• • • 41ST ANNUAL • • •

COCHRANE *Light Up*

What we Heard

Cochrane Light Up Survey Report

November 29th 2025 • 4:30-7:30pm
Historic Downtown Cochrane







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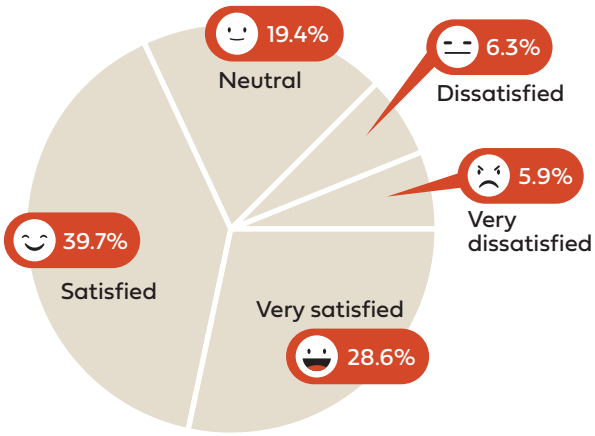
COCHRANE Light Up



1 Was this your first time attending?



2 Overall, how satisfied were you with Light Up 2025?



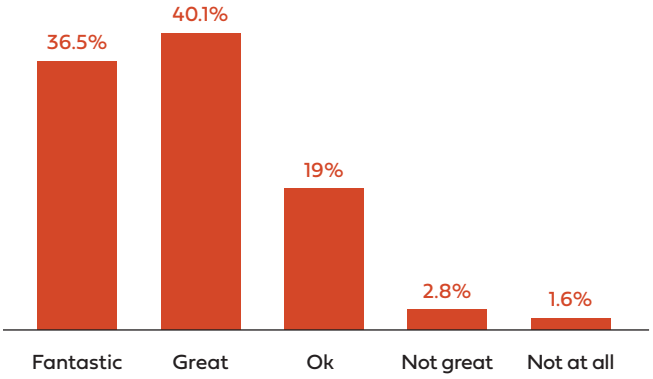


Full survey responses are available in the following appendices.

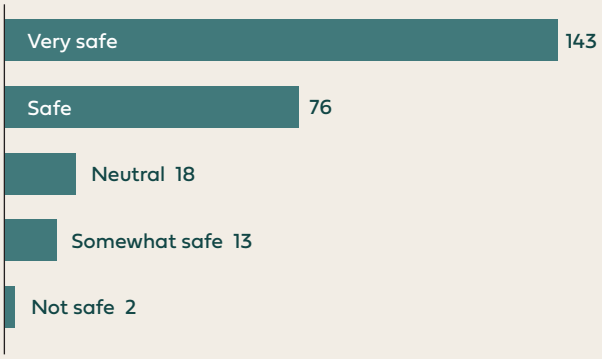
Data based on 252 responses.

cochrane
HOW THE WEST IS NOW

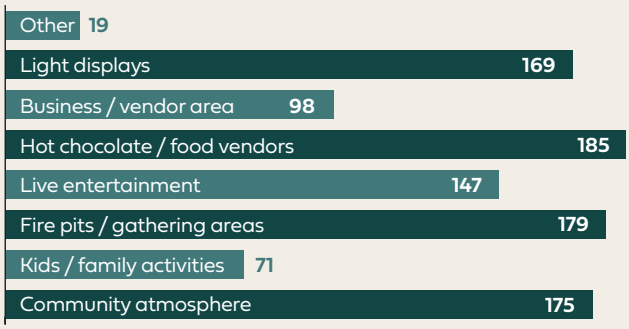
3 How welcoming and inclusive did the event feel?



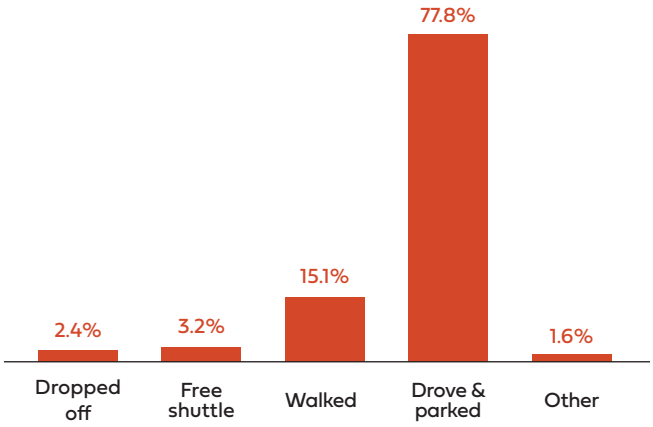
4 Overall, how safe did the event feel?



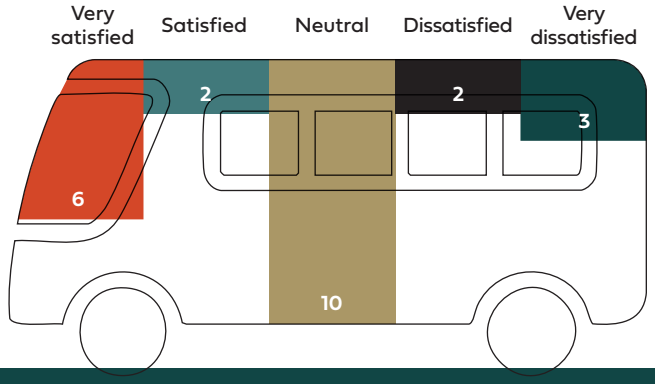
5 Which elements did you participate in or enjoy? *(Select all that apply)*



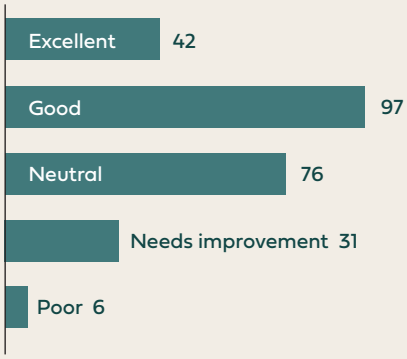
6 How did you get to the event?



7 If you used the free shuttle, how satisfied were you?



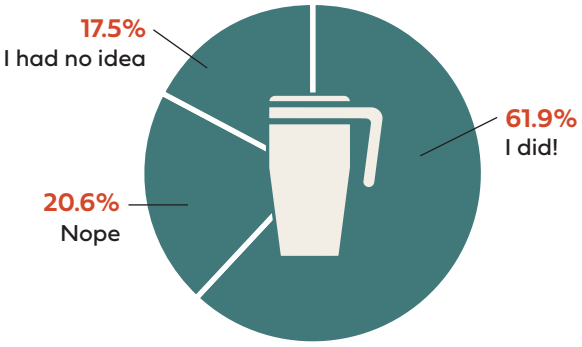
8 How accessible was the event? *(mobility, navigation, stroller-friendliness, sensory experience)*



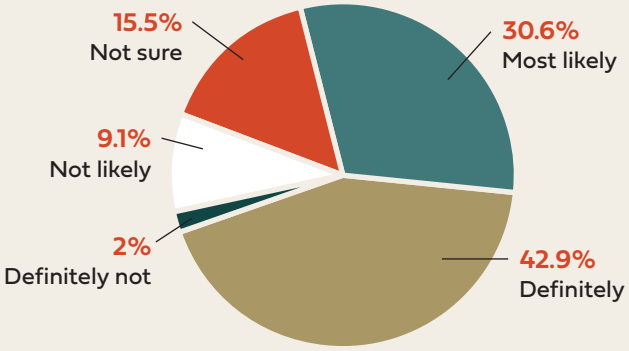
3 Full survey responses are available in the following appendices.

