

STONY CREEK TAG SALE

GENERAL INFORMATION

Date: Generally held on the 2nd Saturday of September Rain or Shine

Time: 9AM to 3PM

Place: Village Wide. Contact Parks and Rec to reserve Bayview Park.
Participants may set up their own tables in the park.
Charge market rate for everyone, not just outsiders.

Advanced Prep:

- Conduct village wide survey on interest. Register locations.
- Two months prior, email Community Event notice to newspapers advising vendors of park table space.
<https://www.nhregister.com/news/article/How-to-get-your-event-listed-in-our-calendars-11493652.php>.
- Issue park passes.

Advertising:

Newspapers and Websites:

- The Patch: <https://patch.com/connecticut/branford>
- The Shoreline Times/New Haven Register 203-850-6628
- The Sound (west LIS)/The Day (east LIS):
<https://sam.theday.com/Welcome.aspx?REF=TheDay>
- Craigslist New Haven
- Yard Sale Search Engines – Use 164 Thimble Islands Road as the address: (Bayview Park)
<https://www.yardsalesearch.com/garage-sales-branford-ct.html>
- Nextdoor for Stony Creek:
https://nextdoor.com/neighborhood_feed/

Flyers and Signs:

- **Arrow yard signs** for neighborhood intersections
- Tyco(K&G) 618 Main St. 203-481-8926
- **3 Street Signs** (one double sided) 20”x24”with metal stands
- **Flyers** posted in local businesses \$25 for 50. Include website.

Email:

- Association Email, advertising the tag sale, sent to all on the SC association email list a month before the event, then again in 2 weeks.

Security & Traffic Control:

Evaluate need for policeman and cruiser (\$600) for traffic control.
May not be needed. Dependent on Bayview Park usage.

Commentary

- Assemble a team of 3, either Board or village residents
- Decision should be made on the purpose of the village wide tag sale early on in the planning process.
 - i. Benefit to residents (social event?)
 - ii. Money maker
 - iii. Both
- Planning based on surveying village residents and vendor solicitation 2 months before event.
- Traffic control is the biggest expense. Should be based on use of the park determined by volume of vendor and resident response.
- If it is to be a social event, a different emphasis and use of the park venue.
- Incorporate these instructions in an updated Process Calendar and place same in the website document archives for future reference. Note that SCAEB is a governmental tax exempt entity with tax ID# 6-1311960.