



Dear 2015 BerryFest participant,

It was a pleasure working with you this year. We were blessed with wonderful weather and a good attendance. We loved seeing all the kids and families enjoying their Mother's Day weekend with us. We had a few new additions to the event that were both big hits. The "I love mom because..." chalk wall went viral locally with over 5,000 views the first day we posted it (Sunday May 10th). Mom's retreat was a great success as well. Thanks to our sponsor, Aarons Furniture, we were able to provide an indoor climate controlled atmosphere with nice furniture for moms to take a break and a private area with recliners that moms could breast feed in privacy and comfort. I will be happy if we can add at least one new feature to our event each year. We are looking for a day care or preschool to sponsor a kid's area to provide arts and crafts and activities where moms can check in their kids while they go in Mom's retreat, and we want a wine sponsor to add some wine tasting in the moms retreat area ☺

Another area we want to improve is our shopping experience especially in regards to Arts and Crafts and Fine Art so we am consulting with some artists to learn how to grow this part of our event. One thing is for sure, we need help jurying our art and craft vendors and then need to do a better job segregating them from everyone else. One idea is to put only true "arts and crafts and fine art" inside Jones hall. Another area we want to improve is our general layout. We don't like how far off the path the pageant and community stages are but we also want to preserve a good experience for our vendors and have to consider noise conflicts. Even though we will be doing some minor changes to our layout we will be cautious not to change the event too much. Our idea is to build a stage on the lawn just south of the pony ride area. It's nice and shady in the afternoon and is more centrally located yet the sound will travel out of the event to the north and won't affect too many vendor spots or conflict with the other outside stages.

Last year we had just over 11,000 in attendance at BerryFest including the complimentary tickets and the concert. This year we did better. We had 12,100 attendance and almost half of the electronic comp tickets showed up which is a higher rate than the paper tickets we normally print so we are calling that a success and will grow on it next year. Though we didn't hit our goal of 15,000 we did have growth so we are happy with that, our goal for BerryFest 2016 is now set at 20,000. Based on previous year's attendance, that would be approximately 7,500 people on Saturday and 13,500 people on Sunday.

Thank you for being a part of BerryFest 2015, we hope you will join us for a bigger and better 2016. Please contact us with any feedback on how we can grow our event or improve our level of service.

If you would like to join the new BerryFest advisory committee please let me know. All are welcome. We will start meeting once a month in October.

Grateful,

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