

**JULY 30 & 31, 2004 • THE 16TH ANNUAL**

76 Separate Sales  
& 5,000 shoppers  
each year!

# VENETIAN VILLAGE NEIGHBORHOOD YARD SALE

Area bounded by North Hancock, Templeton Gap, Columbine and the Floodway  
<http://www.kassj.com/yardsale/> • Contact: Kass Johns • 635-1306 • yardsale@kassj.com • 3106 TGap

**Sale Dates/Time:** Friday & Saturday • July 30 & 31, 2004 • 8AM – 4PM (NO RAIN DATES)

**Cost:** \$5 per house number (I don't care how many groups/friends/neighbors sell at your house.)

**Sign up & pay:** Kass Johns • 3106 Templeton Gap Road • 635-1306 • yardsale@kassj.com

**I will need the following info:** *name, address, phone & email (phone for Kass reference only, not distributed), featured items (if any) for your sale (limit to 15 or so words)*

## DON'T THROW THIS AWAY!

Keep it handy for needed info weeks from now! And that *Last Minute* "What-the-heck, Let's Sign Up!"

## Hi Neighbor!

The Venetian Village Neighborhood Yard Sale is **16 years old!** Thanks to good marketing and word-of-mouth advertising, the last few years, we've pulled 3,000 to 5,000 attendees each year! Last year's sale saw more than 80 homes selling. Mark your calendars, we host this event the last weekend (Fri & Sat) of July every year.

### • Ads & Fees

A signup form is enclosed for your convenience. Mail it or drop it by with your payment ASAP. I ask for your email address so I can send you the official email sale notice in July and then you can forward it to your coworkers, friends and family. (Help get the word out!) Extra Signup forms available at Kass' House near the front door, just stop by anytime.

We request \$5 per sale address for the Gazette special-bordered ad (\$60+), the "1 more week until..." ad (\$20+), Thrifty Nickel ad (\$10+), and to help cover the cost of the photocopying signs, flyers and handouts (starting at about \$120+), plus various sign materials, tape and staples. Annual costs are around \$400. I will provide the waterproof (and reusable) signage, as well as put them up and take them down. We only ask enough to cover our costs. We hope you understand that \$5 is a bargain compared to you placing your own ad in the Gazette (not to mention the crowds that my signs and media blitz attract). If you know someone who has a sale but does not pay the requested fee, please let them know it is not fair to everyone else for them to gain the value of our signs and publicity without paying their share. Last year I was also able to add money from a sponsor (North End Diner/NED) who bought coupon space on back of the map flyers (that are handed out only during the sale). NED will participate again this year.

Each household is responsible for setting up their own sale (at their own house!). In addition to the classified ads, I will again be contacting the media (radio, TV, newspaper, cable TV community bulletin board channel) for some free publicity for this annual community event. Hopefully we can, again, get TV and/or radio remotes on site the days of the event.

### • Sell on Fridays!

If you aren't familiar with yard sale money-making, by far, the best day to sell is on Friday. That's when all the big buyers are out with handfuls of cash — especially dealers (yard sale and flea market vendors, etc). Saturdays tend to be "lookee-loos" who don't buy a whole lot, but still give you foot traffic. If you can take the day off work, the Friday buyers make it worthwhile. Trust me, the buyers are frantic to spend money on Fridays. You can move, maybe, 70% of your goods between 7am and noon on Friday. Have help for selling on Friday so you can take breaks?

### • Specialty Items to Feature

If you have some big ticket items or specialties, let us know to add to the list distributed to all **sellers** that weekend (15 word limit). Then, when a buyer asks if someone has antiques, tools, watches, teapots, cookie jars, collectibles, Avon, large appliances, baby stuff, or whatever, they can be directed to the appropriate seller. Phone numbers will NOT appear on the distributed list — addresses and last names only, with featured items. **Deadline to make the list: Tuesday, July 27, 5pm.** (Sign-ups accepted after list deadline, but you just won't make it onto the printed list.)

### **Distribution of Seller/Feature List...**

The final list will be distributed by me on Wednesday evening if I have time, or ready for a member of your household to **pick up on Thursday, July 29, 9AM – 10 PM, at Kass's house (3106 Templeton Gap Road)**. This will also include the donation list and other last minute info. One copy per household, please send someone for your copy. Thank you so much.

- **VCC “Flea Market at The Yard Sale” (Call Julienne at xxx-xxxx)**

Village Christian Church will join us again this year. VCC will again rent ‘flea market’ space for those not living in the neighborhood. If you know someone who may be interested in selling, have them call the church to reserve their space now. They have already sold a few spaces at this writing! Spaces are 15'x30' (450 sq ft) for a suggested *donation* of \$25 for the two days. The church also offers tables and chairs for an additional donation if the seller needs them.

Village Christain Church will also be selling hot dogs and their *World Famous Sloppy Joes* at the sale again this year. Get them early before they sell out (like they have every sale day for the last three years)! The church also offers public bathrooms for this event. (Thanks VCC!)

- **Church Rummage Sales& Lunch**

Other neighborhood churches may want to host their own rummage sale, lunch, bake sale, car wash, kiddy carnival or other fund raiser. (FYI... Neighborhood churches are exempt from the \$5 fee). If a church plans to participate, let Kass know ASAP to pitch in the press releases and ads.

- **Fund Raiser?**

If you will be hosting a group in your yard fundraising for a cause, let me know so I can add it to my press release to the media. I will also post a special sign on the info board I host in my yard on sale days.