Data based on 252 responses.

9 Did you participate in the "bring your own cup" initiative?



10 How likely are you to attend Light Up again next year?



11 What is one thing you would love to see added or changed for future Light Up events?

Attendees shared many ideas to make Light Up even better as it continues to grow. Ideas included a more noticeable & memorable "Light Up" moment at the end of the night, along with more ways to stay warm & move comfortably through the event. Families asked for additional kid-friendly activities & character experiences, while others suggested expanding food, vendor, & market-style offerings while spreading out activities to reduce congestion. Overall, the feedback reflects strong enthusiasm for the event with a desire to build on what already works well.

Full responses outlined in Appendix A.

12 What improvements could we consider for next year? Any additional thoughts?

Many attendees mentioned wanting a clearer & more exciting "Light Up" moment, along with better signage & layout to help ease crowding & long lines. Many loved the efforts all around with requests for more fire pits, warm-up spaces, & easier movement for families & those with mobility needs. Others suggested clearer communication around cups, more food options, & a stronger market-style feel. Overall, the feedback shows how much people care about this event & want to see it keep getting better.

Full responses outlined in Appendix B.

COCHRANE
Light Up

Full survey responses are available in the following appendices.
Data based on 252 responses.

Metrics

1 Survey summary:

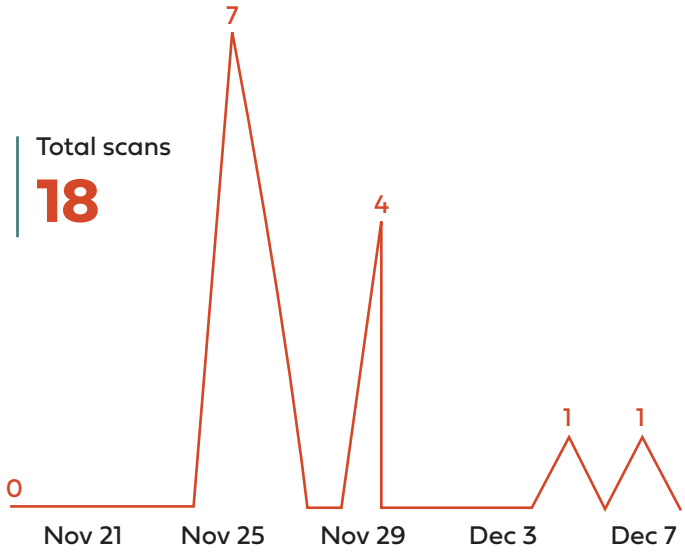
Survey	Contributors	Submissions
1	248	252

2 letstalkcochrane.ca traffic sources:

Traffic channel	Aware visits	Informed visits (%)	Engaged visits (%)
Direct	258	190 73.6%	144 55.8%
Email	0	0	0
.gov sites	0	0	0
Search engine	20	18 90%	16 80%
Social	77	72 93.5%	55 71.4%
Referrals	53	48 90.6%	36 67.9%

3 QR code scans for survey:

Total scans
18



4 letstalkcochrane.ca highlights:

Total visits	Max visitors per day
408	133
New registrations	**Engaged visitors**
0	248
Informed visitors	**Aware visitors**
320	353

5 Transit stats:

Passengers on the on-request system	Passengers on the fixed-route system	Total passengers served	Increase compared to 2024 event
99	159	258	263%

cochrane
HOW THE WEST IS NOW

Appendix A

What is one thing you would love to see added or changed for future Light Up events?

- FIREWORKS
- Need fireworks!!!!
- There we no fireworks and i felt like that was the only part i wanted to see I the reason I came.
- Less random vendor stuff, more community things.
- More indoor spaces.
- Did not attend whatever was happening at the station because it was so late into the event. If doing announcements or greetings it should be earlier and on the main area where things are happening.
- Really well done. We were blown away at the level of community volunteerism - amazing and magical event!
- Was very boring. Could be way more fun, especially for kids if there was a light up parade instead. You can still have hot dogs and hot chocolate but it would be much more fun as a parade of lights. Found the light displays very less than stellar. Don't know what we expected for our first time but not that. We left and went for dinner and drinks after walking the street because there was nothing to do, or shop, or look at/interact with.
- More for the kids to do.
- An actual Santa set up inside one of the buildings or a warmed tent. The blow up Santa's just didn't do it for my little one and we almost had a not fun event. Lucky some random guy dressed up and waved to my little.
- Fireworks to come back to end off the night. It felt incomplete without a finally.
- Stop with the land acknowledgements.
- No more land acknowledgements, this is a Christmas event. I don't want to come to and event to be told some people a long time ago I didn't know stole land so I have no right to be there and should feel guilty. It creates division and is uneeded.
- Fireworks, the kids loved those the last couple years. If you keep with a light display make sure it's clear what time it starts, we saw 3 different times advertised, one said 7:30, 7:10, and 7:00, so by the time we got back to the station for the event we realized we missed it. The grinch movie was a great touch this year though!
- More firepits.
- They should leave some lights off for countdown time to turn them on. It was a funny thing to do a countdown and that nothing happened because everything was already on. I agree not to use fireworks.
- I would love to see more hotdog stands like there use to be .
- Bring back the fireworks!!
- I loved the outdoor movie, hope you do that next year too.
- Very disappointed that the fire works were removed this year. Need more fire pits too.

Appendix A

- Open up more areas so people can move through better. It was very crowded, which is to be expected but surely something can be done better in that way. Line markers to show where a line starts with ropes would be fantastic for the hot chocolate/hot dog vendors so that lines don't start all over the place and block traffic up and down the street.
- Previously we enjoyed the fireworks at the Cochrane Light Up. As a family with young children we find the light up is the only event that had fireworks that we are able to attend because it is at a reasonable time as opposed to Canada Day where the fireworks cannot take place until closer to 11pm. I understand wanting to try things differently but it was a let down and made the end less exciting.
- Would love to have the same organizers next year. This was their first time organizing this event and they did very well. Next year they will build on the experience.
- Parade of lights and a more central location which I believe you are all really trying to achieve.
- I would love to see us go back to having more children perform. Please do not bring back the fireworks. I have been attending light up since 1995 and it should be about the community feel and not an expensive fireworks display.
- Use the real tree in front if the station for the light up tree. The fake one is horrid. We live in such a beautiful place surrounded by nature. Use a real tree!!! Its right there with a large area for people to stand around.
- More lights. More things to do.
- It needs to be in a bigger area and for a longer time with more activities like crafts or performances. It felt rushed and chaotic especially with small children. It does NOT feel safe walking next to all the traffic and across the train. Also how sanitary is it to have everyone pour their own hot chocolate? You and - hundred other runny noses touching the same marshmallow spoon.
- As a hot chocolate vendor, I'd estimate 80% of people did NOT have their own cup. We had bought a couple hundred in addition to the ones supplied, but ran out about halfway through and had to go buy more. Also, at least from where we were, we did not notice any finale/light show, so that was a thud of an ending vs previous years.
- I think overall it was a great event - biggest thing was navigating with strollers/wagons.
- More vendors to cut down on excessive lines when the event is only 3 hours and you wait for 30 mins in certain lines you don't get to see it all. Have families pay a one time fee to help add more vendors.
- Maybe more seating? Otherwise the ambiance and organization was well done, except one MAJOR disappointment.
- All good.
- Spread it out a little more, more cups for people if they forget.
- The lights were on the whole time? What happened when they pulled the candy cane, nothing happened we were very confused. My mil was in a wheelchair and terrible experience for her it was very dark and curbs icy.
- More late night shopping initiatives.
- Create a true Christmas Market.

