

# UCB Pride Fest 2022: Vendor/Sponsor Feedback (N = 52)

## Executive Summary

- Feedback was very positive overall.
- Over 35% of our exhibitors were new this year.
- Exhibitors reiterated the need for early communication about the date and frequent reminders of deadlines.
- More consideration needed for exhibitor parking.
- Recommendations for additional volunteers, particularly to assist with tear-down and clean-up. Having volunteers to run food to exhibitors or to allow exhibitors to participate in the event was also recommended.
- Have food trucks set up before exhibitors arrive; consider a new location for food vendors.
- Consider lengthening the time of Pride Fest.
- Be mindful of differently abled people (e.g., parking, exhibitor layout).

## 1. On a scale of 1 – 10, please rate your overall experience with Pride Fest 2021 (1 being a terrible and 10 being excellent): **9.3/10**

- a. Down from 9.6 in 2021
- b. Most common answer was “10”
- c. Received a 1 from Fat Rabbit Network due to poor sales

## 2. Respondent information:

- a. Vendors: 38 (73%)
- b. Sponsors: 12 (23%)
- c. Food Vendors: 2 (4%)

## 3. Was this your first time attending UCB Pride as a Vendor/Sponsor?

- a. Yes: 19 (37%)
- b. Exhibitors who participated in the 2019 event: 13 (25%)
- c. Exhibitors who participated in the 2020 event: 6 (11.5%)
- d. Exhibitors who participated in the 2021 event: 31 (60%)

#### **4. What worked well with the application and pre-event communication?**

- a. It all went smoothly
- b. I love how Kurt stayed on top of the reminders and would let you know what was missing.
- c. Everything
- d. Actually everything went smoothly and there was plenty of communication
- e. Communication was great; a few reminders via email prior to 2 weeks, 2 reminders about parking and unloading for the event. Not too much, just right.
- f. Receiving detailed yet limited email correspondence was appreciated.
- g. Kurt was amazing at responding to my questions and sending me all relevant info.
- h. Very clear communication
- i. Ease of completion!
- j. communication was clear and limited to what was necessary
- k. Kurt replied to emails quickly
- l. I thought everything was on point. Great Communication.
- m. Easy to read and understand
- n. Easy application and clear directions on what to expect.
- o. Excellent communication throughout the process
- p. Very clear communication
- q. Clear and easy process with great support from Kurt
- r. The payments for both the event and tables is quick and simple.
- s. It was prompt, thorough, easy to understand, and friendly.
- t. Love the ability of making payments for higher cost than my usual event but very worth it. Kurt was always in touch and loved that
- u. Kurt was an angel. Very prompt with answers and also helpful with reminders. His communication was the best that I've ever experienced.
- v. This event sucked to be honest for that shot the moral of my team 100%
- w. Good communication
- x. Your willingness to help in the registration process.
- y. Application easy/communication very clear
- z. Excellent quick responses to questions
- aa. Everything was easy
- bb. Communication is always great, you know exactly what to do.
- cc. The application and pre-event communication were excellent! I felt organized and prepared.
- dd. Easy to register, payment took a little long due to our payment process as a state agency.
- ee. Effective email communication
- ff. Timely responses and clear instructions regarding process for all and individual spot
- gg. Providing guidance early and followup when necessary
- hh. It was easy to fill out and the correspondence was quick and complete
- ii. I felt like things were communicated well.
- jj. Everything, it was easy to fill out and I loved the email reminders.
- kk. It all was fine.
- ll. Emails were very transparent and timely and we felt fully prepared for the event

- mm. I thought the communication went well for this event. Those in charge would reply in a timely manner.
- nn. Communication was great! We are grateful for the donation of a table space for our organization. That made it possible for us to attend. You all were one of the most communicative and organized Prides in the state. A real pleasure to work with y'all!
- oo. email communications
- pp. Kurt was absolutely amazing with his communication.
- qq. Everything went quite smoothly.
- rr. The application was simple and user friendly.
- ss. Great communication and details in the emails as to the process
- tt. Great communication & responses
- uu. it was good

