



## **28<sup>th</sup> Annual American River Festival**

**September 11-13, 2009**

**Post Office Box 828 ~ 1032 Lotus Rd. Lotus, Ca 95651**

**[www.AmericanRiverFestival.org](http://www.AmericanRiverFestival.org)**

**[Robin@TheRiverStore.com](mailto:Robin@TheRiverStore.com)**

**Robin King (530) 626-3435**

June 18, 2009

Attn: Gerri Silva - Director of Environmental Management  
2850 Fair Lane Court Building #C  
Placerville, CA 95667

Dear Ms. Silva,

The American River Festival is a non-profit 501(c)3 organization that raises money for river conservation and public access to the rivers. Activities and events are developed and run by a purely volunteer staff of locals and friends from out of town donating their time to the event and its goals. Proceeds are donated to the American River Conservancy, American Whitewater, and Friends of the River (all non-profit organizations that will direct such funds to focuses in El Dorado County).

Being a non-profit with no monetary gain, we respectfully request that fees be waived to rent the park and pavilion as well as waiving the concessionaire's 10% fee to the county. Such fees would result in a financial hardship for us, and limit the effectiveness of our fundraising programs. We do want our participants and spectators to pay for parking at HLP for the 2 days so the County can benefit from these fees.

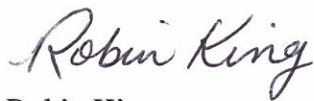
We have reserved Henningsen Lotus Park with pavilion for September 12 & 13, 2009. This location will be the base of all activities we offer. At HLP, we will have a variety of booths representing environmental education, water safety, and food vendors. Various manufacturers will have booths to show what new gear is out and available in the industry to date.

One of several highlights will be the kid's days held at HLP. These have been extremely popular with families in the past, and we are expanding them to allow more kids of all ages to participate. Here we will introduce our youths to kayaking and other activities by giving them experiences that could easily change their life. Starting with basic fundamentals and water safety these experiences will progress into lessons on river etiquette, as well as appreciation of, and how to have fun with the natural resources that surround us here in El Dorado County.

Our goal is to bring people to the area and educate them on river conservation and introduce them to the beauty of the Lotus area. HLP is a great location for this. We feel by having the event here, it will bring more people to the area and bring out more locals to be involved in the river experience. El Dorado County will benefit from the educational opportunities for its citizens and visitors, and local businesses and the county will benefit from the revenue's generated through accessory sales, accommodations, etc...

We ask you to consider this request based on its sincerity and on the merit of the benefits that we have outlined above. Thank you for your consideration!

Sincerely,

A handwritten signature in cursive script that reads "Robin King".

Robin King  
Event Coordinator – The American River Festival  
[Robin@TheRiverStore.com](mailto:Robin@TheRiverStore.com)  
(530) 626-3435