



Hello!

2018 BerryFest is fast approaching! This is our 10th Year producing the Strawberry Festival in Roseville and we couldn't be more excited! The Fairgrounds is under new management and has invested more than \$10 million in renovations. You'll enjoy improvements to the main parking lot, landscaping over most of the grounds, updates to Jones and Johnson Halls, Garden Room, and Barn 2. There's even a brand new digital billboard. So much shiny and new! It's like a whole new fairground!

Last year we had over 20,000 attendees over BerryFest weekend. As usual, Sunday was our busiest day. We have raised our 2018 marketing budget by another 15% to \$62,000 which could boost our attendance to 30,000+. For the first time ever, we have included the Grandstands as part of our event and are using it for *Imperial Knights*, medieval renaissance jousting show, knight games, sword fighting, and dancing horses! Two daily shows are included with admission! We will use the race pit area in front of the speedway for public parking to alleviate the parking issues we had last year. We have raised our entertainment budget by 40% to \$40,000 this year, and are using it for the grandstand events and more strolling entertainment through the festival.

We have big plans this year but can't do it alone. We need outstanding vendors to provide the atmosphere our attendants come to BerryFest for. When surveyed, our attendees revealed that they want more shopping opportunities. As a result, we have lowered the cost for Homemade Arts and Crafts vendors to only \$70. We hope you can join us for another great event!

Please see our press release and more info about BerryFest at [feedmeberries.com](http://feedmeberries.com) or call us with any questions.

Sincerely,

John Javidan



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