## 5. What could be done to improve the application and pre-event communication?

- a. Nothing (32)
- b. Will past vendors receive an email when vendor applications are open for the next show?
- c. keep announcing as early as possible
- d. A checklist that includes all the needed information sponsors need to submit with due dates beside it would make the process more clear.
- e. A better spot and more draw for the back area.
- f. The application is a little confusing for school groups (particularly because of the website requirement and social media field. We don't have either. You gave us a simple workaround, but perhaps this can be on the application to save the emailing.
- g. Great, informative emails
- h. Nothing, best communication of any event I participate in.
- i. I think this was more a "me" issue, and I am sure this was way more obvious than I recognized, but somehow I completely missed the parking pass printing out direction. It didn't seem to matter, though? Which was awesome! That was the only thing. And again, probably a me thing!
- j. Only one item, for day of event notification, send out email more than 24 hours in advance. When preparing as a vendor, usually the 24hours prior to event is rather busy so earlier notification would be great for day of event information.
- k. I can't think of anything. I knew exactly what to expect the day of the event.
- l. The application process was easy and the pre-event communication was excellent. I like how the space information was sent ahead of time.
- m. 2 suggestions: 1. Please send a google maps address for GPS so that out of town vendors can know exactly where to go. The map is helpful, but if folks are going to multiple events in a weekend, having a clear address to provide to tabling staff can really streamline the process of coordination for the statewide orgs. 2. Please also ensure the event is easily accessible from your facebook page. Adding "Events" as a clickable tab on your facebook page can help (that option is buried in your facebook page settings somewhere). It took many clicks to find the event, and we wanted to share the event, but it was very hard to find on your page which had promo posts, but none of those had the full event details, such as address and timing. And those

details were also not easily findable on your FB page (FB is so annoying to work with, but for events it's so crucial for getting the word out).

- n. the fee is expensive for non profits

## 6. What worked well with the unloading and set-up process?

- a. Aside from mild traffic back-up, everything went smoothly
- b. Helpful volunteers (11)
- c. I liked the flow of these up process.
- d. It was so well organized! The pre-event emails were specific in how to proceed and once I got there it was just as it had been described
- e. Unloading was a breeze. I am 72 and having help unloading and set up was perfect.
- f. I was not present for load-in; however, my staff did not seem to have any issues.
- g. Excellent team-work. The volunteers were very helpful.
- h. Having security directing us to unload. Very pleasant people
- i. knowing where the set up area was, the map was incredibly helpful
- j. The process was good but probably needed more volunteers. Delane personally helped us unload - of course we love Delane but that made me wonder if there were not enough volunteers. Last year I remember 2-3 people coming to our car and taking everything.
- k. I think it was soooo organized both years. It flowed great drop off, park and your stuff is at your spot to set up. Great Job!
- l. The guidance from the staff was very helpful and made everything run smoothly
- m. Not the best experience.
- n. The process went well as was organized.
- o. There were a lot of people helping grab my stuff. It was quick, and the multiple people greeting us in the line was helpful.
- p. Everything was great
- q. fine
- r. Excellent organization! I'm grateful for the help.
- s. Greeted nicely and handed the map well enough. I had my parking place printed and found my way easy enough.
- t. Smooth and easy
- u. Very clear instructions and helpful volunteers to unload.
- v. Map with set times
- w. Found my spot easily and knew what to expect ahead of time
- x. plenty of staff to help unload and move stuff to our area. Our kind neighbor helped to erect our tent.
- y. Thank you for the help! Would love it if there were people to help breakdown.
- z. I liked that the volunteers would help to move items from car to space.
- aa. it was easy to unload, as I just took the things out of my car and when I arrived at my spot, everything was there! It was the easiest!
- bb. It was clear from the communication where I needed to enter to get to the unloading area.

