



Jim Brown, President  
Commissioners, Town of Pooleville,  
19721 Beall Street, Pooleville, MD 20837

Dear Mr. Brown:

Pooleville Day 2022 was a tremendous success. The Pooleville Day Committee Board along with its Planning Members are grateful for the continued support and financial contributions the Town of Pooleville Commissioners provide which make our annual event the most anticipated and attended event in Montgomery County.

The Pooleville Day Committee is currently planning for the 31<sup>st</sup> Annual Pooleville Day Festival. The Date for the festival is Saturday, September 23, 2023. All 19 planning committee members are returning this year, and we have one new committee member which brings us to 20 strong dedicated volunteers. we are off to a fast and fresh start.

We don't intend to make any major changes to the festival (don't fix it, if it ain't broke.) However, the committee is implementing some administrative changes to realize some cost savings and process efficiencies. Last year we implanted some cost saving measures and saved over \$3,000 in savings over the previous year. With realized savings, we made a few investments. We purchased 7 new popup tents to replace aging and damaged tents. We also made a considerable investment of almost \$5,000 to enhance the ag display with the purchase of heavy-duty fencing panels which we can use for many years to come. Our third investment was the implementation of an online map for the festival, which was a well-used resource used by vendors and visitors. Last year, was the first year of accepting of electronic payments from vendors, exhibitors and sponsors. It was successful and about 75% of participants taking advantage of electronic payments

Attached to this letter is our full budget report for Pooleville Day 2022. The total cost for last years event was \$50,362.13. We have already received quotes for this year's event. As expected, cost is continuing to increase. The cost for all the rental items such as tents, rides, chairs and stages will increase from \$23,802.50 to \$27,868.10. There are other investments we need make, for example. We need to replace the large over the street banner which cost about \$1,000.00. To offset this increase cost we will introduce a slight increase for vendors and artisan booth space. In addition, we will launch and more aggressive campaign to attract new sponsors to increase our donation income.

The Pooleville Day Committee is requesting \$35,000.00 from the Town of Pooleville to support the most important annual tradition in Pooleville. The 31<sup>st</sup> Annual Pooleville Day will be like all great holiday festivals: "Its greatness is not so much in its uniqueness as it is in its fine-tuned tradition. As an annual reunion of sorts for neighbors and acquaintances, the event fulfills its time-honored reputation as a day for all: young and old, new to the town, and lifelong residents. For visitors, there is no better day to get a "feel" for the community."

Thank you for your continued support

Sincerely,

Kevin Schramm, President  
Pooleville Day Planning Committee Inc.

[www.poolevilleday.com](http://www.poolevilleday.com)