

## THE HUMAN OUTREACH AND ACHIEVEMENT INSTITUTE



FANTASIA FAIR 1986  
BETTY ANN LIND, COORDINATOR  
LINCOLNIA STATION, POB 11254  
ALEXANDRIA, VA 22312

Dearest Sister,

Unfortunately, it has taken a good deal of time to get to the 1986 evaluation of Fantasia Fair because of three factors:

1. The Good News: We have received three times as many evaluations submitted this year as last year. Over half of the nine day participants responded to our detailed questionnaire with very positive suggestions. I had hoped to use my computer to analyze the returns, but the software required would have been too expensive.

2. The Bad News: The "nerve tumor" which has been causing me severe pain over the past several years was literally torn apart by a sneeze. The healing process has put me into bed to the point where I missed the recent Chicago Convention. But, I am now much better and making plans for the Tiffany Weekend in Provincetown and the Be All Weekend in Cleveland. Since I am up and at it, it's time to give you this catch-up report.

3. The "Busy" News: We have just finished mailing 3,000 copies of *Our Sorority* (with Fair brochures) and are in the process of setting up the mailing of 7,000 more brochures.

In this letter I shall attempt to cover items of general interest.

### FANTASIA FAIR 1987 RATES:

**General:** Historically, Provincetown businesses have been increasing their rates annually at 6% to 10%. Fantasia Fair, since about 1985, has held the line at about 5%. Last year we began a process of re-evaluating our cost structure with an eye towards holding the line or actually reducing the cost for participants. Our first step was to reduce the weekend and daily rates. However, in the process of putting together the 1986 Fair I discovered two major problems: a). the Provincetown "cost of doing business" rate was narrowing the gap between Fair earnings and expenses (holding the line at 5% in the face of 8% increases led to actual decreases in Fair service quality in order to retain Outreach share of Fair earnings); and, b). the upgrading of Fair service quality (adding meals, etc.) and Fair marketing (including the dual headquarters - Boston & Alexandria) led to additional costs. When we closed the books on Fantasia Fair 1986 we found that we still owed about \$4,000 despite the fact that Fantasia Fair was a real money maker in comparison to past years. With Ari in California (finally!) going to school our Boston operations have been greatly reduced, and it is our hope that we will be able to clear current debts prior to the next Fair (We have paid off about 60% to-date).



The town of Provincetown has raised its sales tax by 1.7% and we hope that the general "cost of doing business" will be held at a total of 5%.

**Nine Day Rate.** By now you should have received the Fair brochure for 1987. We increased the nine day rate by 5% in line with our estimate for "cost of doing business". (This means that if you are an "Earlybird" you will be paying the 1986 rate, and if you pay by July, close to the 1985 rate. If you are not an "Earlybird" and you pay by July you will be paying the 1986 rate. So, to the smart participant there will have been no real increase in the participation rate.)

**Weekend Rate.** Last year we drastically cut the weekend participation rate, because our analysis indicated that: a). the calculation formula used was increasing this rate too much annually, and, b). our weekend Fair attendance had fallen off. The fact that we had over 40 weekenders last year indicated that we had made the right decision. This year we are holding the weekend rate to the same as last year with no increase. The one exception is that we have reduced the weekend apartment rate by \$60 because this rate was still "out of line" due to factors from the old formula.

**Daily Rate.** To be frank the old daily rate was such that; a). a participant could attend a weekend at the daily rate cheaper than if he paid the weekend rate; b). I found myself spending more time in my room attending to the needs of one & two day types than I did for any other group of participants (often dealing with types looking for a "cheap" Fair at your expense); and, c). the margin was too close since we pay more for rooms at a daily rate with the inn keepers (which is a part of the reason that some groups prefer that the participants pay the innkeeper direct). So we increased the daily rate.

**Conclusions.** The most critical factor (other than the "cost of doing business") in future rate determinations will be the actual number of participants. If we are able to increase our attendance, particularly nine day, over last year we should be able to stay on our current path. (The limiting factor being that the Fair quality controls will not allow us a Fair larger than 125 full time attendees.)\* Which means that we may be able

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\* Some have asked about this number. The factors involved are not the number of available inn spaces, or size of Provincetown. Some of the factors are: a). size of theater space for shows; b). limits of the church for Town & Gown; c). a limited number of restaurants able to handle 150 for "speaker" type banquets; d). staff to participant ratio {(which is 18% now) (A higher staff ratio would add to participant cost.)}; and, e). participant's ability to form peer group identity and friendships

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to reduce the participant cost in certain areas as we have in the past two years, with the greater advantage in savings being passed on to our "Earlybirds" and "early payers". However, if the Fair's current growth stops the Provincetown "cost of doing business" rate will catch up with our current status and rates will again begin to increase sharply as in previous years (1980 to 1985). Therefore, the only way to reduce the cost of the Fair is to bring a friend to the Fair...