- cc. The unloading and set-up process was great. I like that there were people there to drop our belongings at our spot. That help move things along and cut down on vehicle traffic.
- dd. Traffic was kept moving and help was readily available.
- ee. Having volunteers help to unload was a major help and having directions to parking was extremely beneficial.
- ff. The unloading process went well. I think it was great that you offered to provide us a table for a few and believe I will take you up on that offer for future events.
- gg. Volunteers helping unload was great! No other pride does that, and it was GREATLY APPRECIATED! :-)
- hh. I think a few more volunteers would be helpful. Suggestion would be have a vendors promote the event a month prior.
- ii. I thought it was fine.
- jj. I was able to easily unload my vehicle.
- kk. Pulling up close to the event
- ll. We didn't get helped; we did it ourselves
- mm. great!

## **7. What improvements could be made to the unloading and set-up process?**

- a. None/nothing (23)
- b. A transport/luggage cart should be provided to volunteers to allow them easier back and forth when unloading vehicles.
- c. Parking. I had to park almost a mile away from the event and had to walk back and forth to my car. I wasn't aware of a shuttle nor did I see one available.
- d. More volunteers between 1-2 if possible. I know the Military Youth Corp at APG can often help.
- e. Maybe give block times for set up. That way people don't arrive all at the same time.
- f. The plan made sense on paper but there were delays getting to the loading site. I think food trucks should be asked to position themselves before the rest of the vendors get there as I saw delays due to them having to back in/out to position themselves. Or, perhaps, put food trucks in front of Maritime Museum instead of the Lighthouse.
- g. The flags for where the vendor should set up could be larger and more visible for vendors.
- h. Maybe have cones so other drivers don't go by when/where they shouldn't. I saw a car go a tad too fast and get too close to a couple of the volunteers.
- i. More information with parking areas. I'm not from the area so I literally didn't know where I was going to park. Then I walked the exact path I drove. I was unaware of short cuts ( I think I could have walked along the Water but I had no real knowledge)
- j. The time assigned (Ours was 1:10 but we were able to unload earlier which was so helpful. I wonder if the time could be more flexible.)
- k. The email said we should leave our items and that volunteers would bring our stuff to our site. I love this idea but assumed that would mean they would be prepared to moved stuff and have carts and the ability to lift. I would have brought a cart and next time I won't assume.
- l. It's hard to park far away knowing all your stuff is sitting somewhere without you. Especially at the end of the festival when you have to retrieve your vehicle at Tidings. (If you come alone).

- m. More volunteers (none around to help), option for drop off vehicles that aren't parking. Also, it wasn't clear which way the table should face e.g. the expected flow of pedestrians
- n. Help at the end breaking down
- o. If this is going to happen next year, let vendors know more than 24 hours in advance. Missed the email and therefore did not use the volunteers to help, rather did it myself.
- p. It took awhile, but that is to be expected with so many vendors.
- q. Please see response above. I think you'll did an amazing job with this process.
- r. Maybe have some hand trucks or trollies available to move items.
- s. I don't see any change needed. I thought it ran very cohesively and was incredibly impressed!
- t. Most prides have folks start load in earlier than 1 hr before "open". However, it went pretty smoothly because of the volunteers to help with unloading.
- u. having the vendors directed to the area with signs or police
- v. Maybe give each vendor a color coded parking pass to organize the parking when they arrive to put into their windshield.
- w. I'm sure you will not be able to fix people who cannot follow directions:)
- x. More volunteers, had to carry my own stuff to my location while parked at the curb.
- y. Help as stated that there would be

**8. Which of the following best describes the amount of traffic to at your booth during the event?**

- a. Far more than expected: 17%
- b. Somewhat more than expected: 17%
- c. About what was expected: 48%
- d. Somewhat less than expected: 14%
- e. Far less than expected: 4%

**9. If you had to guess, about how many people stopped by your booth?**

- a. Low End: 10
- b. Average: 138 (up from 100 in 2021)
- c. High End: 700

**10. If you were selling items, which of the following best describes your revenue from the day?**

- a. We did not sell anything at our table: 56%
- b. Of those who did sell:
  - i. Far more than expected: 2 (9%)
  - ii. Somewhat more than expected: 5 (23%)
  - iii. About what was expected: 7 (32%)
  - iv. Somewhat less than expected: 5 (22%)
  - v. Far less than expected: 3 (14%)

