

Proposal to Produce the 2026 City of Diamondhead Fall Fest  
October 17, 2026 | 10:00 AM – 3:00 PM Diamondhead City Hall

Overview: I would like to submit this proposal to coordinate and produce the 2026 City of Diamondhead Fall Fest scheduled for Saturday, October 17, 2026, from 10:00 AM to 3:00 PM at City Hall.

The goal of the event is to create an annual fun, family-friendly community festival that highlights vendors, food, entertainment, and community engagement..

#### Scope of Responsibilities

##### **Nancy Perkins Responsibilities**

- Graphic design for event marketing materials (all designs subject to City approval prior to publication)
- Management of the event Facebook page and social media communication
- Creation and management of vendor applications and registration materials. Manage the number of vendors per category so we don't dilute sales. Categories include: Art, Pottery, Tumblers, Quilts, Jewelry, Woodwork, Homemade food (limited to 3-4), and more.
- Submission of email content and promotional information to the City for distribution
- Event layout and vendor placement coordination. A detailed event map and timeline will be developed prior to the event date, with the assistance of the City maintenance department.
- Vendor communication and coordination leading up to the event
- Provide updated event progress to the City Manager on a weekly or bi-weekly basis.
- Event PR on public calendars, free spots on WXXV & WLOX. TV - Nancy will not go live, prefer Mayor or City Manager to do so.

##### **City of Diamondhead Responsibilities**

- Advertising support including production and placement of five vinyl signs:  
Three signs within Diamondhead, One sign in Bay St. Louis, One TBD. I understand you have a good relationship with Coca Cola and you feel they will produce these at no cost.
- City email distribution and communication support
- Day-of and/or night-before event setup assistance. On 10/17 volunteers to help vendors unload and load their booth materials. Taxes are collected the day of the event. It would be advantageous to have a city employee collect that money at the end of the event.
- Restroom access for vendors (inside) and portable restroom arrangements for attendees.
- Coordination of City property access and logistics
- Assistance with traffic flow, vendor parking, and public safety coordination as needed.
- Additional operational support to be determined jointly during planning meetings
- Arrange for 2-3 food trucks who you use regularly
- Regular planning meetings may be scheduled to ensure all departments and participants remain coordinated.

### **Budget Considerations**

The following items are proposed budget considerations for the 2026 City of Diamondhead Fall Fest:

- Event Coordination & Production Management — Nancy Perkins at \$25 per hour (80 - 100 hours).. Anticipated labor costs will primarily come from pre-event coordination including graphic design, vendor applications, email communication, social media management, and event planning. Additional hours will be required during the week of the event and on the day of the festival for setup. I anticipate \$2,000 - \$2,500.
- Miscellaneous operational expenses related to event production
- Advertising in the Sea Coast Echo - \$230 (eighth of a page x 3). Quarter page \$155 each. Perhaps the City has a special rate with them. I believe the POA will include in their submission for the Diamondhead News. If not, it's \$155 for eighth of a page.
- Email blast from the Chamber - \$200
- Additional marketing and promotional materials as needed
- DJ / Music Entertainment: \$400, Ronnie Hammons (can be changed)
- Petting Zoo Attraction: Free if the public pays to get in (usually \$5).
- Vendor signage and event supplies

### **Vendor Fee Structure Proposal**

As this is a new event and vendor opinions remain somewhat cautious following the previous independently produced event, I would recommend offering discounted booth pricing to returning vendors from The Club at Diamondhead Fall Fest in an effort to encourage participation and help rebuild vendor confidence. Additionally, keeping booth fees below \$50 for new vendors creates an attractive and affordable opportunity that should help encourage broader participation and support overall event growth. I understand that the City doesn't have a Venmo account, but some vendors will balk at check or cash payments (which are due within 2 weeks of vendor acceptance).

Suggested vendor pricing:

- Returning Fall Fest Vendors: \$25 per booth space
- All Other Vendors: \$40 per booth space
- Limited electricity spaces: Additional \$25

Estimated Vendor Revenue (70 vendors):

- 25 returning vendors x \$25 = \$625
- 45 additional vendors x \$40 = \$1,800

Estimated vendor booth revenue: \$2,425

Conclusion: I appreciate the opportunity to work with the City of Diamondhead on producing the 2026 Fall Fest and helping create a successful, annual community event for residents and visitors alike. Please let me know if you have any questions or concerns.