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To: Cedarburg Maxwell Street Days Vendors
From: Paul and Kathy Jones, Directors
Re: Informational Updates, 2011 Application Request & Questionnaire

On behalf of all our Department Volunteers, who donate numerous hours towards these events as well as being at the Firehouse, we would like to thank you for your continued support of our Maxwell Street Day fundraisers. 2010 was a very challenging year for our events, with the tough economic years continuing to be everyone's biggest problem. The weather did not cooperate with our events and caused even more problems last year too. If that was not enough, we had the major construction along Washington Avenue, which also came into Firemen's Park, eliminated many spaces and kept the public away during the year. We hope that 2011, our 45th year will be a better season for all of us.

In these 45 years that Cedarburg Maxwell Street Days has been taking place, we have seen many changes within the industry. There has been the internet sales, lack of quality merchandise available to sell and the economic downfalls that have taken place more than once over these years. Some of you have been with us for the entire 45 years; some have come and gone, while others have joined us during this period.

In recent years, we have tried to return to old traditions of quality Vendors, with quality merchandise to sell to the public. We have kept our events free to the public and space rentals well below the average fee to participate. Unfortunately, as a Volunteer Fire Department and with the problems we have been encountering, not a lot of money has been able to go back into the Park. As always throughout the years' our funds go mainly to the Firehouse. Our Park Committee has tried to make sure that they can accomplish various projects with the budget they are given, while they accommodate our Events with a safe and friendly environment that everyone needs.

This year we hope to continue to return to old traditions. In order to have more input we have created a questionnaire that we hope each of you will take the time to complete. Your input is needed and will be greatly appreciated in order for us to determine how we need to move forward. One of the main questions will be one that we do need your answer to. Over the years, there has been much talk about the July event, regarding weather, attendance and conflicts with date of event. Many hours of preparation by our Volunteers go into getting ready for this event, along with a lot of money. With uncertain weather conditions, lack of attendance due to weather and other events taking place on same day or prior to ours, the July event has been getting progressively worse over the years and is not really profitable to anyone at this time. We are looking at cancelling this event for these reasons, just as some of the other events in the area have done. We would like to know how you feel about this and what, if any we could do to replace that event at another time or just cancel and go to 3 events a year. This is just one of the many questions that we are asking for your input on, so please help by completing and returning, via email, mail or dropping off at next event.

We will again keep the Park office open prior to each event to accommodate everyone's economic needs. The schedule of days and hours will be listed at the beginning of our Maxwell Street Day message at 262-377-8412 on the 2 Mondays prior to each event. This should alleviate standing in long lines when the gates open the day before or early Sunday morning prior to gates opening.

We are still working on a new layout for the Park, please remember to let us know if you need a deeper area for the longer trucks and we will put you in the specific area that we are currently using. Tables will remain at \$5.00, but are very limited, those that had them last year will have first option on them this year. Any available tables will then be rented.

We have enclosed a "2011 Application Request" form for you to review and complete. Only one page front and back, you keep the yellow copy for your records. We are **not increasing** the cost this year. All regular spaces are \$40, corners will be \$45 and inside are \$50 each if renewed or reserved for the entire year.

If you want to have your same space(s) for the 2011 season, you will need to at least send the funds for the May show and mark the application form with what other shows you wish to reserve. You may pay balance at the May show, if convenient or just come in and pay for the next show as each show comes up as long as you have the space reserved. This will cut down on costs and let us know not to rent that space out and it will allow us to financially help you in some small way, while allowing us to know where our budget is at.

Please complete the questionnaire and white application form (keep yellow for your records). Mail your signed application, questionnaire and necessary fee back to us no later than April 20th, so that we can get your passes in the mail on time. This may also give the membership time to start reviewing and determine how we should move forward. It may also help us solve any of the smaller problems that exist with each event, prior to the May event, if time allows. If you need to contact us, please call the office or email us where a knowledgeable volunteer will be able to assist you during our various office hours. You need to **leave only one message**, so that we are not continuously playing phone tag or unable to answer any incoming calls. We will do what you ask and if needed return your call as soon as possible. Please do not contact the Firehouse, they will not be able to help you.

We are trying something new this year, especially related to the younger generation. We are putting an area together called "KIDS FOR KIDS AREA". Only those under 18 years of age will be able to participate at a reduced rate. We hope it will teach them about money, recycling of their items, by not throwing them out, (going green) while earning extra funds. If you know someone, please have them contact us or check out information on website.

Again on behalf of the more than 100 non-paid volunteers, family members and friends that it takes to staff each of these events and who are all there to assist you, we would like to thank you for supporting these Cedarburg Maxwell Street Day fundraisers and our Cedarburg Volunteer Fire Department. We hope that the economy will keep improving this year, so that we can see more quality Vendors and larger attendance in order for us all to have a profitable 2011.

Hope you had a good winter and we look forward to seeing and hearing from you soon!