

Winnsboro Area Merchants Association WINNSBORO WOODSTOCK

Please read and follow the guidelines shown below. We believe your full cooperation along with extra effort by us will save everyone from having unnecessary complications.

GENERAL INFORMATION:

1. Cost of each arts/antiques 10 x 10 booth is \$20.00. You may bring your own tent/cover, but keep in mind the booths are on concrete. Cost for each Food 10 x 20 booth is \$45.00
2. All booths will be in Historic Downtown Winnsboro, and will not be moved in case of weather. If you choose not to set up due to rain, etc. you will NOT receive a refund.
3. Electrical for arts /antiques booths will be on a 1st come, 1st serve basis. These spaces are limited.
4. Your entire booth operation, including ropes, tents pegs, etc. must fit into your individual space. You may purchase more than one booth if you feel you will need the space. There is no discount for multiple spaces.
5. All exhibits must be in good taste and suitable for family viewing.
6. Setting up and taking down:
Vendors may check in for setup starting at 9:00 am Friday morning till 7:00 pm Friday night. From 8:00 Saturday morning till 9:00 am. We would like everyone setup no later than 9:30 Saturday morning. Teardown will begin at 5:00 pm Saturday. No changes will be made in booth location without approval from WAMA. Each booth is responsible for providing everything necessary for the display and sale of their items. (tables, tools, etc.)
7. 110v (15 amp) electricity is available on a limited basis. If you will need electricity, please mark this on your application and be prepared to provide your own extension cords or power strip. Only 1 electrical plug will be available per booth. No auxiliary power source will be allowed in booth. Also you will need to tape down your extension cords.
8. We will have the Winnsboro Police department patrolling the streets overnight, but no dedicated security will be stationed at the booth areas. The City of Winnsboro and the Winnsboro Area Merchants Association are not responsible for theft or damage.

9. You will be allowed to drive up to your booth on Friday for setup. All vehicles must be removed from booth area after you have unloaded. You will be allowed to drive up to your booth to load Saturday after 5:00 pm and After all of your supplies have been packed. You will need to check in with a WAMA member before loading and unloading.
10. Port-a-pots will be available for your convenience.
11. Enclosed is your contract. Please complete and mail back with payment to:
Winnsboro Area Merchants Association
115 E. Elm St., Winnsboro, Texas 75494
12. RV Information:

There will be camping spots available at the city park, call Kathy Dorsett at 903-342-3400 for more information

NOTICE: The Winnsboro Area Merchants Association reserves the right to screen and reject anything felt not to be in the best interest of the fair.

Rain or shine, we will be here. No cancellations or refunds will be made.

WINNSBORO AREA MERCHANTS ASSOCIATION
115 E. ELM STREET
WINNSBORO, TEXAS 75494

We would like to invite you to join with us for a fun filled 2 days. The Winnsboro Merchants Association is hosting "Winnsboro Woodstock". This event will be held Friday and Saturday, June 9th and 10th. We will be in historic downtown Winnsboro on Market and Elm Streets with these 2 streets blocked off. We will have an Artist Fair along with live entertainment and music for all to enjoy. Enclosed you will find a contract and instruction sheet and we hope you will join us for a wonderful time.

There will be multiple events going on this weekend. We will have the Rodeo here Thursday through Saturday evening and the Trails Country Center for the Arts will be having "Blues on the Bowery" Saturday evening as our closing event. We will be advertising in multiple newspapers and several other Medias.

Do Not Miss Out On This Event.

For more information you can call Sue Hitzemann at 903-342-5267 (w) or 903-629-3972 (h) or Grace Pressley at 903-342-0789 (w) or 903-365-2545 (h).

Thank you,

Sue Hitzemann
President
Winnsboro Area Merchants Association

WINNSBORO WOODSTOCK/ARTIST FAIR
JUNE 9TH AND 10TH
Friday 10-5 Saturday 10-5

VENDOR CONTRACT

Please fill out this contract completely. If you have any questions, please call us at 903-342-5267 or 903-342-0789. All contracts should be mailed with payment to :

Winnsboro Area Merchants Association
115 E. Elm Street
Winnsboro, Texas 75494

Important! Please retain a copy for your records!!

Contact Name: _____

Business Name: _____

Address: _____

City, State, Zip: _____

Phone: () _____

Approximate Arrival Time for setup: _____

Description of items in your booth: _____

Check appropriate category:

<input type="checkbox"/> Arts/	\$20.00	<input type="checkbox"/> Antiques	\$20.00
<input type="checkbox"/> Food	\$45.00	<input type="checkbox"/> Other	\$20.00

Total Enclosed \$ _____

I hereby agree to the contract and guidelines I have read regarding the Winnsboro Area Merchants Association Woodstock and will participate cooperatively with the Winnsboro Area Merchants Association.

Signature: _____

Press Release –

FOR IMMEDIATE RELEASE

11-MAY-2006

TEXAS WOODSTOCK FESTIVAL

June 9-10

Winnsboro, Texas is hosting the first annual Texas Woodstock Festival in their downtown area. The festival will celebrate the arts of East Texas including free live outside music all day and a display of the arts. Fifteen bands are booked for the event. More bands are welcomed and encouraged. Reservations for a music set are preferred, however, bands may show up and play during the unreserved times.

