

Park & Recreation Commission Item



April 28, 2026

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| Item | Easter Egg Candy Hunt Evaluation |
| Item No: | H.1 |
| Agenda Section | <u>REPORTS</u> |
| Prepared By | Priya Wall, Recreation Manager |

SUGGESTED ACTION

SUMMARY

The 43rd Annual Easter Egg Candy Hunt was held on Saturday, April 4 in two waves at City Center Park. The first wave was held 9 a.m., and the second at 10 a.m. 416 children attended the event this year, with an estimated total of 900-1,000 people, including adults. Weather was wintry, with a mix of snow/sleet prior to the event and cloudy, windy conditions during the event. The temps for the morning were mid-high thirties.

Participants were divided into four age groups for the candy hunt: 2 & under (new), 3-4, 5-7, and 8-12. In addition to candy and eggs, kids had the opportunity to hunt for "golden eggs" that were redeemable for prizes. Prizes were donated by kiddywampus, Mathnasium, T-Fiber, Pizzaioli, and Chick-fil-A. Nine local businesses were present at the event to provide kids activities. One business provided free coffee to adults, which was a big hit.

Special thanks goes to Mitch Velgersdyk, State Farm Agency, Bach to Rock Minnetonka, Kiddie Academy of Chanhassen, Backed Chiropractic, Sora Therapy, O2B Kids, Mathnasium of Chanhassen West, Xcel Energy, T-Fiber, and TruStone Financial for supporting this event. Thank you also to the Chanhassen Fire Department, Carver County Sheriff's Office, and the Chanhassen, Chaska, and Eden Prairie High School Key and NHS Clubs for volunteering.

Coloring Contest

The Annual Easter Coloring Contest also ran as part of the 43rd Annual Easter Egg Candy Hunt. Prizes were awarded in 10 age categories based on originality and neatness. Forms were available online, at City Hall, and the Rec Center, and could be submitted online, at City Hall, the Rec Center, or at the Easter Egg Candy Hunt. 64 entries were received as part of this year's contest.

Comments and Recommendations for 2027

- For the first time in 2026, the traditional "Ages 4 & under" group was split into two new groups: Ages 2 & under and Ages 3-4. This was a well-received change, especially among parents of participants ages 2 & under. This change addresses feedback and requests previously received for a toddler zone, and the two new age categories will be kept moving forward.
- This year, the wintry weather likely impacted attendance, lowering it from what would have been expected on a warm, sunny day.
- Start the dash right away at advertised start times (9:05 and 10:05). Participants are better about arriving on-time, so delaying has less of a benefit and creates more frustration for families.
- Continue to find ways to encourage parents not to collect eggs for their children in older age groups. Every year, this causes frustration.
- Continue to consider new, creative event components to engage attendees in future years.

BACKGROUND

DISCUSSION

RECOMMENDATION

ATTACHMENTS

[Easter Expense Report 2026](#)

[Participation Numbers 2018-2026](#)

[Easter Survey Results 2026](#)