Appendix A

- Light up final should be closer to the start of the event.
- More live music.
- Vendors closer together and not so far down side streets with nothing in between.
- Live music trailer could have been placed a little better. Created a bottleneck with other vendors nearby.
- I own a local business that had sponsored the past two years, but no one reached out to us to sponsor again this year. The event snuck up on us this year, we didn't see any advertising or mention of the sponsorship applications being open, and are sad we missed out participating. We even had set aside more money to contribute this year, but now will be investing it elsewhere. I believe the communication of the event and the social media has opportunity to be stronger. I saw a lot of posts that people shared from their personal social media accounts claiming to be involved in the festival, but saying the town had no involvement. I guess I am a bit confused on who organizes the event, I wonder how many other previous sponsors were missed too due to the lack of organization.
- I like the event just the way it is. Our one child came home a little upset that he didn't get one of the Styrofoam light up sticks we found last year... but I will say. I don't want more foam sticks, I want less. While they are meant to be a fun extra, they take away (four our 7 yr old) the presence of looking around and appreciating what has been done. They are a hurry/draw for him to find, rather than stopping to visit with friends and family we run into. While I am appreciative of companies and sponsors wanting to make the event special, I am of the impression that less is more. On the note of fireworks. I don't want em. Multiple reasons. Just no.
- It's too crowded and too busy. We thought we could drive through on Sunday and just see the lights but they were all shut off. So disappointing.
- I would love for the event to last a little later.
- More information about the event and the agenda would be helpful. There were signs, but the print was very small and the signs were very low to the ground. There were probably other places to find this information, but on site works best if it is accessible.
- More garbage bins for litter.
- I think there were more stations for hot-dogs last year. Having it in one location (from what I can tell) meant a huge line-up.
- Larger area for the live music perhaps with seating.
- More food vendors.
- More food stands. My kids loved the lights that were being handed out. More fire pits would be nice.
- Bring fireworks back! No more woke land acknowledgment bullshit ceremonies!
- If the schedule of events could be published a bit earlier that would be great!
- Can't think of anything. It was great.

Appendix A

- It would be lovely to have a live videostream (from different angles/povs &/or venues) for those who can't join in the fun in person, if there are volunteers for that for next year - that way people from home, and/ or seniors in senior living homes (of the staff could pop it up onto one of their common areas tv or something, of they knew about it in advance to set that up) could join with everyone virtually and see the light up and the entertainment - it would bolster that community feel for the Town residents, and be so fun to see even if from home. I did see in Comments section someone mentioning suggesting perhaps seeing if there could be a small Indigenous crafts booth for the Stony Nakoda where some artisan and handcrafted goods could be showcased and sold as part of the Town and Stony Nakoda relationship of broader reconciliation and community-buidling that sounds like a promising idea, if possible.
- The light show finale was a bit anticlimactic. It was hard to tell that anything even happened. Would have preferred the Christmas tree being lit, or have the light ceremony at the beginning of the event and turn on all the lights along the street.
- Signage for side street vendors. We waited 20 minutes in line for hot chocolate but side street areas had no line ups so we could have gone there had we known.
- It was fabulous!
- It was absolutely Fantastic.
- Fireworks.
- Getting rid of the fireworks was just a bad idea. No one could tell what the count does actually led to...it was a big nothing burger.
- Expand the length of the event! Lines are long for food and activities. Most of your time is spent in line or avoiding certain things because the wait it too long. I often feel rushed at the event because of this. This may help to alleviate crowds as well. Even 1 hour earlier start time. Younger kids could come take advantage of the wagon rides, crafts, Santa. Vendors can just start serving food at 4:30 as usual if quantities would be an issue, but kids can start doing the activities sooner, especially if it's a cold day. We usually only pick one thing (Santa or sleigh ride etc) because of the lines and short time frame. Alternatively I think in the coming years as the Town grows we could make use of Mitford Park during the day for the stage, set up a tent with crafts and have the wagon rides there. IT could then turn into the Light up as usual at 4:30 on the main strip where people could head over for the hot dogs, hot chocolate, vendors and fire pits. This is one of few Main events for the Town for the year- I think more Town involvement and money needs to be set aside for this event.
- It's our first time, so honestly not much. I suppose it could be cool if there was like a "welcome team" at the entrances just saying welcome to Light Up!
- The kids were looking forward to hot dogs. Prior years there have been a lot of booths and this year there seemed to be only the one. For that many people, was not enough. When Eric Ruttle said time to light up, nothing happened. must have been a tech issue and can't be helped.
- Fireworks!!!!

Appendix A

- I loved the concert idea. As for the hot chocolate and hotdog just seems like all you do is walk up and down the street with no real destination.
- What if vendors could organize in a grouping/pod in the centre of the street (back to back booths)? This would allow more access to the sidewalks, if needed for strollers/wagons/wheelchair users. It would also help with the flow of people walking down and up the street, as there would be a common direction for people travelling east/west. Open businesses could also get more exposure to their storefronts without booths blocking them. The lights on poles would also be more visible.
- Nothing.
- More Christmas music playing.
- More variety of food vendors and fire pits.
- Bring back fireworks, the light display didn't seem much different to the light display that us usually up.
- LOVED the fire pits! More food vendors. More vendors I would have bought stuff. Mugs for sale please - luckily I was given one by Interpipe.
- Would be awesome if more local businesses get involved.
- Bring back the fireworks!
- More lights.
- Land acknowledgement is a ridiculous waste if time. Ring back things people actually want to see.
- Nothing happened at the end, why is it called light up? The washrooms in the parking lot with recall were so dark Didn't even see them there and walked right past them. Would benefit from characters walking around.
- Ice skating area out in by the big tree or in the open area by the station.
- Start the event at the same time but do the ceremony at 6pm and allow people time to enjoy the activities afterwards. 7pm is a bit late for families to keep walking around afterward. The candy cane switch left a lot to be desired since the "lights" didn't really change that much. They were already on ambient mode. Need to do something different for a light up moment maybe install a new big tree in the center area with a "wow" moment.
- Nothing. Keep it the same. Small town community feel.
- Live entertainment poorly organized. Acts had to wait long time in very cold conditions because of allowing others to over take schedule by over extending their time slots and adding acts (powwow dancing) during other acts time slot, and not allowing time for set takedown! Lineups for free food too long, need more vendors and warming stations, more light, streets felt very dark for a light up celebration. Light up more trees, vehicles, fire trucks etc to feel more festive.
- Change the lights , flashing mixed colors look like a rave, not beautifully festive.
- The number of hot dog vendors was a lot less than previous years which made the lineups super long. Standing in line so long made me cold a lot quicker.
- I would love to see more then hot dogs like chips.