The community-wide event will also include Texas Wine, the Winnsboro Rodeo, The Trail's Country Center for the Arts 4th annual Blues on the Bowery and a Main Street Open Mic Contest at the Crossroads Coffeehouse with cash and prizes. The event has been marketed to approximately one million people in publications, billboards, and television. "This is a truly a community effort," said Shane Shepard, Winnsboro Community Development Director. "Several of the organizations are working together to make this a successful event. If we have a big turn out, we plan on doing this on an annual basis."

More information will be available at the Guitar Show at Harvey Convention Center on May 20-21. The Headway Artist Development Network will help man the booth. For vendor information and for bands that want to be featured outside, call the Winnsboro Area Merchant Association at 903.342.5267. For Blues on the Bowery tickets, contact the Trails Country Center for the Arts at 903.342.0686. Open Mic information may be obtained from Crossroads Coffeehouse at 903.342.1854 or Winnsboro Main Street at 903.342.0684. Email sshepard@winnsborotexas.com for any additional information.



Texas Department of Agriculture

Susan Combs, *Commissioner*

P.O. Box 12847 Austin, Texas 78711 Phone 512 463-7476 Fax 512 463-1104

For the hearing impaired: Voice 1 800 735-2988 TDD 1 800 735-2989

www.texasyes.org

Mr. Shane Sheppard
City of Winnsboro
501 S. Main Street
Winnsboro, Texas 75494

Dear Mr. Sheppard:

Attached you will find two copies of your Statement of Understanding and Agreement for the Texas Yes! Bootstrap Bucks Program. Please review the agreement thoroughly as the document may modify your project proposal or budget. Both copies of the agreement must be dated, signed and returned to the Texas Department of Agriculture (TDA) within 10 business days of receipt. Both a mailing address and a physical address for TDA is provided below:

Texas Department of Agriculture
Attn: Texas Yes! Program
P.O. Box 12847
Austin, Texas 78711

OR


Texas Department of Agriculture
Attn: Texas Yes! Program
1700 North Congress Ave.
Austin, Texas 78701

Please note that the term of the agreement begins on the date that the agreement is signed by both parties and terminates on September 30, 2006. Please also be aware that TDA cannot begin work on your project prior to receipt of the complete and signed Statement of Understanding and Agreement.

In addition, you will find a Bootstrap Bucks Reimbursement Manual enclosed, which outlines all the requirements and procedures for completing your approved project and obtaining matching reimbursement. Please be aware that you are required to adhere to all the information contained in the Manual to be eligible to receive your reimbursement.

If you have any questions or concerns regarding your Performance Contract or the process, please feel free to contact Debbie Wall at (512) 463-7731 or by e-mail at debbie.wall@agr.state.tx.us.

We look forward to a successful project for you and the Texas Department of Agriculture.

Sincerely,

Amy Bookout
Coordinator for Program Management



Dear Texas Yes! Member:

Congratulations on becoming a Texas Yes! Bootstrap Bucks recipient! We look forward to working with you on your approved project and hope that this binder serves as a valuable tool in not only promoting your approved tourism event but also in making sure that the marketing tools you use will be eligible for reimbursement.

Please keep in mind that although this binder is full of great information, some of the marketing tabs found within may not be applicable to your approved tourism event. Please take time to review your approved Bootstrap Bucks resolution to confirm your activities. If you have any questions or concerns regarding your Bootstrap Bucks project, please don't hesitate to contact the appropriate Texas Yes! staff member (see enclosed Staff Contact Sheet).

On a final note, please do not forget to review, execute and return the included Statement of Understanding and Agreement that must be received and signed by TDA prior to your project beginning.

We hope that this binder serves as a useful tool to help you better understand the Bootstrap Bucks Reimbursement Process. We wish you all the success for your tourism event. Once again, please do not hesitate to contact us if you have any questions or comments. Good luck!

Texas Yes! Staff



“Bootstrap Bucks” Assessment Form

Community Name: _____ Event Name: _____

Event Location: _____ Event Date: _____

Your input makes a difference! Thank you for taking the time to complete this quick survey. Your responses will help measure the success of this tourism event and shape future activities.

- 1. Tourism event contact person name and phone number: SHANE SHEPARD – 903.342.0684
- 2. Describe your tourism event using the following categories (check the one that best applies):
 Folk Type Festival **Music Type Festival** Culinary/Food/Wine Festival
 Local Heritage Event Agricultural Event Athletic/Nutrition Event
 Historical Event Nature Tourism Event Other

- 3. Approximate total tourism event attendance from previous year: N/A – NEW EVENT
- 4. Approximate total tourism event attendance this year: 4,000
- 5. On a rating scale of 1 to 10 with “1” being “very poor” and “10” being “excellent,” rate the weather for this tourism event: 5 – VERY HOT FOR OUTSIDE EVENT – 100+ DEGREES
- 6. Does your community plan to do this tourism event again next year? **X Yes** No
If you answered “No” to question 6, please state the reason: _____

- 7. Would you say the participation of the Texas Yes! program improved the success of your tourism event?
X Yes No
If you answered, “Yes” to question 7, please state the reason: The marketing was leveraged 100% against another grant that paid for entertainers and allowed for a wider audience to be reached throughout the state.