#### CURRENT REGISTRATION:

At this point in time we have 33 registered for the nine day Fair. This is thirteen more than we had at this time last year. Hargood House is all but full (I fear that some old timers will be disappointed if they wait much longer). Roomers and Tradewinds are over half full. Chicago House and Elephant Walk are each about a third full. It is clear that our move to the small inns was a good move. The afore mentioned weekend rate policy has drawn in a larger weekend attendance, and in terms of the "earlybird" registration it has also encouraged many to try the nine day Fair.

#### FAN/FAIR TAPES:

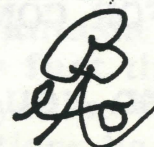
Maxine has completed the video master tapes for the Fashion Show and the Fan/Fair Follies. Each tape costs \$50 to Fantasia Fair participants. Please make your check payable to the Outreach Institute and mail them to E.D.McDonald, POB 31171, Dallas, TX., 75231. Please allow a few weeks for production time and handling. Maxine is a volunteer too, and she is cutting them singly. I can't wait to see mine, they are in Chicago somewhere. By the way, the Canadian Broadcasting Corporation tape isn't bad and we'll be showing it at the Fair.

#### COORDINATOR'S REPORT:

I want to thank all of those participants who took valuable time to fill in our rather long evaluation forms. As a professional administrator I am well aware of the value of evaluations as a means of positive feed-back to allow the manager a chance to focus her energies upon how to improve the program. This report also helps you, as the participant, to see that we are interested in developing the best Fair ever, Fantasia Fair 1987!

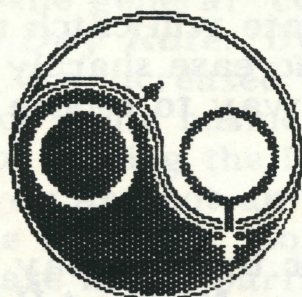
Now to the Coordinator's Report...

LOVE,





# 13th Annual FANTASIA FAIR



THE OUTREACH INSTITUTE

**A UNIQUE HOLIDAY VACATION  
TO LIVE, LEARN, AND EXPLORE  
DIVERSE ASPECTS OF  
ALTERNATIVE GENDER LIFESTYLES**

**October 16-25, 1987  
Provincetown, Cape Cod  
Massachusetts**

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## FANTASIA FAIR . . .

- . . . IS FOR LEARNING
- . . . IS FOR FUN
- . . . IS FOR CONFIDENCE
- . . . IS FOR YOU

## FANTASIA FAIR . . .

### **OPENS A NEW WORLD OF EXPERIENCE IN CROSSGENDER LIVING**

. . . Your vacation takes place in the unique and friendly setting of Provincetown, Massachusetts at the tip of beautiful Cape Cod.

. . . Occurs October 16th through 25th. One full week plus two weekends. Nine full days of exciting activities.

. . . Is a unique opportunity for the whole spectrum of the crossdressing community to share a fascinating experience by living in an alternative gender lifestyle.

. . . Is a program designed for fun. A variety of events like the Ladies Night, Fantasia Fair Follies, Fashion Show, Kite Fly, Whale Watch, and Fantasy Ball will appeal to the indoor sophisticate as well as the outdoor enthusiast.

. . . Is a learning environment. Legal, Health, Lifestyles, and Sociological aspects of crossgender living are explored in depth.

. . . Will improve your self-image. Some of the available workshops are: makeup, wigs, speech, and body language - to name just a few.

. . . Appeals to all crossdressers, TVs, TGs, and TSs. A secure environment for beginners as well as spouses and friends.

Fantasia Fair is designed to help the crossdresser feel comfortable living in the opposite gender role. Novices are urged to express and enjoy their alternative role, without fear, in a secure and understanding environment.

As the Fair comes to a close, participants have developed new friendships and achieved a new plateau of personal growth. Each is reluctant to leave, but carries away many lasting memories and a special aura that is the **SPIRIT OF FANTASIA FAIR!**

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FOR INFORMATION AND REGISTRATION

WRITE TO:

**FANTASIA FAIR  
P. O. BOX 11254  
LINCOLNIA STATION  
ALEXANDRIA, VA 22312**

Be sure to include your mailing name and address