



Spoon River Valley

Scenic Drive Associates

(A Not for Profit Corporation)

Greetings,

The Spoon River Valley Scenic Drive Associates are pleased to announce plans for the 42nd annual Fall Festival. You will find enclosed the necessary information for vendor registration, dress, general requirements and program book advertising rates and deadlines. Please read all enclosures carefully for changes and new information.

Before Sept. 1, 2009, the Scenic Drive Associates Fall Festival registration fee is **\$100** for **non-Fulton County food vendors**. The registration fee for **all other vendors** is **\$50**. *After Sept. 1, the fee for non Fulton County food vendors is \$150. The fee for all other vendors is \$75 after Sept. 1.* The money collected from registrations and advertising helps pay for publicizing the Fall Festival, Fall Festival Program Books, extra toilet facilities, road signs, publicity, promotion, entertainment and many other expenses associated with this highly successful Fall Festival. Directions and items of interest to our Fall Festival participants are printed below. Please keep this sheet handy for reference. Anyone who contacts an Area Representative or Site Manager of any of the Festival areas should enclose a self-addressed stamped envelope.

All vendors are invited and encouraged to send recipes for the Spoon River Valley Scenic Drive 2010 Cookbook. Recipes may be sent to: P.O. Box 525, Canton, IL 61520.

1. FALL FESTIVAL DATES ARE THE FIRST TWO FULL WEEKENDS IN OCTOBER.

OCTOBER 3rd & 4th, 2009

OCTOBER 10th & 11th, 2009

2. THE REGISTRATION FEE FOR NON-FULTON COUNTY FOOD VENDORS IS \$100, after Sept 1, \$150; ALL OTHER VENDOR REGISTRATION FEES ARE \$50, after Sept. 1, \$75. THIS INCLUDES 10% FOR THE FIRST \$500/\$1000 NET PROFIT. FEES AND FORMS RECEIVED AFTER JUNE 1 CANNOT BE LISTED IN THE FALL FESTIVAL PROGRAM BOOK.

3. ON THE FIRST DAY OF THE DRIVE EACH CONTRIBUTOR WILL RECEIVE A 2009 CONTRIBUTOR SIGN FROM THEIR AREA REPRESENTATIVE TO BE PUBLICLY DISPLAYED SHOWING YOU ARE OFFICIALLY REGISTERED WITH THE SCENIC DRIVE ASSOCIATES. EACH VENDOR WILL ALSO RECEIVE A VENDOR RIBBON, BUTTON AND A PROGRAM BOOK.

4. YOUR REGISTRATION FEE RECEIVED PRIOR TO JUNE 1 LISTS YOU IN THE FALL FESTIVAL PROGRAM BOOK.

5. ALL VENDORS OR DISPLAY PRESENTERS ARE ENCOURAGED TO TAKE EXTRA ADVERTISING IN THE FALL FESTIVAL PROGRAM BOOK. THE ASSOCIATES STRONGLY FEEL THAT THOSE PROFITING FROM THE FALL FESTIVAL SHOULD FINANCIALLY HELP IN ITS PROMOTION.

6. FOOD VENDORS SHOULD CONTACT THE FULTON COUNTY HEALTH DEPARTMENT FOR AN APPLICATION FOR A TEMPORARY FOOD SERVICE PERMIT. THE ADDRESS IS AS FOLLOWS:

FULTON COUNTY HEALTH DEPARTMENT, ATT: ENVIRONMENTAL HEALTH, 700 E. OAK, CANTON, IL 61520. THE PHONE NUMBER IS (309) 647-1134. FOOD VENDORS SHOULD BE AWARE THAT

(a) NO UNPASTEURIZED MILK OR MILK PRODUCTS MAY BE SOLD TO THE PUBLIC AND

(b) NO HOME-CANNED GOODS IN ANY FORM CAN BE SOLD TO THE PUBLIC.

7. ALL FOOD VENDORS MUST PROVIDE A CERTIFICATE OF PRODUCT LIABILITY INSURANCE TO THE DRIVE ASSOCIATES AT THE TIME OF REGISTRATION OR REGISTRATION WILL BE RETURNED. ALL FOOD VENDORS ARE REQUIRED TO HAVE PRODUCT LIABILITY COVERAGE.

