

IMPORTANT CHANGES FOR FESTIVAL VENDORS

Please read this document in its entirety

Dear Vendors:

Several important changes have been made at the Louisiana Cattle Festival that will directly impact our vendors. All of these changes have been made after very careful deliberation by the Festival Board and were not taken lightly.

1. You will note on the Vendor Application Form, the price for booth rental spaces have increased. We understand that this increase ultimately affects your bottom line and thereby affects your ability to make a profit, however...
2. You will note that the Festival will no longer have an exclusive on the sale of soft drinks and water. The only exclusive that the Festival will maintain will be on alcoholic beverages. It is our hope that the lifting of this exclusion will offset the increase in the rental spaces,
3. There will no longer be a Non-Profit Rate. In the past certain organizations claimed non-profit status in order to attend the festival at a rate considerably lower than that charged to the other vendors when, in fact, they were not legitimate Non-Profit Organizations. It was therefore the decision of the Board to eliminate that category entirely. NO FESTIVAL AGENT is authorized to offer a vendor space at a rate other than that listed in the Application regardless of who that person is or any office within the Festival that person holds. When your application is submitted, you will be charged the appropriate rate.
4. The Festival will limit vendor spaces to 25 food vendors. Again, it is understood that the Festival benefits from having good, reliable and varied food vendors. This is possible only if those vendors can make a reasonable profit. In an effort to aid in that endeavor we have limited the number of food vendors at the Festival.
5. One of the biggest changes to this year's Festival, and a major change to those vendors who have previously set up on Concorde Street, has been the decision to eliminate Stage 2. This will result in only one bandstand at the Festival this year. This decision was a very difficult one as the Festival has maintained at least two bandstands since its inception. However, due to increasing costs and decreasing revenue, we were forced to make this change. We are, and will continue to, work with our Carnival manager to place attractions in the area where Stage 2 previously sat in order to maintain crowd flow through the area.

While the Festival has not *and will not* dictate prices on vendibles, please do not hesitate to consult with any Festival member or officer if you have any questions or comments about prices to be charged. We have noted that in the last several years, out-of-area vendors have attended the Festival, charged high prices for vendibles and then been very dissatisfied with their sales. We want the Festival to be profitable for you as well as for us and will be more than happy to talk with you about the local economy and the demographics of the festival crowd.

Should you have any questions, please do not hesitate to contact the Festival office at 337/385-2397. I am not in office at all times, but will return your call as soon as possible.

Gale J. Luquette
Vendor Committee Chairman