



**2007 VAC INTERNATIONAL FESTIVAL BUDGET:**

<b>Expenses 2007</b>		<b>Income 2007</b>	
Building Permit (for tent)	\$27.35	HRC Grant	\$2,200
Security: Code-3 Protection & Security	\$800	Vendors	\$3,579.40
Advertising	\$ _____	Sales (\$15 Sat, \$25 Sun)	\$40
Rentals: Tent (30x50 white frame tent)	\$1,050	Cash Donation (\$131 Sat, \$310.75 Sun)	\$441.75
16 water barrels	\$160		
114 brown plastic chairs (.90 each)	\$102.60		
10 banquet tables 8' (\$9 each)	\$90		
Delivery \$150 - \$140.26 Misc.	\$9.74		
Sound equipment rental: Will Crary	\$650		
County Permit (\$50 deposit)	Free		
Electricity (\$13.50 per day)	\$27		
Bathroom cleaning (DBI Cleaning)	\$50		
Environmental Enforcement	Free		
Professional band: BarbelFish	\$500		
Health Department Fee	\$ _____		
Copy flyers – Kinkos	Free		
Supplies: Trash bags, Duct tape, etc.	\$13.29		
Food: Set up crew, Will Crary	\$55.87		
Volunteer thank you party (Costco)	\$82.34		
Volunteer thank you party (Lyn Mead)	\$148.71		
Table easel for booth	\$15		
Photos for Bulletin boards	\$8.66		
Key Use Fee (City of Boulder)	\$13.50		
<b>Total Expenses to date:</b>	<b>\$3,804.06</b>	<b>Total income:</b>	<b>\$6,261.15</b>

## Vendor Evaluations - 2007

Vendor #	Vendor Name	Nbr Yrs	Sales	Comments
<b>Local Merchant Vendors</b>				
4	Little Buddha Imports	2	N/A	
6	Eldorado Natural Spring Water	7	N/A	
7	Alpaca Connections	4	N/A	
D	Himalayas	7	N/A	Paid Booth Fees with bounced checks
<b>Desirable Vendors</b>				
1	R.U.S.S.	8	\$387	Did poorly Very closed booth
2	GG Imports	5	\$1,473	Smart Merchant - Did well
3	Crystal d'Ilussions	3	\$1,409	Good Merchandise - Did Well
8	Afrika Mikono Imports	4	\$168	Sold Very Little
9	Silver Nomad	4	\$518	Good Merchandise - Did Well
10	Lily's Bonsai	4	\$850	Sold less than last years
11	Tino Andes	5	\$162	Beautiful merchandise - sold little
15	Bridges Classical Imports	6	? (Lic)	Did OK?
16	Elsa Hayden Design	4	\$430	Cooperative Vendor
17	Tropical Items Madagascar	5	? (Lic)	Did well - sells hats
18	Atlas World Imports	4	\$384	Cooperative Vendor
22	Salt of the Earth	2	\$300	Has fairly closed booth
B	Giggling Greek	1	\$450	Good food - Cooperative lady
C	Baklava Guy	1	\$432	Did Ok for break-in year
<b>OK But No International Theme</b>				
13	Enjoyables Glass Jewelry	2	\$581	Did OK
<b>Undesirable Vendors</b>				
5	Tibetan Sisters Art	7	0	Did not show up for any of the Festival
12	Chinese Folk Arts	3	\$110	Very limited inventory - sold little
14	Luna Claire	3	? (Lic)	Sells Hats - Opaque tent - Probably did OK
19	Andes Store Imports	2	\$395	Goods left in tent stolen - Not savvy vendor
A	Amadeus Symphony of Nuts	1	\$490	Complained constantly - Much trouble
E	Jonzin For Ice	1	\$263	Complainer - Not appropriate merchandise
20, 21, & 23 Were Non Profits				

**Date:** Mon, 02 Jul 2007 11:08:59 -0600

**From:** "Ellen Cunningham" <CunninghamE@bouldercolorado.gov>  View Contact Details  Add Mobile Alert

**To:** "Robert Schaedla" <schaedlar@yahoo.com>

**CC:** "Anne Vickery" <avickery@boulder.net>, "Stanley G. Wilkes" <sgwilkes@csd.net>, "Melba Shepard" <melba@qadas.com>, "Donna Shonle" <donna@shonle.net>

**Subject:** Re: Fwd: cart stuff

Thanks for your response, Robert. I will forward it to Chris.

