

# Memo

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**To: Cindy Johnson, BOS**

**From: Kevin Gilliland, Environmental Management** *KG*

**Date: 8/6/2009**

**Re: Updated text and attachment (B) for Legistar #09-1007**

Please update the text on Legistar file 09-1007 with the following.  
Please also note an additional attachment to this agenda item, (B).

Thank You.

**..Title**

Supervisor Briggs and the Environmental Management Department (EMD) recommending the following pertaining to the 28th Annual American River Festival and the 3<sup>rd</sup> Annual American River Music Festival:

- 1) Direct EMD to work with Risk Management to take the necessary steps to approve the use of Henningsen Lotus Park by American River Festival for the 28th Annual American River Festival scheduled September 11-13, 2009, and waive all applicable fees; and
- 2) Direct EMD to work with Risk Management to take the necessary steps to approve the use of Henningsen Lotus Park by American River Music, Inc. for the 3rd annual American River Music Festival scheduled September 18-20, 2009, and waive all applicable fees; and
- 3) As applicable to the 3rd annual American River Music Festival, Authorize the Chairman to sign the Daily License Application/Authorization form granting the property owner approval for the applicant to apply for a permit with the State Department of Alcoholic Beverage Control for the sale of beer and wine at the event.

**..Body**

Fiscal Impact/Change to Net County Cost: There is no change to Net County Cost, however there is an opportunity cost in the loss of revenue by waiving the \$100.00 fee for use of the pavilion and the 10% of net sales receipts pass-through to the County. Were these revenues to be realized, they would be used to offset operation and maintenance costs for the park.

Background: The American River Festival is a nonprofit organization that raises money for river conservation and public access to rivers. Activities and events are developed and run by a volunteer staff. The primary goal is to educate the public on river conservation and activity while introducing them to the beauty of the Lotus area.

American River Music is a nonprofit corporation in El Dorado County with a mission to teach, inspire and enjoy music in Northern California. Its goal is to bring musical inspiration to schools through assemblies, provide musical workshops at various times and locations, and organize and assist in music camps throughout El Dorado County and Northern California. The festival planners have scheduled musical performances at the main stage at Henningsen, and additional musical performances and workshops at campgrounds in the Coloma-Lotus valley. This will be the festival's third year in operation at this location.

Reason for Recommendation: Revenues from the 28th Annual American River Festival will be used to support conservation related education programs while promoting tourism in El Dorado County. Revenues from the 3<sup>rd</sup> Annual River Music Festival will be used to support music education programs while also promoting tourism in El Dorado County.

Action to be taken following Board approval:

- 1) EMD will work with Risk Management to take the necessary steps to approve the use of Henningsen Lotus Park by American River Festival for the 28th Annual American River Festival scheduled September 11-13, 2009, and waive all applicable fees; and
- 2) The EMD will work with Risk Management to take the necessary steps to approve the use of Henningsen Lotus Park by American River Music, Inc. for the 3rd annual American River Music Festival scheduled September 18-20, 2009, and waive all applicable fees; and
- 3) The Board Clerk's office will forward the Department of Alcoholic Beverage Control's Daily License Application/Authorization form, with the Chair's signature, to the Environmental Management Department for return to the applicant.

Contact: Terry Gherardi / Gerri Silva