Appendix A

- Less confusion and online negative banter about who organized the event and who does more. The "organizing" committee was more concerned about making sure people knew they were organizing it than looking at making it a cohesive event between themselves, the town and other sponsors. Would change the 2 different advertising creative streams for the same event - so confusing.... looked like the town had one event and some other company another event.. happening at the same time. Change your event approach on how you represent yourselves overall to be united, cohesive, and together.
- I would like to see an area of street vendors or christmas market vendors or spread it out as it is becoming so crowded. Could it be open during the day to spread the crowd out for those who don't want to go into the night, or have day events followed by night events.
- The actual switch throw for the light up was very anti climatic. Fireworks would've been nice. But the light show wasn't all that interesting unless you could see it from the sky.
- Christmas market vendors.
- I think if it's cold a few more fire places would have be amazing.
- No dogs.
- Fireworks and more kid activities.
- We miss the firework display!
- Bring back the fire works.
- Keep it as is, great community event.
- No more land wreckanition!!
- I'm not sure what the point of the event was. What are you celebrating? Trees? Lights? Food? In a manner of speaking, the event kind of backfired because it was so incredibly crowded. We had our heart set on trying to get hot chocolate and a free hotdog, but every stand was simply overwhelmed with incredible lineups. The volunteers did a fantastic job, but they simply couldn't keep up with the volume. Your guess is as good as mine as to how you solve that problem. Tell people not to come? You would need double the free hotdog stands to be able to cope with crowds so people don't have to stand in line in the cold.
- Location of the fire pits. Seemed like there were fewer than previous years.
- If there is ever an opportunity to light up a real very large Christmas tree that would add to the event I believe. Also would like any kind of roving carolers / singing before the actual Light Up.
- I'd like to see some kind of a Christmas parade being part of Light Up. I know it's hard work, but I do think it would enhance things.
- Coordinate date with the cp holiday train.
- The 'bring your own cup' is a great idea but, it's not practical to expect everyone to know about it and to bring them. Vendors should have options available for people who don't have a cup. We didn't know this was part of this years event and did not bring cups so my kids missed out on the hot chocolate.
- COLT bus was great for the way there but then we were stranded as there are no regular routes to our neighbourhood and all on demand buses were unable to be booked. The ended up taking and uber home.
- Fireworks.
- It would be nice to include something for seniors as well.

Appendix A

- More interactive events like maybe a cookie decorating table and a skating rink by the old Rexall parking lot. And a real Christmas tree with lights that are turned on with the community.
- Light up ceremony right at sunset instead of 7:30.
- Hot chocolate vendors had no cups. When I talked to them, they all said it was supposed to be cup free, but very few people actually brought cups, so that was frustrating to have to go to several, after lining up, to see who still had some cups. Cup free is great but I think cups still need to be provided, as they said hardly anyone brought one and that is why they were out of the few they had so soon.
- Three people directing traffic at intersection in front of station almost caused many accidents. Get one police officer who knows what he is doing next time.
- We love the Characters walking around in winter / Christmas themed costumes to take photos with young children.
- As a business owner impacted by the closing of downtown streets, I would like to have streets open until later - even if its a restricted 1 way system. I sell fabric and yarn so there is no point in staying open when folks come in with hot dogs and drinks to brave the cold. We lost an important half day of business.
- Local Businesses show casing their food or something nice to add. However you make it very expensive for businesses participate just let them sign up and come up with ideas instead of disgusting hot chocolate and cheap done food that is a waste and not quality.
- More fire if its cold!
- Mulled wine sales like European Christmas markets/festivals.
- Sidewalks and roads clear for strollers.
- Bring back the fireworks.
- Instead of making all this hoopla for a one night overcrowded event, why not make a light displaying a park that brings people to our town, and gives people something affordable to do in our town. This town needs to rethink how funds are used. How about creating a family light adventure that locals and others will enjoy. Think of all the money it could bring to our local businesses. Think a different way. Light up is too crowded and not that great. No I would rather support something else.
- Was really impressed with organization, food supply, some entertainment, light displays. The Grinch movie and lighted cubes were great. Liked all of the free light tubes for kids. I think more entertainment: buskers, magic tricks, more wandering characters would be great!
- Fireworks, way more fire pits more music.
- It's sooooo crowded and the lineups are bananas. Not much we can do about either of those though :)
- String lights such as merry Christmas across the street. I didn't notice as many people dressed up in costumes, it would be nice to have more characters. I liked to elevated stage. Have choir groups farther away from loud acts. They were drowned out by the act down the street.
- More activities and food option for vegetarians.
- More parking.

Appendix A

- There are too many people. The event has outgrown the concept. I don't think the event needs the draw of free food. We've been to many light ups and it seems to get worse and harder to do things every year.
- I would love to see more lights! For an event called "Light Up" the lights were pretty underwhelming. But overall the night was great!
- More market style vendors.
- More lights on side streets.
- I would love more fire pits/vendors/space to accommodate the large crowds!
- My kids were really disappointed Elsa wasn't there this year.
- No need for the mayor to talk. It's too cold.
- A roaming choir would be nice :)
- The end was a bit disappointing. We expected a "big" finale.
- Did not know I had to bring my own cup for hot chocolate! I was very disappointed until I found a booth that had cups. This needs to be advertised better! Or give out cups to all hot chocolate vendors.
- More traditional carol live music.
- More fire pits. They are a highlight! It would have been nice if Global Pets was open.
- Fireworks brought back!
- Have the fireworks brought back!
- Make more than one lost child/safety stations so children know where to go and there are options around downtown.
- Don't bring your own cup. Utilize side streets more to relieve congestion No Dogs.
- When i first got there i stood in line for what i was expecting to be a hotdog. Turned out to be hot chocolate. All good but it would've been nice to see a large sign signifying it which one it was because I couldn't see the front of the booth. I had brought a thermos cup of chocolate and didn't really need to stand in line for those 15 min.
- More lights.
- It really needs a set show... rather than just running. A big countdown to the show that you can actually hear would make more sense.
- More activity beyond the chicken lady!
- Bring back the fireworks.
- Get rid of the Vegas style lights in downtown. Cheapens the image of Cochrane and the western feel. So tacky.
- The flashing of all of the lights is quite overdone. Places like confederation park in Calgary have the light displays up without the flashing and it is quite enjoyable to be around. The lights flashing all winter is so intolerable that it will keep us away from downtown.
- Fireworks.
- Bring back the fireworks, they really added to the magic.
- More fire pits.
- An outside event planner who is not in conflict of interest.
- The idea of the stage is good. Just needs refinement. Could they keep warm in the provincial building foyer? Then have the stage right out front of the prov building? They would also have a washroom. You would need to hire security. But it could work?

