

**Apple Chill 2002
Proposed Plan
April 21, 2002 (rain date April 28)
30th Anniversary**

**Apple Chill 2001
Actual Event
29th Annual**

Celebration Year:

Perimeter:

East Perimeter

West Perimeter

East Stage - Family Stage

West Stage - Main Stage

Raleigh Road

Church Street and West Franklin St.

Located on East Franklin St. just West of the two Morehead Planetarium parking lot entrances - adjacent to Graham Memorial Bldg.

Located on West Franklin St. just east of Church Street intersection

Raleigh Road

Columbia Street and Franklin Street

Located on East Franklin St. centered between the two Morehead Planetarium parking lot entrances

Located on East Franklin St. near Columbia

**Fair Management
Locations:**

Fair Info

Command Center

EMS

Public Works

Fair Info will be located at the First Union Bank on the Corner of Columbia and East Franklin St.

Fair Info will be staffed by CHP&R

No Change: Staffed by CHP&R, CHPD, CHFD, CHPW

EMS will be located on South Columbia Street

Public Works Vehicles will be staged on South Columbia and Henderson St.

Fair Info is located at the Old Post Office on the Corner of Henderson and East Franklin St.

Fair Info will be staffed by CHP&R

Staffed by CHP&R, CHPD, CHFD, CHPW

EMS was located on Henderson street

Public Works vehicles are staged on Henderson St.

Street Closing & Traffic

Flow:

Street Closing

9:00am to 8:00pm

We need to allow more time for OC health and food vendors because of the new legislation in October

Columbia Street from Cameron to Rosemary will be closed to traffic

10:00am to 8:00pm

CHPD Traffic pattern through Columbia and West Franklin St.

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Arts Carolina-UNC Area:

Arts Carolina / UNC Area

UNC Area - An area devoted to UNC Student organizations, arts, crafts and entertainment on Columbia
UNC Stage will be located in the UNC area in proximity to Ackland Art Museum

Arts Carolina / UNC Stage

The UNC Area couldn't exist because of space limitation.
UNC Stage was created for the first time this year and was located on the steps of Graham Memorial in McCorkle.

Ackland

Ackland will now be a part of Apple Chill

Ackland was outside of the fair perimeter

Public Safety & Works

Handling Growth & Crowd Compression

Allows for future growth, while also allowing more freedom of movement for everyone which addresses safety concerns with the crowd.

Maxed out - last year we pulled back on marketing because of personal safety concerns with the intensity and compression of the crowd.

Public Safety & Public Works

Less compression of crowd and multiple accesses to all areas of the fair allow for our Town Departments to better do their job. (EMS, Fire, Public Safety, Recycling, Public Works, etc.)



Handicap Access

Strong plan to address handicap access to and from the fair—parking behind Ackland, with transportation to fair perimeters provided.

Food and Trash

Food mainly concentrated in two main areas: The intersection of Columbia and Franklin St., and Henderson and Franklin St. This also allows Public Works, OC Health, and recycling to better do their job. By concentrating food, recycling, OC health concerns and trash control become more efficient. The intersection and/or side streets also allow for lines that do not impede pedestrian flow.

Food is normally dispersed throughout the fair - Because of the lines we can't have too many food vendors together - it clogs?? pedestrian motion throughout the fair which can become a public hazard.

Vendor Parking

Parking lot #2 designated for vendor parking. Also, South Columbia from fair end to Cameron Avenue.

Vendors use about 220 spaces of Public Parking; and there are always a few vendors who get tickets, booted or towed.

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Morehead Planetarium Parking Lot

This plan allows us to safely give back Parking in the Planetarium lot to Chapel of the Cross for Sunday Service.

20% of Parking lot will be used for Sculpture on the Green and Entertainment Parking. (Kids Zone will be moved to...)

80% of the parking lot will be for Chapel of the Cross Morehead Parking lot will be left open for Church Parking and shuttle drop off and pick up

Because the Kid Zone will not be located in Morehead; the parking lot can be used as a pick-up and drop off point for Trailways as well as Transportation busses and shuttle service.

Allows for more street parking for church residents and better access to their services.

Miscellaneous:

Tables & Chairs - Food Area Seating

Children's Activities

Bands Applying

Staging

Vendor Participation

Booth Spaces

Apple Chill 2001 Actual Event

Normally we have used the Planetarium parking lot for Kid Zone and have limited its use because of safety concerns: cars and people shouldn't mingle in a street fair.

75% of Parking lot is used for Kid Zone and Kid Zone

25% of the parking lot has been for Chapel of the Cross

Morehead Parking lot is shut down from 8am till 8pm except for church parking - until the lot fills up.

Trailways has had to cancel their route in the past.

(5)

Tables & Chairs are not feasible, because space will just not permit it without taking more spaces away from vendors.

Interactive Playground located in Morehead Parking lot.

50 Bands applied

5 stages allowing for 25 bands

Because of limitations on the size of the fair we unfortunately turned away and sent refunds to over 60 vendors who were wonderful artists & craftspeople; but via our art jury we had to cut our numbers. The vendors that weren't accepted were very upset.

220 booth spaces – and once we're full, we're full.

Tables and Chairs will be at two locations near food (North Columbia and the Old Post Office) to control trash and facilitate relaxation and enjoyment of the fair.

Interactive Playground possibly located in McCorkle Place; if not, it'll be just west of Franklin/Columbia intersection

60 Bands applied this year: Almost all of which are from Orange County

7 stages allowing for 35+ bands

85% of Arts and Crafts vendors that participate in Apple Chill have addresses in Orange County. With the expansion we can now allow all qualifying vendors to participate.

300+ booth spaces with room to grow if needed.

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**Apple Chill 2001
Actual Event**

Revenue:

Almost a third more in Revenue as compared to last year

Projected Revenues: \$23,000.00
 Projected Refunds: \$1,000.00
 Projected Net: \$22,000.00

Revenues:

Actual Revenues: \$19,050.00
 Actual Refunds: \$4,237.00
 Actual Net: \$14,812.00

Projected Expenses**: \$8,000.00

Actual Expenses: \$6,549.00

Vendor Numbers:

Arts & Crafts Vendors 170
 Non-Profit Organizations 60
 Food Vendors 28
 Children's Activities 20
 Entertainers 35

Arts & Crafts Vendors 110
 Non-Profit Organizations 50
 Food Vendors 25
 Children Activities 10
 Entertainers 25

** Excluding personnel costs for Fire, Police, Public Works, Transportation, and Parks & Recreation