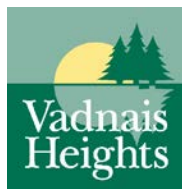


**Katie Everett**  
*Recreation Supervisor*

**651.204.6060** Phone  
651.204.6011 Fax  
katie.everett@cityvadnaisheights.com



**The City of Vadnais Heights**  
800 East County Road E  
Vadnais Heights, MN 55127

## *Memorandum:*

**TO:** Mayor Krachmer and City Council Members

**FROM:** Katie Everett, Recreation and Facilities Manager

**DATE:** February 7, 2023

**SUBJECT:** Heritage Days Market Changes for 2023

### **Background**

Each year, City staff invests a significant amount of time into the vendor fair portion of Heritage Days to recruit vendors and organize the event. Historically, there were not any guidelines in place for which types of booths would be allowed, and the event included a mix of sales and informational booths. Through surveys and conversations with past vendors, it had become evident that the response to the market has been lukewarm. Staff are always looking for ways to improve the event, and implement changes to various portions of Heritage Days every year. After a thoughtful review of other vendor events, staff determined that making the Market at Heritage Days more of a makers' market will attract high quality vendors who would not otherwise participate, and will encourage more event attendees to come through to shop.

Every market is run differently, and has a different scope of acceptable vendors. Staff have professional and personal experience with vendor events, and many vendors are very selective about the types of events in which they will participate. Generally, makers and other small businesses prefer to be at events without informational booths as they promote more of a shopping experience that will be more profitable for them. Some responses from our 2022 post-event survey are attached. Because of this preference, some events have chosen to separate the informational booths to a different area. That strategy has led to dissatisfaction from the informational booths because they do not get the traffic that the sales booths generally bring them. All of these things considered, staff have determined that offering the market as a maker-only event in 2023 is a necessary change to make the event more worthwhile for all involved. As always, this change will be evaluated and the list of acceptable vendor types can be adjusted in the future if needed.

## **2022 Post-Event Survey Responses**

---

### **Please explain what factors affect your decision to return or not return.**

The level of foot traffic, especially on Saturday. Not as much as I was hoping. I actually think that sales may have gone better if we were outside instead of inside (although being inside it was very nice not having to tear down our booth at the end of the day on Saturday. Maybe if there was a way to attract more people to the Center, as there was some "dead space" between the happenings elsewhere and the Market. Also, if there were more Vendors indoors and fewer non-profits and political groups. Maybe put them outside and bring in more market vendors indoors would be more of a draw.

I was harassed by some of the representatives from the Child Protection League booth about their agenda/issues. It was uncomfortable. Also seeing all the disrespectful attire was disheartening. This was a family event. Maybe political oriented booths should be in a separate section away from other vendors. Being a Vadnais Heights resident myself, I will not recommend Heritage Days to families or other types of vendors if this is the climate that will be allowed at this type of event.

I feel that the vendors should be closer to where all the activity is near the food booths. There is too much distance between activities and the Commons building. People are not that aware there are vendors in the building. Also, I would think some people who might walk through and look say it's too far away and don't bother to walk over. The signage was poor. You need larger and more colorful signage. Most were business and only a few arts and craft vendors. My suggestion is to move the booths outdoors near the rest of the activities and increase the number of arts and craft booths. If you have it indoors next year I am not sure if I will sign up again.

I was surprised to see political and non-profit organizations with tables set up amongst the artists/vendors. I don't see those entities as being vendors and they shouldn't have been set up in the market. Also, being inside and away from the other activities going on that weekend, I didn't feel like the vendor area was a part of the festivities.

### **As our vendors, we value your expertise. Please let us know if you have any recommendations for making the application process, set up/take down, market hours, or other logistics easier for you.**

It would be nice to have more vendors and crafters; more advertising listing participating vendors to draw people in

This market should be set up outside near the other events going on throughout the weekend so that we have heavier foot traffic. Also, the market should be only artists and vendors, not political and non-profit organizations, which should be set up in a separate area.