Appendix A

- How about a Santa Clause parade, hot chocolate and hot dogs on the side of main, he comes through and officially lights up Cochrane with a small fireworks display to enhance it. Also - hire professionals to put the event on.
- So many glow sticks - feels like a lot of waste.
- Earlier volunteering sign up so we can participate next year. Actually, a one place go to for all Xmas events and other community activities throughout the year for interest in volunteering. We are new to Cochrane (3 years) and still figuring out all the wonderful things this community offers!
- Indoor area for the really little ones to warm up.
- Ice skating.
- More hotdog tents or double the lines. It was great to have the sleigh rides and lots of opportunity for photos with a wide variety of themes. Live music with marky mark dj was outstanding! And seeing a choir, dancers etc was a great addition over the years.
- Starting earlier to make it a bit more spread out as I found it very difficult with two young kids in a stroller.
- More sleighs to address the long waiting line. I never rode the sleigh because the line up was so long.
- Without the fireworks this year it felt a little anticlimactic. Maybe in the future, don't light up the gazebo lights and the tree until the end. Maybe at the 1 minute mark before the "finale" shut off all the Christmas lights and music and have a countdown and then turn on all the lights including the tree and the gazebo and launch into the music. This would feel more exciting and feel like an actual finale.
- I didn't see where there was more lights that were displayed.
- A couple more hot dog stands would have been great to help with the lines. Overall it was a fantastic event as always! We really appreciate all the work the LightUp volunteers put into the event!
- Needs more fireworks.
- Better traffic control on Griffin Road.
- I think snow removal could have been done prior to set up as I saw many participants had mobility issues walkers etc. I walk slow and places were icy. Too many very large dogs. I feel as there is food served and small children dogs should be banned from the event. I own a dog and would never bring her in a large crowd where there is food also there were several large ones lying down on the floor in Found books where people were. I think for this one special night they can be left home for a few hours with of coarse the exception of a certified service dog.
- The stage location kind of clogged up the main road, maybe put it in the old Rexall lot so viewers aren't blocking the road or on a side street?
- Bring back the fireworks !!
- I realized at the end that we didn't get to the side streets. Would be interesting to consider an alternate plan to support flow through all of the vendors. I don't know what a solution would be. Maybe include vendors and activities on memorial way as well? With a growing community, spreading out would be helpful. The streets were packed this year.
- Signs today activities like the wagon ride and times Really missed the fire works.
- More firepits.
- Better shoveled walkways and sidewalks.

Appendix A

- Nothing! The volunteer organizers did a great job!
- Seems we have outgrown the main street. Lines where long and crowded. Maybe move to park.
- The event was too spread out compared to past years. Barely any participants on the side streets and they should have been on the Main Street.
- I would like the fireworks to be brought back. The countdown on stage was confusing. Everyone was looking around waiting for a light show. It was a bit anticlimactic. There were a lot of complaints in the crowd over the light show. People were expecting drones or something more dramatic than the tree.
- I think the laser light show from a few years ago was fantastic.
- I would love to be able to bring my dog to the event. Also great work on not doing fireworks! It's so much better for everyone and all pets, wildlife etc.
- In other light up events there are drone displays that replace fireworks. Is that something that may be considered?
- Don't have to bring your own cup for hot chocolate. Also would like to be able to get coffee.
- A more classic arrangement of decorations and beautiful lights like what's around the quarry shopping. We have such a beautiful old west, old downtown feel in our town, we could match that feeling.
- Is there a way to vote for your fave booths hot chocolate toppings? Or hot dog toppings? I've always thought there was but unsure how to do so. We thought the hot dog toppings were much improved this year, and I thought it was because there was a voting component this year. Could there be one table where you vote? A friendly community competition?
- With the amount of people visiting the event now there should be additional space added. At some point it started to get so busy that it was difficult moving around especially with having kids there.
- Wondering why there were no fireworks this year? Everybody looks forward to it. It was disappointing with the techno light show instead.
- Small kid rides like trains . Other food vendors. Holiday Vender area. RC car racing. The big heated igloo we had a few years ago. Shooting gallery. Roping. Ice climbing wall.
- More hot dog stands.
- I would like all the business to participate in lights. There was only 4 business that had outside lights on there building. If the town is going to go to all the work of putting it on Main Street they should do it too. Or move it to the Ranch.
- Bring back fireworks.
- Fireworks.
- I would love to see the historic downtown portion returned to a simpler, classical and charming state. Similar to a "hallmark movie" feel. I think all the dancing lights could be celebrated on the south side of the tracks near the Station. This would also allow Light Up to grow and expand with the old historic feel on one side and the flashy new on the other.
- Bathroom facilities were available by porta potty but not clear signage. It is hard for families with small children to use them. Having The Station open for that is great but long lineups for bathroom.

Appendix B

What improvements could we consider for next year? Any additional thoughts?

- FIREWORKS
- Need fireworks!!!!
- Please put fireworks and maybe more hot dog stands and more time.
- If it starts at 4 then ALL vendors should be ready at 4. Open the railway crossing barrier things. More signage with just arrows pointing to things, maps are useless. Make a parking route. Make those hot dog people more efficient. Man what a poor display of effort. No wonder people call it the Cochrane line up.
- Fire works need to be back. The ending was very lame.
- Transit needs to reach out to the communities admins to discuss the free transit and show the schedule. This service should have been packed solid. Each community has a group and finding the admins is fairly basic to send them the information so it gets out there.
- Lost kid station where they give those bracelets to write phone numbers on - it was very crowded. Like stampede :)
- Music needs to be going the whole time. More shops open and all businesses on Main Street should be decorated. So many put in the effort and then there were a few with absolutely nothing.
- Stop with the land acknowledgements.
- Fireworks.
- No land acknowledgement and bring back fireworks!
- Keep it to the one Main Street only, the off shoot streets are too far away and not very interactive/engaging only adding time to walking through. Have more characters walking up & down the streets, we may have missed it but one year there were Spider-Man and others wandering around and the kids loved that!
- In order not to use fireworks, you could think of a show with drones or a light and laser show, something different from the lights that are already on. Or leave the Christmas tree off and turn it on with the countdown.
- The stage was in a bad spot , it was very crowded and couldn't see it.
- It was great, all the singing, hotdogs and hot chocolate; it's my favourite event. Can't wait till next year. Congratulations to all the volunteers and organizers great work!!
- I thought there was a tree lighting? But didnt seemed to be. The event just ended at 730. If there was speeches or a lighting or something maybe a little announcement on where to go and that it was starting.
- Bring back the fireworks!!
- Line markers for vendors.
- More hotdog stands. The lines were quite long this year and I believe there were less stands than last year?
- Great job! So glad you stepped in to ensure it happened.

Appendix B

- Parade of lights - Santa jumps off his sleigh and pulls the lever and boom light up. On side streets there's the vendors and hot chili are/ hot dogs and there's a main stage where Santa welcomes the holiday season and the dancers come out. How do I volunteer and get involved in planning?
- Not all businesses have the staff or budgets to set up downtown. Perhaps more could be included by having businesses sponsor a string of lights on a REAL TREE. The one in front of the station!! Get rid of the ugly fake tree.
- Overrall I think the event is great and really appreciate all the effort that goes into the event. However I wonder if it could be spread out more, or if the vendors where lineups build could be more spread out or at least away from the main stage and other attractions that draw, to help with general movement throughout the event. My son has navigation challenges that made it really difficult for him to move safely around the event or see at all what was where. If some of the congestion areas were spread out more it could with general movement and navigation of the ares. Also likely not a popular opinion, but I would appreciate a no pet/dog event. Some owners bring animals that just shouldnt be there. I know appropriate behaved animals only is out of your control. But my son is smaller and when you can't see to maneouvre around everything or avoid the animals and the space is busy and chaotic it is impossible to avoid all dogs, and if owners lose control of an animal even for a second, then a child who is afraid of dogs doesnt end up screaming because of being kissed by a dog whose owner didnt have full control. Or maybe there could be a dog friendly section and none dog friendly section. Anyways event was great, appreciate all the effort but would like to see a bigger space for it, to help spread out the crowd.
- I wish it was more of an event like all of down town blocked off with amazing bus links and walkable options. We walked 2km to get there. It would have been nice if there was more to do think indoor and outdoor events or tents to go into to buy stuff - maybe combine it with a Christmas fair or something.
- While I applaud "bring your own cup event", it didn't seem to get through. I would still run it that way, so that some people bring them and cut down on waste, but actually supply cups for vendors as if it was a "cup supplied" event, as that was our reality. It is very spread out, so light show was missed by many, assuming there was one as we could not see anything. Drone show next year?
- Instead of arranging hot chocolate & food vendors on the outside of the roadway, creating a jam packed center with big lines, what if you placed vendor tents in the middle of the roadway and then had every other vendor facing opposite sides of the road. Think 1 line of vendors tents on the main roadway like a boulevard, separating direction of travel?
- The street area became too congested with how the tents were laid out. Staggering the tents near the sidewalks cause line ups to congest the central street area making navigating difficult. I would suggest you line the tents along the center of the street with space between them for line ups to keep the sides of the streets and sidewalks clear allowing for more space and enjoyment of the storefronts.
- Warmer hotdogs buns.
- Earlier in November. Charge one time family fee Longer than 3 hours to take part in all activities.

