

# Daily Nebraskan

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## Area businesspeople's views differ about festival's effect on revenues

By Matt Herek  
 Senior Editor

Businesspeople in Lincoln's Haymarket have mixed feelings about how this weekend's Summertime Nebraska festival will affect their revenues.

Tammy Fiedler, daytime manager of Oscar's bar in the Haymarket, said she thinks this year's festival will help business at the bar.

Patrons wishing to drink alcohol will have to go to the area bars to do so, because alcohol will not be served at this year's festival.

But Anne Burkholder, of the Burkholder project, said she thinks the festival will not be profitable for her 26 studios or four galleries.

"The festival is a circle within itself" and people attending it don't frequent the area businesses much during the festival, she said.

She said the loud music and the beer at past festivals may have hurt business in her building.

However, Burkholder said she thinks the Summertime Nebraska festival is good for the Haymarket District itself because it promotes the area.

"I think these things belong here," she said.

Steve Haack of Blue Stem Books

said he doesn't think the festival will affect the bookstore.

The store has very few walk-in customers, he said.

Even though the festival will in-

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**People at the city don't understand what we are about at that store . . . The retail is the bread and butter that keeps the lights on and the men fed.**

--Sterns manager, Salvation Army thrift stores

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roduce some people to the store, Haack said, past festivals generally didn't affect business.

Major Sharon Sterns, administrator of several Salvation Army thrift stores in Lincoln, said the festival probably will have an adverse effect on the Haymarket store.

"Our income goes clear down" during festivals, she said.

She attributed the loss in sales to the overcrowding of streets in front of

the store.

She also said people and tables block the fire escapes in the building, which keeps 61 beds for homeless men. The Salvation Army operates an alcohol and chemical dependency work therapy treatment program in the building.

"People at the city don't understand what we are about at that store," she said.

"The retail is the bread and butter that keeps the lights on and the men fed."

Betty Winfrey, owner of the Haymarket General Store and Deli, said revenue will go up during the festival itself, and the festival also will help in the long term because people will come back to the store after they are exposed to what it offers.

"I think it (the festival) has been good because we get a lot of return customers from it," she said.

The festival promotes the district and helps business as a whole, she said.

Carol Eddins, festival coordinator, said she didn't know how the festival would affect Haymarket businesses.

She said the area has been "very responsive" to the festival, and she expects turnout at the festival to be good.

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