## 11. What worked well with the tear-down and clean-up process?

- a. Smooth process/no issues (14)
- b. I am not aware of how it went
- c. Just as smooth as the set up.
- d. Having the crew help guard stuff while I got the rest of my stuff was very helpful. And then they helped my mom carry some stuff (including my bag of bricks to weigh stuff down in the wind 😊) to where I was loading my car, which was very appreciated!
- e. Having my staff help
- f. Taking items to curb first really helped with loading up cars.
- g. Manpower that we had
- h. We admittedly left 15 minutes early to avoid congestion. That made it very easy.
- i. our set up was minimal so it was easy to pack up
- j. Me personally was smooth cause I had my wagon. I just loaded it and walked back to my car with it, so I didn't experience having to pull around for pick up.
- k. Smooth flow of traffic
- l. I left a half hour early.
- m. There were many hands to help.
- n. Some of the vendors left early. Other than that, the process was good. We appreciated the Thank you from the organizers.
- o. Someone came and helped me fold my table and carried it back for me.
- p. I had customers all the way to the end. So I didn't get started on my break down til it was over. My set up is extensive so it took me a longer amount of time then everyone. Else. The walk back to my car was long because I still didn't know about the waterway path the volunteers stayed with my stuff as I got my car and assisted with what little I could accept assistance with which was still beneficial
- q. eh
- r. Being able to leave stuff at curb
- s. Two people volunteered to help me move stuff to the curb (they didn't have UCBP shirts on but I think they said they were from a college) and it made clean up go quicker than I expected.
- t. The traffic was handled well allowing us to load our stuff.
- u. Nothing stood out either way (positive or negative) - it was a neutral experience.
- v. Parking was close enough that we were able to take our supplies to the car.
- w. Knew the expected end time and process for loading up
- x. we had a wagon to pull everything back to vehicles.
- y. that was a bit more tedious as we packed up to leave we weren't given any direction
- z. The tear-down process and clean-up process worked very well. It did not take long at all and traffic moved at a great pace.
- aa. It was fine...but no assistance in getting items back to vehicle.
- bb. We started tearing down a bit early before the festival ended because we weren't sure what the packing up and pulling our car up would look like
- cc. It was easy tear down and minimal clean up.

- dd. All went smoothly. Appreciated volunteers and staff coming by to check in during the event too. Everyone was kind and it was a really good vibe in the space.
- ee. specific time, volunteers
- ff. I would have more trash cans available, other than that all was good.
- gg. I did not realize there was a tear down and clean up.
- hh. We did it ourselves

## 12. What improvements could be made to the tear-down/clean-up process?

- a. Nothing (28)
- b. Clearer direction in where to be so our belongings are close to where we can park our vehicle while reloading.
- c. Parking
- d. Some volunteer help
- e. "Had to wait a bit since other vehicles were in front of our stuff. Maybe spreading out along curb where people drop stuff so cars can pull right in front of their items.
- f. It is hard to come into pickup area from parking area with food trucks and festival goers in the street, causing delays. I convinced police to let me in from parking lot side to get to festival entrance.
- g. We just overlapped with the homecoming kids' pictures which kind of brought things to a halt for us in our location. That's just a fluke, I think; it was actually kind of fun.
- h. It might be easier to stagger leaving or somehow have the food trucks on the other side so cars can pull up vs having to haul thing over curbs.
- i. Labeled trash for end of day
- j. More volunteers around to help
- k. Help carrying stuff to the curb!
- l. Being able to bring our car near the event
- m. I can't think of anything to improve on
- n. The process was great.
- o. Provide team to help bring stuff to car
- p. Since we packed up about 20 minutes early, we weren't sure how the process went
- q. going in numerical order
- r. Maybe some volunteers specifically going around to assist with those who may need an extra hand.

