 p.m. – 9 p.m. at the El Dorado Hills Community Park, 1021 Harvard Way, in El Dorado Hills.

After the event, each booth participant was asked to complete a brief survey to provide feedback and insure the continued improvement of this event for future years.

The survey included questions on 1.) Ease of Finding Booth; 2.) Day of Event; 3.) Community Attendance; 4.) Location of Event; 5.) Value for Your Business; 6.) Event Overall; and 7.) How did you hear about Saturday Night in the Park? Each participant was able to rate their experience as Excellent, Good, Fair, or Poor.

- 69% of vendors responded to the survey
- Participants rated the Ease of Finding Booth as excellent (75%) and good (25%).
- Participants rated Day of Event as excellent (85%) and good (15%).
- Participants rated Community Attendance as excellent (89%) and good (11%).
- Participants rated Location of Event as excellent (95%) and good (5%).
- Participants rated Value for Your Business as excellent (44%), good (50%), and fair (6%).
- Participants rated Event Overall as excellent (75%) and good (25%).
- The majority of participants responded that they heard about the event from Chamber communications including Chamber E-News, Chamber Website and Chamber Facebook announcements (85%) and at a Chamber event including mixers and/or luncheons (15%).

The Chamber handed out more than 500 glasses and wristbands to community members who tasted beer, wine and vodka, at the five tasting booths offered at the event. Tastings were provided by Dry Diggings Distillery, Steve's Pizza in El Dorado Hills, Cielo Estate Winery, Nello Olivo Winery, and Crystal Basin Cellars. These five booths were mixed throughout the event's 48 total booths located in the Main, North and South areas on the lawn of the Community Services District Park.

More than 1,000 people visited business booths throughout the event.

If your business participated in Saturday Night in the Park and did not have an opportunity to submit your Survey Results, please email your results to Laura Newell at laura@eldoradohillschamber.org.

For more information on future El Dorado Hills Chamber events and marketing opportunities, please call (916) 933-1335 or visit eldoradohillschamber.org/news-events/signature-events-programs.