



Concerned Vendors of Halloween Town

Participants

- ▶ Rick and Donna – On the Spot Foods
- ▶ Jonathan and Amber – Churro Shack
- ▶ Joanna Story – Jo's Grub Shack
- ▶ Nicole and Kelsey – Scouts BSA 106
- ▶ Beverly McGlin – Paparazzi
- ▶ Angela Waymen
- ▶ Mr. and Mrs. Lisa Corda – Sweet Betty's
- ▶ Tiffany – T & T
- ▶ Skylar – Mythical Mini Doughnuts
- ▶ Andrea Humbert – Scandalous Hair Design

Objective

- ▶ Our overall objective is to understand the needs of the city, vendors, community, and visitors. Have an open discussion on current concerns. Then, to produce ideas and proposals based on those needs/concerns and have a constructive conversation/presentation (as a whole) with those in charge to hopefully have those changes take place for the following years to come.
 - ▶ Note – would like current 2022 contracts to be voided that were already sent out on 11/8 and due date to be set after both parties have agreed to proposed terms.

PSA Contract – Objectives

- ▶ “support local merchants”
 - ▶ Needs to hear our vendor needs
- ▶ “improve community identity and livability”
 - ▶ Help neighbors' concerns
 - ▶ Parking during events
 - ▶ More local involvement
- ▶ “transforms and embraces the spirit of Halloweentown”
 - ▶ Needs to evolve around the Disney Movie

Advertising – Revamp suggested

- ▶ Responsible for advertising and promoting
 - ▶ Should not advertise
 - ▶ “General Admission” with fees included – Gives the impression that this event requires payment
 - ▶ Should be advertising
 - ▶ General Admission – Free (donations always welcome)
 - ▶ Calendar with special events for specific days
 - ▶ Include Online discounted tickets for combined shows/venues
 - ▶ Include parking fees (can purchase ahead of time as well)
 - ▶ If a lot of changes added, advertise it “Enhanced Halloween Town Experience”
 - ▶ Have brochures like they do for Disneyland and list all vendors as well
 - ▶ Information/Welcome booth

Vendor Concerns and Proposals

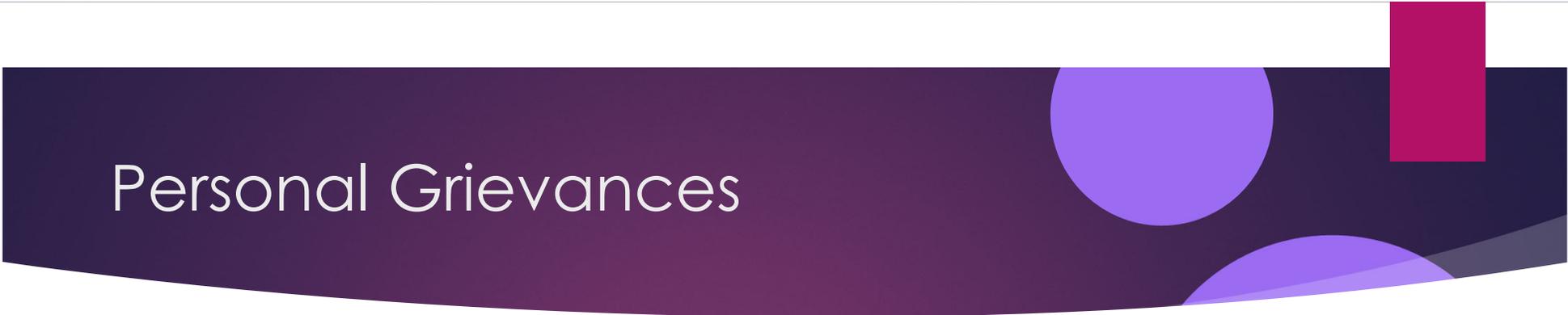
- ▶ Pricing – (Currently food 1150 (96 per day) and nonfood is 650 (54 per day) – upon further research, average cost for food truck is 800-1000 per month including utilities
 - ▶ Non-Profit – 30% off Vendor fee
 - ▶ Cooking vs. non cooking (currently listed as “food and nonfood”) – anything requiring county food permit should be listed as “food” Food should be 20x20 at the \$1150 price and nonfood should remain 10x10 at the \$650 price
 - ▶ Returning vendors – 10% off vendor fee
 - ▶ Local – 10% off vendor fee
- ▶ Dates
 - ▶ No September – September dates should be not included in “Halloween Town” venue but part of “fall festival”
 - ▶ Loss of Profit September
 - ▶ Less availability September
- ▶ Organization
 - ▶ Need someone always there as POC – Current Vendor Coordinator not always available and not always clear on what is going on
 - ▶ Per contract, the vendor spaces will be clearly marked
 - ▶ Vendor coordinator should be always on site and can give clear direction and have clear knowledge of all event happenings
- ▶ What food can have to sell
 - ▶ Returning vendors should be able to sell previous products sold (as always), but should adhere to deadline of at most 2 months prior so others have options to add more
- ▶ Would like to have the schedule and possible meeting before event to go over activities going on
- ▶ Friday option to sell – assigned spots need to be open to do so (close parking lot)
- ▶ All food vendors should be in one area – not a few placed in main street area (preferential treatment should not be allowed)