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- Restrict toxic politics from being injected into the program, specifically land acknowledgments. I really wanted to hear our mayor speak and gather with community friends at the end of the evening but did not want to be compelled to listen to divisive mantras before hand. It's enough to ruin the evening especially knowing that so many innocent children are subjected to this propaganda at an event like this. Land acknowledgments are a toxic practice. They ritualize a fabricated collective guilt over historical events, infantilize indigenous people by reducing them to perpetual victims of "stolen land," and foster division rather than reconciliation. Far from promoting healing, they entrench resentment and performative politics under the guise of respect. They have absolutely no place in a municipal agenda or anywhere in civil society for that matter. Just look to BC as to where this destructive 'colonialist' legislation and the accompanying cultish behaviour is headed. I am fervently against this in any form in our town or government.
- Nope, it's fantastic.
- Spread it out a little, more cups for people who forget, more handicap parking.
- Think about not everyone can walk what helps experience for them and not enough firepower or warm places to go - why are there only one fire pit by the stage where everyone is standing still.
- This is more a comment in general about events in the town. It's my understanding that Light Up is a community event, and one that it put on by an external organizing committee. When did the town start getting involved in this event? Why does the town assist In promoting this event and not the many other community events that are put on by other organizations? So much money has been given to Light Up in the past, and without full transparency. I know people love this holiday mainstay, but why the special treatment? I think that the town should show some support (not necessarily financial) to the other organizers in town and throughout the year.
- Better communication, reaching out to past sponsors so they can be involved and invest into the festival year after year, and better social media presence.
- Reminders re: bring your own cups.
- Instead of fireworks a drone show.
- Highlight where emergency services are.
- More characters dressed up walking around and more fire pits.
- Bring back fireworks!! Didn't attend this year as the fireworks were cancelled. It also felt like replacing them with a land acknowledgment was a cheap trick to make people feel like they couldn't say they were disappointed. It's fine (albeit a bit of a slap in the face to indigenous people) to do a land acknowledgment, but this felt strategic on the part of event organizers to keep people from stating their disapproval.
- I would like to volunteer next year. Sign up lists or 'how to help' communications in places I will find them (living in Cochrane fb group for ex). Algorithms can be funny, but with a few points of reminder/contact, I suspect word will reach it's intended audience.
- Maybe expanding the street a little further towards center ave and having live music at the end.
- Please leave the lights on after the event for people who can't make it through the crowds.

Appendix B

- Don't make it on small-business Saturday. Lots of stores have to close early and lose traffic on an important selling day of the year for them.
- This was my 30th event. Need more Hot Dog venders. Line Ups was long. Should have a "warm-up" tent.
- It is great for young families with kids. We were four adults and just walked through, listened to a band and left. It was hard to listen to the band because we felt like we were in the way of others so we did not hang around long. It was very well attended. It was nice to see so much community support. Kudos to those who organized it.
- Thank you all - Volunteers and Town - so much for the joy of this Light Up Event! Happy Holidays!
- No more land acknowledgment bullshit! This is a cash cow by reservations across Canada! Enough is enough!!
- Not an improvement..... but I was impressed on how many hot chocolate stations there were so no long lines. I didn't plan to eat a hot dog so I can't comment on any line ups for those.
- One thing that bothered me was traffic control by the station. The volunteers did not seems to understand their role... they tried both to control pedestrian and the traffic. Either more training or clearer understanding to let traffic flow naturally in between pedestrian timely crossing. Sending car thru the stop on a 3 way stop intersection by three different crossing guard is a recipe for an accident. Let the cars come to a stop or actually direct traffic by a trained police officer. As a retired LEO with muktiole years on traffic enforcement and control I was amazed nobody was hit. No blaming the people doing it...it requires an understanding of possible accidents. One police officer could have done the job of 3 people....
- Better communication, reaching out to past sponsors so they can be involved and invest into the festival year after year, and better social media presence.
- Enjoyed the event, will definitely be back next year. Thanks for all of the hard work!
- More lights leading to the Station.
- Parking.
- Bring the fireworks back!! And the 5 minute long land acknowledgement was a bit much.
- If fireworks are not in the plans, perhaps could do a "Welcome" instead of a finale. Flip the switch at sunset to turn all the lights on. Everyone was waiting for something to happen after the candy cane switch and nothing really did. Everyone was very confused as to what we were waiting for! Also it was unclear of where the Mayor speech/candy cane switch was happening, even the vendors had no idea. Doing the speeches and turning of the lights on at the start of the event allows people to enjoy the street and surrounding businesses without interruption.
- Maybe more fire pits? I guess depends on weather eh. I did not hear the bands, but I did see some speakers spread throughout...were we supposed to hear them on there?
- Cochrane is a community that has dedicated volunteers that have been called upon a lot in a year and possibility of canvassing the new businesses could increase the booths available.
- I would really like to see you extend the concert ideas. I know it's all weather dependent, but made me some ice slides for kids. Made me some ice sculpture demonstrations.

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- I appreciated that vendors were ready to go earlier in the evening - As someone who attended earlier than 4:30 p.m. for younger aged kids, I wasn't expecting the hot chocolate or hot dogs to be ready, but It was nice that so many were ready to go. It showed that vendors were prepared and very organized.
- Land acknowledgement is part of the grand finale? Really? Not needed at all and certainly not as a closer.
- Nothing.
- The side walks shoveled as I saw a gentleman fall.
- More variety of food vendors and fire pits. More direction or organized line ups for food.
- Great event, well organized and not as crowded as the last few years. Well done!!
- Keep everything on the main streets - no side streets (made it feel too sparse). But lived in town for 20 year sand was my first Light Up. I LOVED it!!!!!!!!!! Will be back!
- Did not think that the land acknowledgement was in any way relevant to the event. Did miss the fireworks, but fully understand why it was not done.
- Thanks for all your hard work!
- More lights.
- Remove land acknowledgement.
- Do the formalities at the beginning, light up... something... anything. Have different coloured tents for hot chocolate and hot dogs or sighs so you could see what the lines were for. Put food vendors on edges and leave inside for activities and other stuff.
- No land acknowledgment. There is no need for this.
- The lite up timing was strange. Couldn't tell what was being lit when and then for the official lighting lights lights that had been on previously were turned off then on. The lights coordinated with the music was too spastic. Would prefer the lights not to be flashing aggressively. Off putting sensory wise. In general the flashing Christmas lights all down centre Street are off putting. Would prefer they are solely either left on or slow changing.
- Keep all the live entertainment it was great!!
- Don't commercialize the event with vendors and people trying to make a profit. Ruins the atmosphere.
- As above. Lots of groups in town would love to perform for free with properly organized sets ups along streets, and gazebo. Instead they r left alone to wander streets and perform. Have multiple stages going on with kids groups from schools, choirs, orchestras singing and dancing, more clowns and street performers, find acts from Neighbor communities like Cremona or Canmore, Bragg creek. In a nutshell, it was a little boring. Did like the Xmas music from choir, gave the event a feeling of tradition!
- One look at feel. The word "light up" is confusing as we assumed something would be "light up" and in fact nothing was, all the lights where on. Either hand out free cups to people or have vendors selling, or ask to pay $1 and it goes to food bank or something. This was a great opportunity to tie in a charity and that was not there either (that we noticed). Overall great event but seems disjointed.