## 13. Are you planning to be a sponsor or vendor in 2022?

- a. Yes: 48 (92%)
- b. No: 1 (2%)
- c. Unsure: 3 (6%)



**14. Do you have any other feedback or suggestions about Pride Fest that we can use to make next year's event even better?**

- a. More advertising for vendors selling items would be beneficial. Maybe even a "business spotlight" in the days leading up to the event to display some of their items and have attendees anticipating what they'll see there.
- b. Better parking situations
- c. Great Job!
- d. We were so busy all day I only wish I had time to wander around and see all the fabulous exhibits.
- e. I'd really like to come back next year, so my only suggestion/hope is that an email will be sent to past vendors to let them know vendor applications are open. My ADHD comes with a lot of time blindness and out-of-sight-out-of-mindness, so having an alert applications are open would be so incredibly helpful.
- f. I'd also like to add that I appreciated so much being a vendor there this year. I'd not heard of the show before, but I'm so thankful I found it. Everyone from the coordinators to the crew to the entertainment to the show-goers were just stellar. Thank you for having us. ♥"
- g. Nope- very fun!
- h. More varied food trucks. Not many vegetarian or vegan options. Maybe a coffee truck too!
- i. Order the same weather with a little less wind :)
- j. clustering the GSA tables together was helpful. I thought being near the community action agencies was also a nice touch, as well as being in the center which helped with our traffic. appreciate the spot, felt a responsibility to do right by the community.
- k. You allowed us to rent a table and chairs. That was good. Can you also allow tent rental? This year weather was cool and shady so it did not matter much but if not a tent would be very important. How feasible would it be to offer tent rental?
- l. Was sad to see the huge number of plastic water bottles. Is there any other way to serve water at the festival? Maybe this is something we need to take up with town of HdG - they provide clean public restrooms, can they also provide public drinking water?
- m. Looked like there were a lot of t shirts leftover. So that suggests fewer people and fewer volunteers attended than expected. Is this true? It certainly seemed sparsely attended compared to the 2019 and even the 2021. But probably you have accurate counts?
- n. I only attended the kick off meeting in the spring and wish I had been able to help out more. HdG is a good location for the meetings since that is where the festival takes place but it is a little far for me. I can try to participate more next year.
- o. This year I was a little uncertain how much help I would have at my table so I did not set up my usual painting area even though I had all the supplies in my bag - paint as well as bags and t shirts that kids could paint using brushes and stencils. It was just too much work to set up, oversee and clean up, but I did this both in 2019 and 2021 and it was very popular. kids stopped by and painted and it was fun for families. I would like to set that up next year and will try a bit more to plan this and confirm volunteers in advance. Not asking you to do anything but just letting you know from my perspective what I would have liked to have done that would make it better.