Understand Community Needs

- ▶ Parking – should offer a community meeting a few months prior for input from neighbors
 - ▶ Need to lessen parking on neighboring streets
 - ▶ Make parking lots more visible
 - ▶ Signs on highway
 - ▶ Bring back bussing from other lots or even the one that is close (dress up the bus like Halloween Town)
 - ▶ Open up to local churches or schools as opportunity for them to earn money for transporting – some have indicated hayrides...
- ▶ Ensuring more community involvement
 - ▶ Local vending, nonprofits, schools, supplying jobs
- ▶ Performances/music should be reviewed prior to event to make sure is family friendly
 - ▶ Some of the music was included profanity and some venues were not family friendly
- ▶ Hired Security

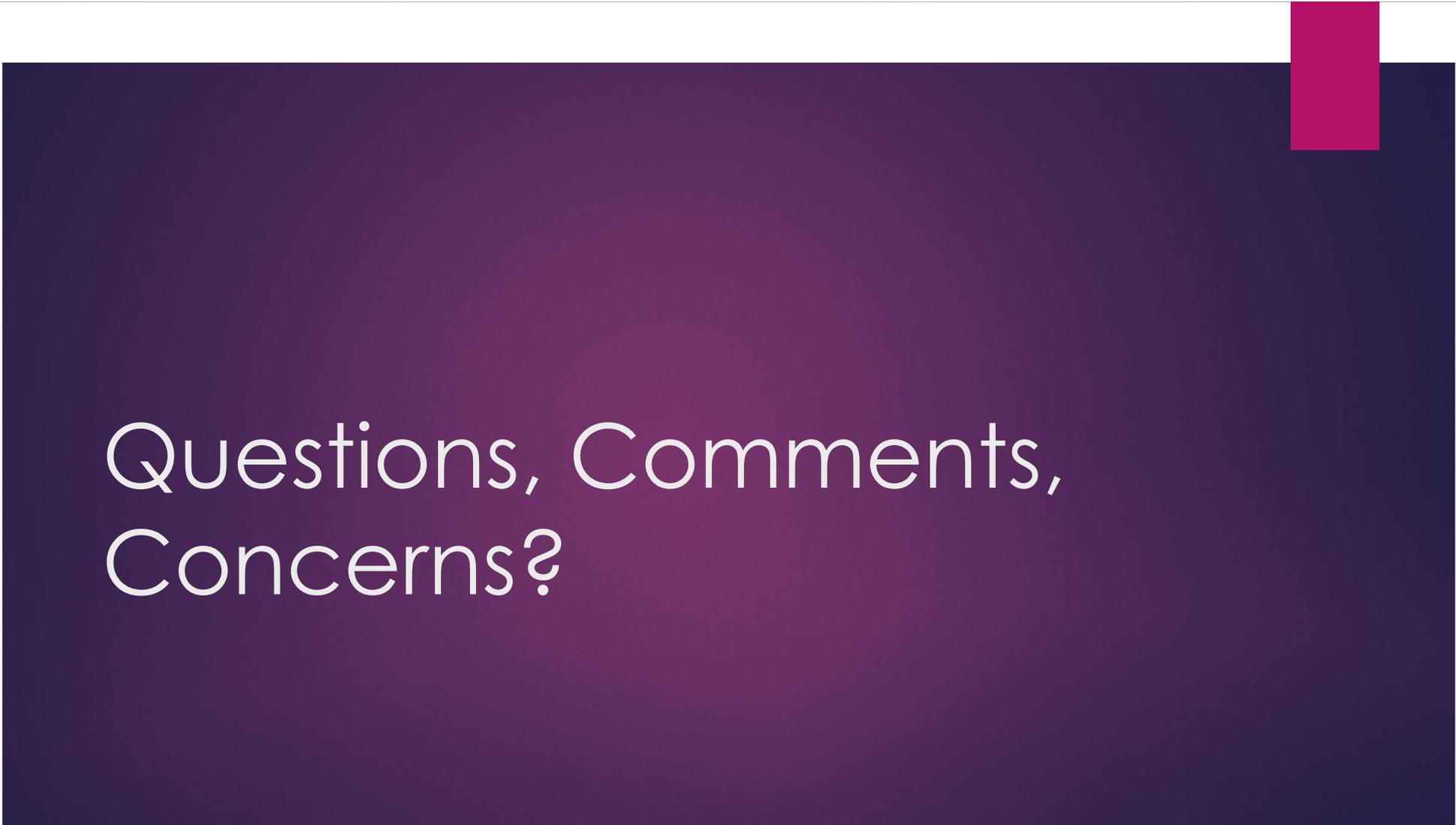
Understanding Visitor Needs

- ▶ Halloween Town Experience
 - ▶ Hire city folk to wear costumes (from movie) and walk around square
 - ▶ Create production
