**CHRISTMAS IN JULY VISION DOC**

**Bottom Line**

We are participating in the Toledo Zoo’s Music Under the Stars summer concert series as way to take what we are really good at (experiences) into the heart of the city by partnering with the Zoo. Participating in this event positively positions CedarCreek in the community by giving them a fun night out with friends/family. This event will be presented as an easy invite for our church attenders.

**Goals**

* This is one of the 2 church wide drop in events for the year.
* Leverage the concert for attendees to invite their unchurched friends and family to experience CedarCreek.
* We would love to see 3000 people.
* We will leverage the experience to invite people into a weekend service and our Christmas Services.

**Broad FAQ’s**

* What big-picture, initial questions, will be asked?
	+ What Staff is needed?
	+ What DreamTeam is needed?
	+ What is the promotional plan?
	+ What is the budget?
* What questions do all-staff need to be equipped to answer?
	+ Why are we doing this event? We are giving our church an easy opportunity to invite their unchurch friends and family to experience CedarCreek.
	+ When is the event? July 25th at 7:30.
	+ What is the event?
		- CedarCreek Band playing
		- Lights at the Zoo
		- Food vendors
* Do staff have to attend? No. We are offering a fun staff outing with this event and hope that staff and family want to have a fun shared experience.