8. 2009 REGISTRATION FORMS, ADVERTISING FORMS, CHECKS FOR FEE PAYMENT AND ANY VOLUNTARY TEN PERCENT FEES DUE FROM 2008 PROCEEDS SHOULD BE SENT TO:

**BILL SWANGO, FALL FESTIVAL CHAIRPERSON, 7838 E. IL 95 HWY, SMITHFIELD, IL 61477
PHONE (309) 783-3283.**

9. ALL CHECKS SHOULD BE MADE PAYABLE TO: **SPOON RIVER VALLEY SCENIC DRIVE.**

SPOON RIVER VALLEY SCENIC DRIVE FALL FESTIVAL CHAIRMAN
BILL SWANGO
7838 E. IL 95 HWY SMITHFIELD, IL 61477
(309) 783-3283
www.spoonriverdrive.org E-Mail – info@spoonriverdrive.org

Below are the names, addresses and phone numbers of the Area Representatives. These are the persons you will deal directly with during the Fall Festival, 2009.

YOU MUST SECURE PERMISSION TO DISPLAY IN AN AREA FROM THE DESIGNATED AREA REPRESENTATIVE OR SITE MANAGER BEFORE RETURNING YOUR APPLICATION FORMS.

Anyone contacting a representative by mail please include a self-addressed, stamped envelope.

ASTORIA ----- JUDY BEAIRD, (309) 331-3877, Box 34, Astoria, IL 61501

AVON ----- DAVID BAKER, (309) 465-3766, P.O. Box 537, Avon, IL 61415

BERNADOTTE PARK / TOWN ----- ELAINE CHAMBERS, (309) 753-8352, 6397 E. Holler Rd., Ipava, IL 61441

CANTON ----- CHAMBER OF COMMERCE, (309) 647-2677 Ext #2, Canton, IL 61520
BREEDS ROAD SITE ----- CYNTHIA RICHTER, (309) 2647-0905

CUBA ----- PEGGY HILTON, (309) 785-3931, 103 E. Locust, Cuba, IL 61427

DUNCAN MILLS ----- GLENDA PRATT, (309) 753-0305 10765 N. Beadles Road, Ipava, IL 61441
or LISA TUNNEY, (309) 547-2771 14867 E. Hoffman Rd., Lewistown IL 61542

ELLISVILLE ----- ELLISVILLE GOAL GETTERS, P.O. Box 1, Ellisville, IL 61431
Bonnie Powell, (309) 293-4751, *or* Helen Myers, (309) 293-4783
or Colleen Marinich (309) 293-2741

FAIRVIEW ----- ESTHER KEEFAUVER, Box 87, Fairview, IL 61432-0087 (309) 778-2510

FARMINGTON ----- JAMES & TONI SMALLEY, 1910 N. Aspen Road, Peoria, IL 61604
(309) 674-9107, REED PARK

FARMINGTON WEST ----- SHERI VERARDO, (309) 389-3101, 11314 w. Maple ridge, Glasford, IL 61533

CRAFTERS CORNER ----- CHRIS BEATY, (309) 647-0400, 940 S. First Ave., Canton, IL 61520

IPAVA ----- JOE WHERLEY, 200 S. Hammond, Table Grove, IL 61482
(309) 333-1504 or (309)333-7985

LEWISTOWN / WATERFORD ----- DONNA DAVIS, (309) 547-2806, P.O. Box 65, Lewistown, IL 61542

LONDON MILLS ----- LOIS ANN HECKART, (309) 486-3610, Village of London Mills,
P.O. Box 347, London Mills, IL 61544

PHEASANTS FOREVER SITE ----- MIKE DORETHY, (309) 486-3753, (309) 251-1007, or DICK HART, (309) 742-8672

MT. PISGAH ----- BECKY POWELL, (309) 293-2030, P.O. Box 03, Ellisville, IL 61431

SMITHFIELD ----- BILL SWANGO, 7838 E. IL 95 HWY, Smithfield, IL 61477
RED BRICK SCHOOL: (309) 783-3283 TOWN: (309) 783-2182

THE SPOON RIVER VALLEY SCENIC DRIVE ASSOCIATES REQUEST that no exhibits detract from the type of program that depicts the days around the turn of the century; no new or used clothing-back yard or garage sales; REQUEST people to dress in turn of the century attire.