I agree about the confusion, and next year I will be more clear. You will are not being penalized for the competition.

We can sit down next year to lay out the plan together if that will be easier. That way, we are both in the same room and can walk away with an agreement. I was very concerned about two hammock carts in the same block. We both have interests to protect. The carts pay a lot of money to have the privilege of being on the Mall. Next year, any vendor that competes with one of the carts has to be on a different block. This should clarify the issue. Again, I am happy to work with you on it next year.

Ellen

Ellen Cunningham  
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>>> Robert Schaedla <schaedlar@yahoo.com> 7/1/2007 4:10 PM >>>  
Ellen,

We are not sure about the identity of the "promoter" that Chris Norris refers to in his email of June 24. Stan Wilkes and I handled the coordination of vendors for the 2007 VAC International Festival (**FESTIVAL**). Stan says that he did not talk to Chris at all. I recall that when I talked to Chris about signing an agreement, I made the following statements:

- I told Chris that Ellen Cunningham had asked the Village Arts Coalition (VAC) to sign agreements with the owners of a mobile vending cart (CART) in order to identify and set a location for each CART during the FESTIVAL.
- I said the VAC wanted to locate most of the CARTs regularly doing business on the 1300 block of the Pearl Street mall (MALL) along the concrete fence (FENCE) that separates the Boulder County Courthouse lawn from the MALL. But then I added that I would like Chris's hat CART, Heads Up, to be located on the west side of the Ambassadors information booth on the 1300 block of the Mall. I never said that the VAC performance stage would be right on top of the regular space of Heads Up. As you know from the FESTIVAL map that I gave to you, I was well aware of where the stage would be set up.

I thought the west side of the Ambassadors information booth would be mutually agreeable because one of Chris's employees had told me earlier in the week that the west side of the Ambassadors information booth was a spot that Heads Up often occupies during festivals. I thought that it would not be either an unusual or a disagreeable place as long as we kept the tents of other hat vendors reasonably far away from Heads Up or on adjacent blocks. When Chris and I signed the contract, he actually agreed to write "West side of the info booth" into the contract (please see attached contract).

On the first day of the FESTIVAL (Saturday, June 16<sup>th</sup>) Heads Up was located on the west side of the Ambassadors information booth, Eppie's Ice was located along the east side of the Ambassadors information booth and several other CARTs occupied the area along the FENCE according to the contracts that I had signed with those CARTs. There was a space between Eppie's Ice and the nearest FESTIVAL vendor tent, which allowed a clear view of and access into the area along the FENCE where those other CARTs were located. I wanted to keep that space open so that people could see and access the other CARTs. There was no problem on Saturday because everyone honored the contracts.

On Sunday morning, the second day of the FESTIVAL (June 17<sup>th</sup>), I noticed that Heads Up was moved back to its regular location and was blocking a clear view of the area along the Fence where the other CARTs were supposed to be located. One CART, El Alma de Quetzal, was already set up along the FENCE. Since I wanted to keep a clear view of and access into the area along the FENCE where El Alma de Quetzal was located and where I expected other CARTs to be locating later in the morning before noon, I asked the person at Heads Up to honor the contract that Chris had signed and move back to the west side of the Ambassadors information booth. I did that really to protect the view of and access to the other CARTs! I also checked with one of the two Ambassadors representatives whom I found in the Ambassadors information booth (I don't know the name of that person) about whether there was any problem with relocating Heads Up back to the west side of their information booth. That representative said that there was no problem. If you have any questions about the second day, please let me know.