- **Lunch Concession?**

If you or your civic/church/non profit group plan to sell hot dogs, burgers &/or sloppy joes for lunch in your yard, let me know so we can point shoppers to you on sale weekend. Set up the BBQ grill — grill hot dogs and burgers. Sell store brand soda pop, chips and cookies. Don't forget to put out pickles, relish, mustard & catsup. A \$2 to \$2.50 “Lunch Deal” could buy a burger or hot dog, soda, chips and a cookie! Put your picnic table out (in the shade!) for a place to sit and eat. Realize that if we can keep the shoppers in the neighborhood, even for lunch, the more they will shop!

- **Popsicles!**

Once again, I will be inviting Russell Reed, our official Venetian Village Neighborhood Yard Sale Popsicle Man to be on duty both days for the relief of the crowds (shoppers & sellers!). Bomb Pops—it's a good thing!

- **Rain or Shine**

As always, the sale takes place rain or shine. Some folks sell from 8am “til the rain falls”... it's up to you for your own sale. Be aware that lots of shoppers stick around and wait out short showers. It's up to you for your own sale.

- **Cash or Checks?**

If you don't want to take a personal check, point the shopper to the ATM at 7/11 on Hancock & Fillmore.

- **Stolen Signs**

One year, someone took more than half of our hard-made reusable waterproof signs. No signs for other sales placed near ours were touched. If you see ANYONE taking signs DOWN between Thursday night and Saturday at 4pm, please contact me immediately. I plan to prosecute any thief to the full extent of the law. I (and/or my helpers) will put signs up by 4:30 Thursday evening and take them down no later than 4pm Sunday (weather permitting).

My house at 3106 TGap will be *Information Central* with: a shady rest area, free sunblock & ice water, bandaids, lost & found, maps, info, dog water, and help the weekend of the sale. Call/email me with any questions (contact info at top of header). Even if you do not sell this year, email me your email address so I can forward the official email sale announcement to you to forward to all of *your* email correspondents in the area. (Word of “mouth” advertising!)

Don't forget to also use this event to meet your neighbors, renew old friendships, or help out a senior near you. And remember to go to your neighbor's sale and buy back the junk they bought from you two years ago! After all, wasn't that part of the original bargain?

# Promote the Sale — Tell all you Meet!

We will have small quarter page map flyers about the sale for each of you to help hand out to friends, relatives, and strangers you meet. Help us get the word out! (Word-of-mouth is the *best* advertising!) The more folks that attend, the more money *you* can make! The map flyers can be picked up from a specially marked pink brochure box on the corner curb at TGap & Columbine, after June 1st (just drive up and grab some). Keep a handful in your car or your handbag with a roll of tape and/or some thumbtacks. Ask permission to post on bulletin boards, or in windows of...

- ...Beauty salon, barber shop, grocery store, thrift stores, hardware store, drug store, book store
- ...Dunkin Donuts, Big Train, coffee shop, or any other “hangout” for coffee and visiting, pizza & fast food places too
- ...Childcare providers, scout meetings (the parents are the target audience)
- ...Church recreation halls, polka club, bridge club, rock & mineral club, garden club, Historical Society, any other club meeting
- ...Aerobics, yoga class, any other community education class or meeting
- ...Service organization meetings and halls (Kiwanis, Rotary, Sertoma, Elks, Moose, Masons, VFW, etc.)
- ...Your doctor or dentist office reception counter or bulletin board
- ...Your employer’s announcement bulletin boards (with permission)
- ...Wherever you go that might have community information bulletin boards and/or where people who might “yard sale” would hang out!

*Do NOT put them on city-owned poles, signage, or private property without permission*

These same flyers with map of street names (but with the NED coupon on the back) will be handed out to attendees during the event. I’m at 3106 T Gap (the front Xeriscape garden), as *Information Central* to direct everyone to the whole neighborhood event. We plan to have lots of PINK signage and banners to attract attention. Once again, I will put up the hot pink signage at the major intersections (and more) to point the way. Tell everyone to follow the pink signs!

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*Good Luck on Sale Weekend —*

**Kass Johns**, Event Manager • The Venetian Village Neighborhood Yard Sale  
Visit the Venetian Village Sale Web Page (with map) at <http://www.kassj.com/yardsale/>

*The yard sale tips and articles handout (several pages) that I distribute will be delivered only every other few years to save costs. If you don’t have a copy and want one for this year, drop by and pick one up at 3106 TGap.*

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## VENETIAN VILLAGE NEIGHBORHOOD YARD SALE *Seller Signup Form*

Mail or Deliver with your \$5 to:  
Kass Johns  
3106 Templeton Gap • CS, CO 80907

Name: .....

Address: .....

Phone: .....

Email: .....

*Phone & email for Kass reference only, will not be distributed with final list.  
Official Sale Email will be sent in mid July so you can forward to your local email recipients.*

**List your featured sale items for the final list on the back...** (limit to 15 or so words)

*The media is always asking me the same questions each year for human interest stories...*

Are you willing to be interviewed by TV and/or newspaper? Y or N

Are you new to the neighborhood? Y or N ❖ How long have you lived in the neighborhood? \_\_\_\_\_

Is this your first time selling? Y or N ❖ Have you sold at the sale before, if so how many years (every year)? \_\_\_\_\_

Please email Kass ([yardsale@kassj.com](mailto:yardsale@kassj.com)) any funny or interesting *yard sale related stories*. See the web site to read a few.

**<http://www.kassj.com/yardsale/>**