SPOON RIVER VALLEY SCENIC DRIVE ASSOCIATES RESERVE THE RIGHT to not accept any exhibitors they feel might not add to the Festival atmosphere.



March 31, 2009

To all vendors of the Spoon River Valley Scenic Drive,

This letter is intended to keep you informed of the business of the Spoon River Valley Scenic Drive over the past year – 2008. As we closed the books from last year's Drive we have had to take a hard look at the financial situation of the Spoon River Valley Scenic Drive.

Each year the number of PAID VENDORS declines, in 2008 we had 621 paid vendors. This number is down 74 vendors from 2007. Registration money received was \$36,379.00 down from 2007 registration money of \$42,475.00. We realize there has been a steady decline due to the economy, but we have also discussed the increasing problem of vendors who are still on the drive, BUT DO NOT PAY. The following is a list of the major expenses incurred over the past year.

Phone bills	650.00
Postage for mailings	1,030.00
Printing bills for vendor materials, program book	14,800.00
Promotion for the Drive from January to October	
Promoting at shows, festivals and other events in Illinois	8,131.00
Publicity for the Drive from January to October	
Ads in papers, event books, radio advertising, Internet advertising	
Photos taken during the drive with the queen and others	11,523.00
Insurance for the Drive	1,032.00
Sanitation for all recognized areas on the Drive	14,026.00
Legal and accounting bills, and all tax forms	400.00
Money given to area sites for entertainment	2,200.00
Money given to area reps to cover some of their expenses	3,508.00
Miscellaneous expenses – supplies, memorials, etc.	1,681.00
Payment to the Fulton County Farm Bureau for office space	<u>2,400.00</u>
Total	\$61,381.00

In 2008 we spent more money than came in. For 2009, the membership has had to take a hard look at the finances and budget of the Drive. During this process tough decisions regarding cuts had to be made. For the calendar year 2009 it was decided to cut from this year's budget the following items; office space at the Farm Bureau Building in Lewistown- we are moving to the Red Brick School in Smithfield at no charge per month, hosting a queen, area entertainment cut severely, buttons, quilt and other souvenirs. Also the budgets of promotions and publicity were significantly reduced.

Although there have been tough decisions regarding the finances, we are hopeful for a stronger economy within the next few years. We also ask for your help with strongly encouraging those who do not pay a registration to be a part of the drive to do so. Without the drive they would not have the traffic and revenue they are collecting for free.

This year marks the 42nd annual Spoon River Valley Scenic Drive Fall Festival and we wish to personally thank all of you the volunteers and vendors who have made the drive successful for so long. We thank you for the support you have given in the past and will give in the future to the Spoon River Valley Scenic Drive and the annual Fall Festival.

Lisa Tunney, Treasurer

Spoon River Valley Scenic Drive

2009 REGISTRATION CONTRACT

www.spoonriverdrive.org

Clubs, Groups or Individual Activities Along The Drive Or On Side Trips Should Completely Fill Out This Form. **Your Cancelled check is your receipt.** Return this copy with the \$50 or \$100 registration fee and any voluntary 2008 10% fees due **before Sept 1** to:

BILL SWANGO (FALL FESTIVAL CHAIRPERSON)

7838 E. IL 95 HWY, SMITHFIELD IL 61477

Make All Checks Payable To Spoon River Valley Scenic Drive

After Sept 1, fees increase from \$50 to \$75 and from \$100 to \$150.

This registration fee is required of all persons, groups, etc. wishing to take part in the 2009 Spoon River Valley Scenic Drive Fall Festival. The fee provides each payee with: 1) a listing in the official program, if received by June 1, and 2) a 2009 Contributor's sign to be publicly displayed showing that you are registered with the Scenic Drive Associates.

*** BEFORE SEPT 1, FEE FOR NON-FULTON COUNTY FOOD VENDORS \$100, ALL OTHER VENDORS \$50 ***

After Sept 1, the fee for non-Fulton Co. food vendors is \$150. All other vendors, fee is \$75 after Sept 1.