- 8. Please estimate the total economic value your community places on this event.
(i.e. sales from vendors + hotel revenues + restaurant revenues + other community income) \$19,500
- 9. Please estimate the percentage impact in revenues that Texas Yes! Fund had on your event? 55%
- 10. Please list any comments regarding the Texas Yes! program and its support of your tourism event.

This program made the first year of this festival a success and ultimately possible. The long term Economic Impact was approximately \$120,000. Most likely the best June in sales tax revenues in Winnsboro’s History.

For more information about rural Texas and rural Texas tourism, visit the Texas Department of Agriculture’s Texas Yes! Web site at www.TexasYes.org.



**Texas Yes! Bootstrap Bucks Application
Required Document**

Event information

Name of event or festival: The Texas Woodstock Festival

Start date and time of event or festival: 5pm Friday Jun 9, 2006

End date and time of event or festival: 11:59pm Saturday Jun 10, 2006

Event or festival Web site address: n/a. www.winnsboro.com

Texas Yes! Community Member Contact Information

Texas Yes! Community Member name (city or county name): Winnsboro

Comptroller or Federal taxpayer ID No. 75-6000718

Community Member contact person: Shane Shepard

Community Member contact person title: Community Development Director

Physical address: 501 S. Main, Winnsboro Texas 75494

Mailing address: 501 S. Main, Winnsboro Texas 75494

Phone number: 903.342.0684 Fax number: 903.342.5708

County: Wood E-mail address: sshepard@winnsborotexas.com

TDA staff contact: _____



Texas Yes! Bootstrap Bucks Application

Event and Festival Questions

1. Describe your tourism event using the following categories (check the one that best applies):

Music Type Festival

2. Approximately how many visitors do you expect to attend the event or festival? 800 - 1000
3. What is the number of years your community has hosted this tourism event? NA

If not a repeated event, check here _____ EXPLANATION – This event is a collaborative effort between the Trails Country Center for the Arts, Winnsboro Area Merchants Association, Winnsboro Rodeo Association, and the City of Winnsboro. On the festivity days, for the past 2 years, there has been a blues festival in the downtown area. In addition, the rodeo has been going on this date for approximately 15 years. The Texas Woodstock Festival would embrace this and add more as explained later

4. What is the total community investment required to host this tourism event?

\$8,500

5. What is the total marketing and promotional investment required for this tourism event?

\$ 4,500

6. In 100 words or less, describe the event or festival: The Texas Woodstock Festival will promote and celebrate Texas music and the fine arts of Texas. The event will be a two-day festivity, primarily based downtown, and open for free admission to the public. The festivities will conclude with several headliners and an open Blues jam event.

7. In 100 words or less, describe how promotional funds of up to \$2,500 from the Texas Yes! program would affect this event or festival: The funds available through Boot Strap Bucks will help promote the event throughout East Texas and the neighboring Metroplex.. This will allow greater exposure for the festival and will target a wide range of audience.



Texas Yes! Bootstrap Bucks Application

8. In 100 words or less, tell us how you plan to collect the required information on the Assessment Form.

The Winnsboro Area Merchants Association and the Economic Development Corp will survey community businesses. Furthermore, tax revenue statistics will be generated. Upon completion of data collection, the information will be compiled with a quantitative analysis formula to bring forth the result as compared with the comparable events and dates of the prior year.

9. Has the applicant received any funds from the Texas Department of Agriculture in the last two years? If, yes:

Amount: 2500

Date: March

Program: Beautification Grant

Use: Still in Process



Texas Yes! Bootstrap Bucks Application

Please identify which of the Bootstrap Bucks activities you feel would best promote your event. Please choose one and fill out the requested information:

Banners

Quantity: _____ Estimated Cost: _____

All banners must include the Texas Yes! mark plus a tag line (provided by TDA). The mark must be a minimum of at least 10 percent of the overall banner size.

Posters

Quantity: _____ Estimated cost: _____

All posters must include the Texas Yes! mark and a paragraph description of the Texas Yes! program (provided by TDA).

Newspaper Ads

Name of newspaper(s) to carry ad: Dallas Morning News Art Fest Special Edition, Winnsboro News, Mount Vernon News, Mount Pleasant News, Sulphur Springs News, Mineola News, Pittsburg News

Size of ad 8" x 5"

Date to run 31-MAY & 07-JUN for all except the Dallas Morning News which will be 26-May

Estimated cost 2500

Ads measuring 1/8-page or less must include the Texas Yes! mark. Larger advertisements must include the Texas Yes! mark and tag line (provided by TDA)

Broadcast Spots (Radio/Television)

Type of broadcast spot: Radio Television

Name of radio/television station(s) to run spots: _____

Length of spot: _____ Date(s) and time(s) spots will run: _____