



**Dear Prospective 2010 Wistaria Festival Vendor:**

It's that time already! March will be here sooner than we know it, and so we are planning for next year's event. The 2010 Wistaria Festival will be held on Sunday, March 14<sup>th</sup>, and we plan to make it the best one ever.

The 2009 Wistaria Festival had the highest estimated attendance in years, with SMPD estimating as many as 13,000 people on the streets of downtown Sierra Madre.

We've included the application and other pertinent information along with this letter. We have held the line on the cost to have a booth at our Festival, even though last year we increased our advertising budget by several thousand dollars.

You will also notice that we've added a fee that hasn't been there in the past. Prior to 2009, the City of Sierra Madre had paid for or charged the Chamber only minimal amounts for the services they provide to the Chamber during the Festival, mainly Fire and Police services. Like many Cities, Sierra Madre is feeling the hit from a slower economy and the State siphoning funds to cover its budget. So for the first time, in 2009, the Chamber was charged fifty percent of the City costs, which worked out to several thousand dollars. After much discussion on how we could continue to make this a viable event despite the addition of this cost, we have added a \$25 Emergency Services fee to spread that cost evenly across the 200 vendors. I'm sure you understand that the cost of emergency services is one that benefits both the attendees and the vendors. We are basing this fee on last year's charges from the City, even though there is every possibility that the City will increase the fee the Chamber must pay. If that is the case, the Chamber will cover any additional costs.

Another item you will see this year that you haven't seen in the past is a marketing information request form. Many vendors have websites and/or newsletters of their own, or are members of bulletin boards and other marketing networks. We would like to exploit the potential of this increased exposure, and ask you to post links to the information your customers will want to know while planning their visit. We will send updates to you and to your marketing networks as the event draws closer. Since we anticipate somewhere in the range of 200 arts, crafts and food vendors, you can see that the potential for increased awareness of the Wistaria Festival is significant. We would also like to promote you as one of our vendors by providing links to your information on our site. Thousands visit our site in the weeks leading up to the Festival, and we will be happy to promote you in this manner, at no additional charge to you.

Should you misplace your application, or if you know other vendors who may want to become a part of this year's event, we will be posting the application at both the Chamber site ([www.SierraMadreChamber.com](http://www.SierraMadreChamber.com)) and the Wistaria Festival site ([www.WistariaFestival.com](http://www.WistariaFestival.com)).

We look forward to working with you for a very successful 2010 Wistaria Festival. Be sure to reserve your spot today!

Regards,

Sierra Madre Chamber of Commerce

P.S. – A word of warning, there is a possibility that we may be re-configuring the downtown vendor layout to improve the flow of the event. We'll let you know as soon as we know.