



YWCA GardenFest™ 2011

It doesn't really matter that while this letter is being prepared it's snowing. We all know that it won't snow in June – even in Wisconsin.

The volunteers are ready to roll with the 10th Annual YWCA GardenFest on Saturday and Sunday, June 4 and 5 at the La Crosse Oktoberfest grounds, southside location. We're planning a sunny, successful Fest for you as well as for the YWCA. Many of you have been with us for the past nine years. A big thank you, goes out to you and to all our vendors who are largely responsible for the success of this event.

We appreciate your participation and support.

We are once again contacting past vendors and potential vendors who want to join us for this gardening event. Tentative booth assignments will be made on March 16, allowing past vendors the first right to select their spaces. Please note we have rearranged our tent set-up. We have the same amount of space available as in past years (and can add more if necessary). This new arrangement will accommodate for public parking inside the fest grounds, making it easier for customers to buy even more products!

Enclosed is a copy of the proposed site map for GardenFest 2011 along with a contract providing you the opportunity to reserve your 2010 location, a similar space, or a totally new space. Again, we will do our best to accommodate each and every one of you as best we can. Spaces will be held in reserve based on the date your contract and payment arrives at the YWCA office. Please review the enclosed information carefully so that you don't miss any opportunities or deadlines.

The amount of space allocated for the uncovered sites can be adjusted to meet your display needs, however we will need to know what amount of space you will require 10x20, 10x30, etc. You will be charged for the space accordingly. If you have already requested additional space, or have just decided you would like to enlarge your display area, please include a brief description of your needs with your contract and a volunteer will contact you. Our pricing for YWCA GardenFest spaces has remained the same for nine years. Because our costs continue to rise, we've finally broken down and increased the cost for booth space – but not by much. We will however increase our prices for all space requests/contracts postmarked after March 15. ***Remember to get your contract in the mail no later than March 15!***

We've continued to see increased interest in this festival from potential vendors beyond the La Crosse area. We're happy that the local media will again be working with us in promoting the event. With their help, along with our print advertising, posters and bookmarks at local stores, we hosted nearly over 2,000 enthusiastic garden shoppers last year. Having the support of the La Crosse area media provides you a major opportunity not only as a GardenFest vendor, but also in getting your business noticed!

You might recall the first weekend in June the University of Wisconsin-La Crosse acts as host to the WIAA State Track and Field Meet. This event brings 20,000 visitors to La Crosse (MANY SHOP AT GARDENFEST) who book their hotel rooms well in advance. We have once again reserved a block of rooms at the Lake Motel for our out-of-town vendors. If you would like to book a room for the evenings of Friday, June 4 and/or Saturday June 5 please contact Daca at 783-3348. This smaller hotel is just north of La Crosse with a scenic view of Lake Onalaska. Daca has agreed to hold a few rooms for the YWCA GardenFest vendors until May 1. Please remember to call her prior to that date so you can be ensured sleeping accommodations over the busy weekend. All hotels rooms in La Crosse will be booked again this year.

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Please read the enclosed information, examine the map to select your preferred space choices, complete the form, write a check and drop it into the mail. NOTE: we are also requiring a Certificate of General Liability Insurance and a completed Wisconsin Revenue Department Form S-240 from you before you can participate in GardenFest. If possible, return these with your signed contract. (If we have a copy of your S-240 on file, you will not need to provide another form unless something has changed.)

Your participation in this event assists the YWCA in continuing its dedication to helping women and their families overcome social and economic obstacles, assisting them in realizing their potential through the following objectives:

- To continue to provide free or affordable programs and services to youth and families,
- To recruit and train mentors to work with youth at risk in our community,
- To maintain quality services that encourage women, children, youth and families to develop positive self-images, self-esteem and self-confidence, and
- To develop programs and services providing outreach to rural families, recreational opportunities for youth with a primary physical impairment, and assistance for children involved in the courts due to issues of abuse and neglect.

Reserve your vendor space today! Be a part of the tenth Annual YWCA GardenFest in La Crosse. If you have any immediate questions or concerns, please feel free to call the YWCA, 608/781-2783, ext.226

Sincerely,

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