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- The lights along Main Street are disappointing. Maybe the mixed colour flashing lights are OK on Light Up, but for the rest of the festive season the main street looks ridiculous. I would definitely prefer to see white twinkle lights or a couple of festive colors, not flashing like a multicoloured strobe light! Besides looking tacky and not festive it's Very distracting while driving and dangerous at the crosswalks. In other small towns, you drive around the corner onto Main Street and are struck with beautiful glowing festive lights, in our town It's a tacky multicoloured flashing mess.
- Increase number of hot dog vendors.
- Shuttle buses were great - not sure how to improve the parking or can the day start earlier and spread it out for those who want to go yet, less crowded.
- Fireworks for the light up. Maybe a Christmas parade of some sort.
- No need to politicize the event by adding land acknowledgment.
- Sparkly lights in the trees pretty please!
- The heaters on the stage were terrible and the stage was slippery. You need proper heaters hung up and not emitting noxious gas We were to perform from 5-5:30 and we waited in the cold until almost 6! So timeliness is very important.
- Colt transit was not reliable. We ended having to drive to the event because COLT never showed up after 45 min. Please rid this town of COLT. We don't need it and it costs too much.
- Fire works
- This year the vendor set up was a bit chaotic due to lack of information in advance. The event looked great, well attended and love it as always.
- No more Indian dancers and land acknowledgment bullshit!!
- If this is an attempt to celebrate Christmas, you folks completely failed. There was not one single thing there that represented Christmas. Again, what was the point of the event? The celebration of Christmas, which is the birth of Jesus Christ started in the 17th century in Germany. If you're going to celebrate that, then you need to have some sort of Christmas displays, Christmas music, Carol, singers, nativity scene something.... If it's a celebration about lights (which I think is really strange) then I guess it's OK the way it is.
- There were long line ups for hot chocolate and hot dogs. We ended up not bothering and headed to a local business instead.
- We were disappointed that there was no fireworks this year. Fireworks are such a fun celebration and to stop that tradition had our family feeling like the evening wasn't complete. Please bring back the fireworks!
- I felt it was somewhat confusing what the "Light Up " portion entailed, where it was located exactly, and if there was a program, or a demonstration that was supposed to happen at 7:30? There were people walking from one side of the tracks to the other in both directions and it wasn't clear where things were going to be happening. Also, I think if you spread the same amount of food and hot chocolate among more vendors it would decrease the lines obviously. Esp on a cold night waiting in line is terrible with young children.

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- Bus routes to all neighborhoods please with clear schedules identified for users who don't normally use the bus routes.
- The streets- many individuals fell or were close to falling. Perhaps have ramps?
- There were some booths that was hidden away in side streets and did not get the same exposure and attendance as others who were on the main street but yet there were enough space to accommodate them closer to the rest. A Christmas parade would be cool.
- First, such a great event for a volunteer team!! Some ideas: - shift from the frantic light show - something more warm & Christmassy vs rave on main Street - would love to see more vendor booths - would happily pay $ to avoid the lines. - felt like most lights were on before the official light up? It would be cool to have everything dark, then it all lights up at once - maybe concentrate the lights instead of spreading them out so much? - would love to see light up grow to a whole weekend of Christmas fun :-)
- Supply cups.
- Love the live entertainment - music and dancing. That way waiting in line ups is so much more enjoyable.
- Why not include the area around the Satation and the library.
- Let business owners take over talk to them directly everyone will win the business and the opportunity to grow as a town not just poorly done activities.
- Nothing. All good.
- Loved it! Question 1 has a typo.
- There is never enough hot chocolate or hot dogs Sadly the town has gotten too large for such an event. The crowds are way too large for such a small space, the key components that draw people in have become lack luster or the lines are simply too long to partake, losing the fireworks has been the hardest pill to swallow and we likely won't return because of this. The event was great when the population was significantly lower but at this point it's not enjoyable. The organizers and volunteers did a fantastic job given the circumstances, however I think a big overhaul needs to be done and the event needs to reflect how much the town has grown and it needs to grow as well.
- Fireworks, bands more fire pits.
- I refer to this event like a Hallmark movie.
- Consider scaling down Light Up on the one day, and expand it into a month long walk around light show for families to use many times. Even Redwood Meadows has a skating circle. We can do better. Light up is a painful overcrowded, not great event. Think how we could do better. Hello Economic Development!
- Better access and parking.
- More live entertainment.
- Don't do the free food, people will come out just for hot chocolate and the entertainment.
- More lights! It was also exceptionally busy - which is great however challenging when navigating with kids/strollers. Could we span it over both weekend nights and hopefully have a smaller crowd each night? Just a thought.
- Light up the big tree and have the stage over by the station and big tree.
- More lights on side streets and more embassidors.

Appendix B

- It's such a wonderful community event and I would love to see it continue!
- Some Areas were quite icy. I hope wish I may parties will be back next year.
- Better Communication on the upcoming of the event. I didn't see or hear anything on when it was and consequently missed the whole thing..... second year in a row :(Also had to select yes I attended or survey would not proceed.
- The last few years it has been getting colder and colder. Also busier and busier. It's almost so crowded that I can't even walk. It would be nice to spread it over 2 nights. Our town is much bigger than when light up first began. Everyone is so rude on the street there. There's only a few fireplaces but people stand in front of them and don't move. It gets very very cold- even when you're dressed warmly. Thank you to all the hard workers.
- I really appreciate all the work that went into making it happen and the fact that a tonne of people come downtown to take part. But it's gotten so busy that we just found it a bit overwhelming to navigate the crowds and to try to see the entertainment. It was tough to know what was being offered at certain tables - it was just the presence of a big line that told us there must be food or something there. Perhaps signage that's lit up or posted higher up? Maybe expanding the Light Up area and having the activities a bit more dispersed would help with the crowdedness?
- Feels like a crime scene. Can we turn down the police state?
- Every ad needs to say bring your own mug for hot chocolate OR provide cups!
- Really appreciated Caldwell Banker being so hospitable and letting us warm up. They even had treats.
- Maybe clean the public bathrooms at the station every hour or so, they got pretty dirty. Otherwise loved it.
- We found that although we (a team of 5 employees/owners from a local business) all knew of the BYOC approach to hot chocolate, we realized after the event that we all seemed to inherently knew this from having attending in years past, which of course would not apply to all patrons. We had expected our supply of 200 disposable cups would be sufficient for those folks who forgot or didn't know but we ran out of cups within the first 60-90 minutes (our hot chocolate booth saw A LOT of traffic throughout the night). In hindsight, we couldn't be sure how extensively this was advertised, though, we could appreciate it WAS advertised. I saw some individuals come back to our stand with a reusable "Cochrane Light Up" cup, however, we didn't know where these came from so we couldn't direct patrons to obtain their own. We wondered if these cups were free or for a fee/donation to food bank (something to think about if not already in place?). Looking back through our sponsorship communications, we could not locate any info regarding cups, and a Light Up Event worker couldn't answer us at the registration booth on Saturday when we asked whether sponsors were encouraged vs. discouraged vs. prohibited from supplying disposable cups. Better communication about the cup situation with hot chocolate vendors would be wonderful! Despite having some Ebenezer Scrooge types give us a hard time about not having cups in the latter half of the event, we had such a great time engaging with the community and our families had a wonderful time walking around taking in the entertainment. Running through the streets with extra hot dogs for our team members and bags of chips in the hoods of our coats will be a core memory for a couple of us.