• We are finding the issue of FESTIVAL vendor competition to be confusing. We tried to avoid competition by placing the tents of the bonsai and hat merchant vendors at the far

edge of the VAC Festival. Lily's Bonsai & Gifts, the bonsai tent that Chris refers to, was actually located on the 1400 block of the Mall, which I believe meets your requirement of "adjacent mall blocks." Chris mentions two FESTIVAL hat vendors. One, Tropical Items Madagascar, was located on the 1200 block of the Mall, which also meets your requirement of "adjacent mall blocks." The other, Luna Claire, had its hat table located at the far eastern end of the 1300 block, which does not meet the requirement of "adjacent mall blocks", but was actually farther away from Heads Up than the tent of Tropical Items Madagascar was. Chris objects to Luna Claire and not to Tropical Items Madagascar, because Luna Claire is selling "essentially the same hats .which are all made in China ." His criteria for FESTIVAL vendor competition are apparently not just the category of the merchandise, but also the content of the merchandise; and apparently not "adjacent mall blocks." Moreover, it seems to depend on how he defines that content. I don't think that he would have been happy even if I had located Luna Claire on the 1200 or the 1400 block of the Mall. It seems that in order to satisfy Chris, and perhaps other CART owners, the VAC would need not only to establish a mutually agreeable location for the CARTs but also get together with each one of the CART owners beforehand and find out how they define "vendor competition". I don't think that it is fair to penalize the VAC International Festival this year due to confusion over what constitutes vendor competition. I would like to clarify vendor competition more so that we don't have this confusion next year.

I think that at this point we all need to improve the communication about what is expected for both FESTIVAL vendors and CARTs. I would be happy to meet with you and Chris to discuss the issues that he has raised.

Thanks!  
Robert

*Robert Schaedla*  
*Vendor Coordinator*  
*2007 VAC International Festival*

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**Ellen Cunningham <CunninghamE@bouldercolorado.gov> wrote:**

Robert,  
Would you respond to me concerning the Hat Cart's complaint please. I want to reiterate that next year, any booth that completes with an existing cart/merchant will have to be placed on adjacent mall blocks.

Thanks.  
Ellen

Ellen Cunningham

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>>> "chris norris" <thehatcart@gmail.com> 6/24/2007 3:51 PM >>>

Hi Ellen,

I noticed that the hammock guys sell t-shirts that advertise their business. May I then sell t-shirts that promote my business? I'm thinking it would be one design.

Also, that International Festival last weekend: The promoter, whose name I do not know (70 yrs, white hair, a little short), had me sign a contract stating that I would set up on the far side of the Information booth. I asked him if they required my space; that is, if some thing would be physically occupying my regular space. I asked this because last year I was asked to move, but nothing was in my space, so I moved back to it, upsetting the same promoter. He answered, yes, the stage would be right on top of my space. I said, OK, and signed his contract. But, once again, my cart did not need to be moved. When Maryanne, one of the ambassadors, asked if we could move back to our normal spot because evidently people weren't getting to the brochures on the outside of the Information booth, we did move, inspiring the wrath of that promoter. I have a hard time believing that he was unaware that the stage would in fact be set up 40 yards down the block. Finally, while I do think it appropriate that Tropical Items Madagascar appear at an International Festival (Fanja and Gearges are wonderful people), I can't say the same for the other hat vender, who sold essentially the same hats I sell, which are all made in China. And, were you aware that one tent was entirely dedicated to Bonsai Trees, exactly like our own Bonsai Tree cart?

Ellen, I love working on the mall, and I do not want to seem to be some malcontent. But these are some concerns of mine. If the powers-that-be deem that my concerns are warrantless, that is fine. I just wanted to express them to you. Thanks for your time, Ellen. And let me know what you think about my selling Heads Up! t-shirts. Chris

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Chris Norris  
Heads Up  
www.hatcart.com  
Boulder, CO