 - ▶ Hire local theatre groups to reenact the pumpkin lighting every Saturday night
 - ▶ Hire local artist to make brooms with logo on them and sell like the movie
 - ▶ Music from movie playing on speakers all weekend long
 - ▶ Reach out to Enchanted forest to see if they can create an animated Benny for the cab and advertise it....
- ▶ Hire more help with haunted house...make unforgettable....need people in there
- ▶ Pirates shooting cannons not a successful attraction pertaining to Halloween Town
- ▶ Having DJ and lighting for Halloween dance party last Saturday after lighting? – more opportunity to charge tickets
- ▶ More attractions - people travel from far away and want more
 - ▶ carnival games put on by local organizations/schools
- ▶ Should not be closing early on any of the weekend dates

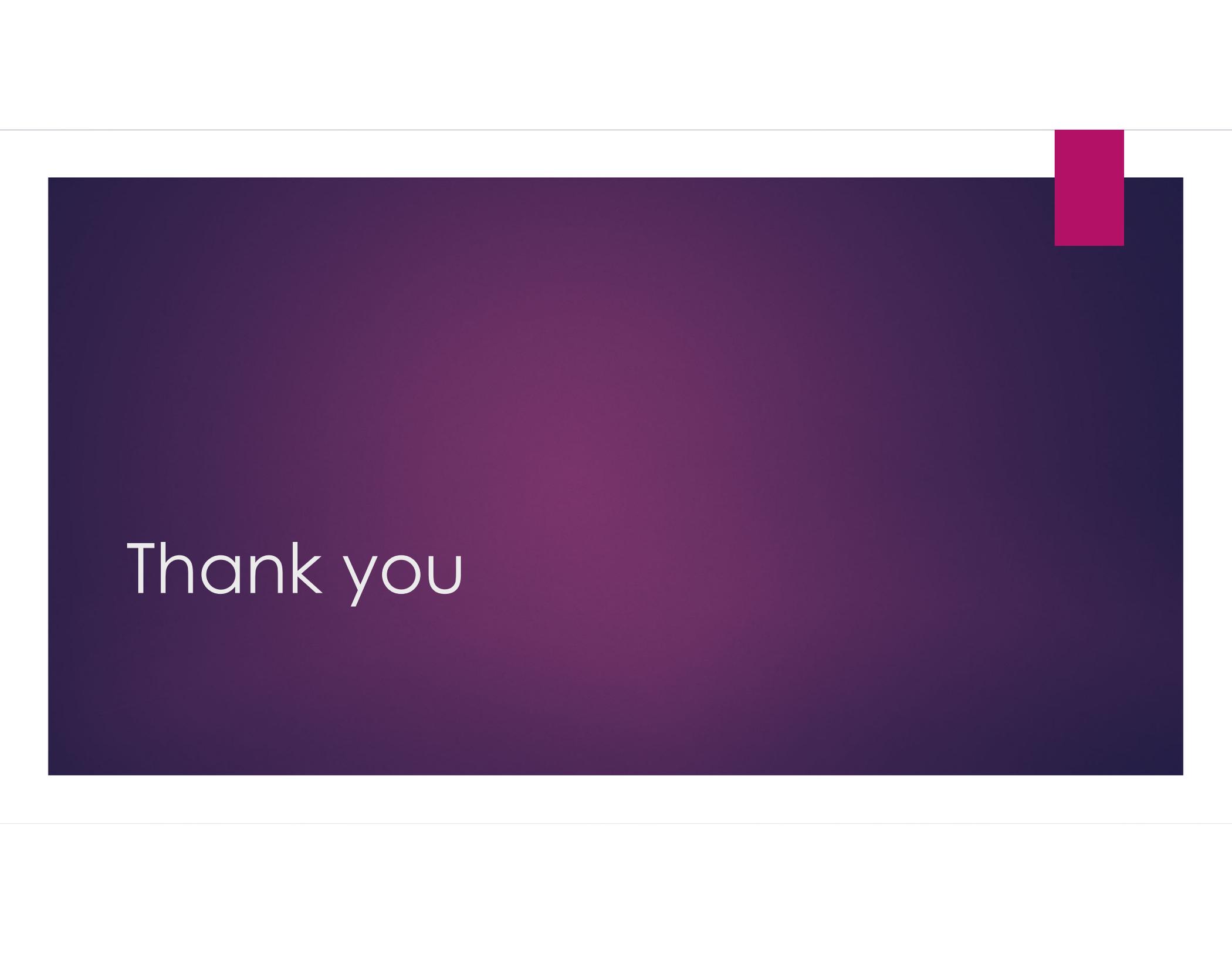


Personal Grievances

- ▶ Providing letters to council



Questions, Comments,
Concerns?



Thank you