- p. Signs/directions for the public bathrooms. Handing out flyers/maps for the event guest to know where vendors are and who's all vending at the event.
- q. Everyone involved was helpful and kind. I love attending this event and will continue to do so in the future. I would like to see more food options that are healthy. I think many people who attend are vegan and health conscious so this might be a good add on.
- r. You can always make something better but can't think of anything, aside from vendor unloading/loading.
- s. You all are fabulous!
- t. Would be great if GSA for middle and high schools were close to face painting and maybe some of the youth involved could hang around and share what they do in general and with donations collected for face painting (Bonny's idea- just reiterating). I am pretty much at capacity with my volunteering in the community but as a former educator in BCPS and with a child in the HCPS system and working at both HCC and Cecil College I would like to help with more visibility and participation with the middle/high schools and helping them to connect with each other which there does not seem to be in talking with the faculty reps from the 3 schools in attendance. It was a fantastic experience for our family and seemed like a great day for all. THANK YOU for your hard work on this.
- u. Make a printable flyer that can be downloaded and printed so it can be easily shared. It may also serve as support when submitting request to sponsor the event. Expand the map to include the food locations and all bathroom locations so they are prominent and easily identified.
- v. I loved that my booth was on the side closer to the stage. I could stay at my table but could also see and hear the people on stage.
- w. Possibly longer time.. delaware pride is from 10 am to 6 pm. I was surprised that it was only 4 hours but it seemed to fly by. Having volunteers that could come to booths with food menus and do food runs would be great I am usually solo vending and can not leave my booth for extended periods of time so I did not get to enjoy any of the food trucks sadly this also means I didn't get to visit other booths either
- x. None. This event is the most well organized, orchestrated and executed that I've ever seen. (Tell me your secrets 😊) thank you for having Mad Mac's back this year. Looking forward to 2023!
- y. Look I was here last year and it was great I make pride gear the spot we got was not cool. I got no leads and from what my team is saying, it really damaged what im trying to do as a brand too. I think its great pushing for peoples rights. I put thousands of dollars into that myself and get hated on all the time. To get a corned with no flow. Not cool. We had more products this year then last. I am the branding partner and license holder of the state fair and other brands. So its not like we sell junk. We sell pride products. I legit made almost 1000 last year and we ran late. So disappointed
- z. Maybe have one volunteer that can stand at a booth to let someone have a quick break if they are alone. Not sell, just make sure no one messes with anything while gone.
- aa. Kudos to Kurt Doan. He did an amazing/excellent job!
- bb. For us it was a terrific experience, fun and inspiring
- cc. I'm just so impressed at how well-organized this day was. The whole day was full of joy and positive people. It offered a little something for everyone My school group had a blast at Pride and are excited to return next year. Thank you for having us!

- dd. I enjoyed my space more out by the stage last year, but was happy to attend and share my merchandise with so many people.
- ee. Great job Kurt and team.
- ff. Maybe some kind of raffle for people who visit sponsor's booths? Not sure. This year my interns who were helping with the booth were way more introverted than last. I think this is what led to us having less stop by than the year prior. Also, though, it didn't seem like as many people knew about the free crafting, etc. at the event? I'm not sure. Maybe we just need a more creative idea next year! Lots to think about, but we enjoyed it a lot, as we did last year, and we will be back! This is a festival near and dear to my heart. Thanks for all you do for the community!
- gg. Vendors could set up back to back to create paths for people to walk down. Great event though!
- hh. It was excellent...maybe more stage performers
- ii. I really liked seeing the early advertisements locally for the event. I do believe this raised awareness.
- jj. Just want to say thank you for all of the time and work that went into making it a fun event for everyone.
- kk. This event continues to get better each year. So glad that we have the opportunity to be a part of it.
- ll. I'm not sure if it could ever be considered, but I think having a beer garden that is sectioned off and cannot be brought into the actual festival itself (perhaps behind the stage) could draw in more of a crowd that may have stayed at the local bars. I don't think that makes or breaks a festival because I am beyond impressed at how incredibly smooth and fun the entire day was, but I just wasn't sure if that is something you'd consider for the future. Either way, we will be returning and are ready to support UCB Pride in any way we can!
- mm. Another pride did a scavenger hunt with stamps that folks had to collect at each table who wanted to participate. That helped get folks to the table, and they learned about LGBTQ+ people in history at the same time. Once the scavenger hunt card was filled, folks could be entered to win a prize. It would be impactful to have a trans person speak about trans rights from the stage (it was very hard to hear from the booths, so am unsure if this occurred). It would be helpful to suggest bringing tent weights if the Fest will remain on the water, the wind was serious and it got a bit scary at times.
- nn. I would suggest that each vendor advertise on their social media
- oo. It's doubtful we would ever get the same issues but the Melissa Etheridge concert conflict was a huge issue for me. We sponsored the concert and followed the rules and did not tear down early. We could not get out due to the homecoming traffic and it was rough. We missed the opportunity for the meet and greet with Melissa Etheridge before the concert.
- pp. Another thought, maybe consider the vendors stacked back to back and creating aisles or telling vendors which way to face (we were on the stage side). We were not quite sure which way to face and we had our back to many of the people walking by.
- qq. You are all awesome and we are proud to support the event! "
- rr. Great event!!
- ss. The best one was in June. I don't think Oct is as popular a time for this event.