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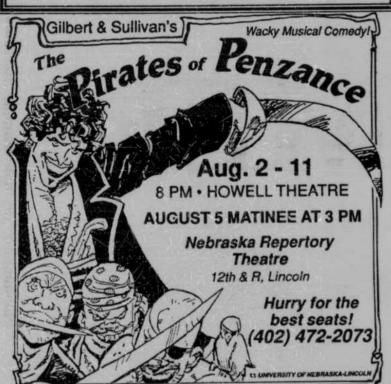
The Daily Nebraskan (USPS 144-080) is published by the UNi. Publications Board, Nebraska Union 34, 1400 R St., Lincoln, Neb. 68588-0448, weekdays during the academic year (except holidays); weekly during the summer session.
Readers are encouraged to submit story ideas and comments to the Daily Nebraskan by phoning 472-1765 between 9 a.m. and 5 p.m. Monday through Friday. The public also has access to the Publications Board. For information, contact Bill Vobejda, 436-9993.
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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 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,"

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.

> manager, Salvation Army thrift stores

troduce 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 Steve Haack of Blue Stem Books the overcrowding of streets in front of

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 insulate 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 an alcohol and chemical dependency work therapy treatment program in

"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

Betty Winfrey, owner of the Hay-market 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

Carol Eddins, festival coordina-tor, said she didn't know how the festival would affect Haymarket busi-

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





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