ALL FOOD VENDORS MUST PROVIDE CERTIFICATE OF PRODUCT LIABILITY.

NO REFUNDS AFTER SEPTEMBER 1, 2009. \$15.00 SERVICE CHARGE FOR ALL RETURNED CHECKS.

SEND YOUR 10% OF NET PROFITS ABOVE \$500/\$1000 TO SPOON RIVER VALLEY SCENIC DRIVE FALL FESTIVAL BY NOVEMBER 1, 2009. THESE SPOON RIVER VALLEY SCENIC DRIVE FUNDS ARE USED FOR SANITARY FACILITIES, BROCHURES, PROMOTION, PUBLICITY, SIGNS, PRINTING, ETC. THESE FUNDS HELP KEEP THE SPOON RIVER VALLEY SCENIC DRIVE FUNCTIONING.

*** REGISTRATIONS RECEIVED AFTER JUNE 1, CAN NOT BE LISTED IN THE FALL FESTIVAL PROGRAM. ***

Detach here, keep top portion for your records.

PLEASE CHECK THE DAYS YOU WILL BE EXHIBITING.

Saturday, October 3 Sunday, October 4 Saturday, October 10 Sunday, October 11

PRIOR TO REGISTRATION, EACH DISPLAYER MUST CONTACT AN AREA REPRESENTATIVE CONCERNING:

1) Daily set-up fees; 2) Special needs; 3) Location availability; 4) Set-up permission.

Name and addresses of these area representatives are on the reverse of the greetings letter.

LOCATION INFORMATION

Arrangements have been made with Area Representatives Yes No

LOCATION FOR WHICH ARRANGEMENTS HAVE BEEN MADE

ASTORIA AVON BERNADOTTE CANTON BREEDS
 DUNCAN MILLS CUBA ELLISVILLE FAIRVIEW
 FARMINGTON (REED PARK) FARMINGTON WEST FARMINGTON CRAFTERS CORNER
 IPAVA LEWISTOWN LONDON MILLS PHEASANTS FOREVER
 MT. PISGAH SMITHFIELD (SCHOOL) SMITHFIELD (TOWN)

PLEASE PRINT THE FOLLOWING INFORMATION

Name of Displayer or Organization _____ Phone () _____

Trade Name (if any) _____

Street _____ Town _____ State _____ Zip _____

Briefly describe your product(s) _____

ALL FOOD VENDORS MUST PROVIDE A CERTIFICATE OF PRODUCT LIABILITY

Will you be demonstrating? ____ If so, what? _____

Were you a registered displayer last year? NO YES At which site? _____

Have you contributed any additional 2008 10% payments due the Associates? No Yes \$ _____

2009 FALL FESTIVAL CONTRACT

THE FOLLOWING STATEMENT **MUST BE SIGNED.**
UNSIGNED APPLICATIONS (AND DEPOSIT) WILL BE RETURNED

I/We agree, should my/our net profits exceed ten times the registration fee paid with this application to contribute 10% of those Net Profits in excess of \$500 or \$1000 to the Spoon River Valley Scenic Drive Associates. I/We understand that this voluntary contribution will be used by the Associates for promotion and development of the Spoon River Valley Scenic Drive Fall Festival activities. I will do nothing to detract from the drive.

Vendors who move from sites where they are originally registered will be charged an additional fee!

Vendors are encouraged to dress in the turn of the century attire.

The undersigned, individually and/or as an owner/agent for herein named registrant does hereby agree to hold harmless Spoon River Valley Scenic Drive Associates, Inc., recognized Area Representatives, thereof and all other representatives thereof and all other registrants for any and all liability to persons or property resulting from the participation of the undersigned in any and all activities under the sponsorship of Spoon River Valley Scenic Drive Associates, Inc.

Name of Displayer or Organization _____

Signed _____ Title _____

Registration fee enclosed \$ _____ 2008 10% fees enclosed \$ _____

Advertising fee enclosed \$ _____ Total amount enclosed \$ _____

MAKE CHECKS PAYABLE TO SPOON RIVER VALLEY SCENIC DRIVE.