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AFTER-ACTION REPORT SUMMERFEST 94

BACKGROUND:

Preparing for arts and craft and food vendors began approximately the first week of July. Coordination ran fairly smooth. Contracts were written up and presented to the Contracting office who in turn sent the contracts to each vendor to be signed and returned.

In the contracts it was stated that all vendors must be self contained to include: generator, or any type of electrical support. They must also provide their own ice and food product.

Upon review of the electrical requirements, it was decided that MWR would supply electrical support for the vendors due to safety precautions.

Vendor participation went exceptionally well. The following is a list of actual vendors who participated:

- * Pizza Hut
- * William Christmas (Cornbread & Beans)
- * Mondo's Concessions (Mexican)
- * Marshall Enterprises (Funnel Cakes, Spiral Fries)
- * Austin High School (Gorditas)
- * My Other Squeeze (Lemonade)
- * Shaved Ice (Flavored Ice)
- * Coronado Meats (Turkey Legs, Burritos, Churrios)
- * Ely's (Mexican)
- * Triple L. Rollin' (Hot dogs, smoked sausage)
- * Bob's B-B-Q (Brisket sandwiches, turkey tails)
- * Original Roasted Corn (Corn)

It was decided that each food vendor would pay fees accordingly:

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- * Commercial Businesses----\$800.00
- * Small Businesses----\$400.00
- * Private Organizations----\$200.00

Each food vendor paid \$400.00 venue fee with the exception of Pizza Hut, Austin High School and Coronado Meats

It was decided that Pizza Hut did not have to pay the \$800.00 but would pay the \$400.00 because most commercial businesses that were called to participate thought \$800.00 was to high. Therefore based on this, the decision to charge the \$400.00 to Pizza Hut was confirmed. However, this fee was then again changed due to the effort of Pizza Hut to help feed the MP's and parking crew for the 3 days the concert was in progress. This resulted in setting Pizza Hut's vendor fee to \$250.00.

Austin High School was not pleased with the \$200.00 vendor fee that was required for them to participate in Summerfest. They stated that they are a private organization/booster club, and because they are a booster club supporting only the Austin High band for equipment and band trips, these were valid reasons for exempting them from the vendor fee. Financial Management Services Division was called to verify this and they mentioned that if indeed they could show evidence they are a booster club that Austin would not have to pay the vendor fee. However, Austin High School was not registered with MWR as being a private organization.

Coronado Meats was exempt from paying the \$400.00 because he only participated for Friday and Saturday. He was charged \$350.00.

Other vendors to participate in Fest:

- * World View Travel----\$400.00
- * Metro Graphics----\$200.00 (T-Shirts)
- * Face Painting----\$100.00
- * Game Booths----\$250.00 (4 games)
- * Gyro Ride----20% of sales

Commercial Sponsorship Vendors:

- * Whataburger
- * Tombstone Pizza
- * Coca Cola
- * Miller Beer

LESSONS LEARNED: The basic lesson learned from this intense experience was the ability everyone had to pull together, working as team members, despite the pressures that were placed upon them.

This event proved to be a valuable experience for everyone from the marketing department; dealing with media, print, advertising, billboards, organizing vendors, and promotions.

Hopefully the most important lesson learned is careful review of all contracts and agreements which should be made before they are presented. A task force meeting might be helpful to review and discuss all transactions prior to any commitments in the future.

SUMMARY: In summary, the event was a great success and created a warm relationship with Ft. Bliss and the El Paso community, as well as internally within the directorate.