Appendix B

- Better advertising for colt use . Didn't know about till last minute.
- Love the fire pits! More of them would be even better! The last 2 years have been freezing! We have decided as a family that if it is cold again next year, we will not attend. But if it is warmer, then we will attend! So that has nothing to do with all of your hard work and organization, it's just not as enjoyable when it's freezing out. Perhaps some indoor kids activities would be helpful. A fun way for us all to warm up and still enjoy festivities.
- Open it up one hour before for seniors and special needs groups to walk through and participate.
- Give more thogfht to street closure pattern Definetly needs more thought to be more effective and user friendly.
- More firepits would be nice. We had a mild night this time around, but it isn't always that way.
- Need more to do for older kids and families. Everything seems for younger kids.
- Bring more life, more focus west past the chicken lady. Let's celebrate the entire Historic downtown of Cochrane!!
- No dogs (but I realize this won't happen). Big dogs and little kids with hot dogs... not a great mix.
- Fireworks!!
- It is so crowded with all the new and existing people in Cochrane. Need more space. No idea how this can be accomplished.
- No more pulsing flashing lights. Please consider a light display without the rapid light sequencing.
- More firepits would be great. It seemd like there weren't as many as usual. Maybe the space needs to be expanded because it was so crowded that there wasn't space to walk.
- Fireworks.
- Consider increasing the area for the event.
- The event is too large to be run by volunteers who are not only belligerent when they speak to people on social media, but heavily conflicted. Time to put out an RFP and hand this event to professionals.
- This is the type of event that defines Cochrane. Keep it up!!!
- How about a Santa Clause parade, hot chocolate and hot dogs on the side of main, he comes through and officially lights up Cochrane with a small fireworks display to enhance it. Also - hire professionals to put the event on.
- More fire pits. Tricky to get through some crowds with stroller. We really liked watching some of the movie on the light up blocks.
- A skating rink in the park by the station.
- A few more fire pits as they were quite crowded each time we approached. People were kind and made space for us and our grandson. Also hay bales throughout the event for places to sit. Maybe they were there but we didn't see them. We didn't get food, drinks or light things because the lines were too long. Next year we'll volunteer so maybe more of those kiosks can be added.
- Just want to say a huge Thank you to all the volunteers as this event wouldn't happen with out all of them. It's the best tradition in town.
- More lights would be great.
- Needs more fireworks.
- Pet free, dogs can be intimidating to little kids.
- No dogs, clean streets.

Appendix B

- The line-ups were too long for hot dogs and hot chocolate that it just wasn't worth it. We missed most of the shows and felt like we just walked from one end to the other without really experiencing much... maybe it was the stroller which made it difficult but it felt a little empty of stuff to do and see in a sea of people just walking around. Perhaps that just means more entertainment options, wandering street performers, more areas off the main road? More businesses participating in unique ways? It would be nice to have a ton of really visible and enthusiastic volunteers to help point people in the direction of things...
- Just make a bit of a build up to the finale. We don't need fireworks, but a little buildup culminating in the final light up would be better. As I said above, don't turn on the gazebo or tree lights during the event, only the street and building lights, then have a countdown at the end where all the Xmas lights on the street are turned off then come back on with a grande finale feel along with the tree and the gazebo. This year, without the fireworks it just kind of ended. Even with the music and the gazebo singing lights it just wasn't as impactful as it could have been. Especially to the kids who really only noticed the music becoming loud suddenly. Play with the lights more to add to the buildup of "light up". Back in the day we used to have the Christmas tree on top of the old Rexall building that would be lit up as the finale. We didn't have fireworks back then but there was still something exciting to see at the end that was the culmination of the Cochrane Light Up event.
- More vendors like a night christmas market.
- Great event except missing the fireworks ...
- I just actually want to say thank you for volunteering to put this on. We look forward to it every year. My parents came for the first time this year and spoke of the community spirit afterward.
- There were long lines + cold weather. Add more tables for hot chocolate and hot dogs.
- Really missed the fire works.
- Better shoveled walkways and sidewalks.
- I brought 2 autistic kids. It was a lot of sensory overstimulation, with the loud music in particular. It would have been great if there was a disability area or tent, for them to take a few minutes to enjoy their hot dogs and hot chocolate, do some crafts etc in a quieter atmosphere. It was super hard to keep an eye on them with all the crowds as well, so a break for parents would be nice.
- A couple different times for the dances to happen so that more people can see them.
- Continue to have an inclusive environment.
- The streets shouldn't be blocked off at noon as it impacts accessibility to businesses. It use to be 2pm. The event was too spread out this year.
- All in all, it is a lovely family friendly event. We feel very lucky to be part of such a great community. Also, thank you to all the volunteers and the shuttle driver was amazing!
- Perhaps more vendors with hotdogs just so that the lines aren't as long and the vendors are struggling to keep up with hotdogs. Found the lines really long this year. There didn't seem to be as many light displays this year? It just seemed darker on Main Street and not quite as "festive" as previous years.

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- It's extremely crowded. Not sure how to remedy this unless the activities are spread out around town. It was a bit political to have land acknowledgments etc. This is not needed during a winter celebration.
- I didn't attend any speeches because standing in the cold listening to one person talk is not appealing to me. It sounds as though it was appealing to some others though so I am perfectly fine to do the parts I want to do and leave the rest for others! Thank you to all the volunteers for doing this for our town.
- I know the main booths are hit chocolate and hot dogs, but it was nice to come across the boys and girls club which had some photo backdrops to people in costumes. Just something different. My little ones wanted to stop at every booth bc they didn't realize it was mostly the same. Also I suggest adding some demographic questions to this survey next year. It's one thing to ask if the event felt inclusive and look at the results as a whole and a whole different story to ask and look at the results by demographics.
- Start lighting up the Christmas lights at maybe 5 pm instead of 7. Would be much nicer to walk around the event with all the lights already turned on.
- Better communication. Laser light show. Live DJ. Helicopter rides. Lol.. not much more. Everything is what we make it.
- Something other hot chocolate, learn from European style winter events, no need for massive stage, singer was not worth the wait.
- More fire pits gives people place to congregate and get warm. carolling would be nice too. Also advise early for volunteers I would have love to help.
- Bring back fireworks.
- A big celebration to light up the tree at the station. Along with Fireworks.
- Have an earlier time for families with toddlers to attend without the crush of crowds. We brought two small children and they got overwhelmed, cold and tired within an hour and we had to leave so missed much of the entertainment. It is such a wonderful community event. I overheard one newcomer say they loved the warmth of community.