



Lori Parlin &lt;lori.parlin@edcgov.us&gt;

## WakamatsuFest150 Community Funding Request - Board of Supervisors

**Donald Ashton** <don.ashton@edcgov.us>

Wed, Jan 23, 2019 at 8:11 AM

To: Lori Parlin <lori.parlin@edcgov.us>, The BOSFOUR <bosfour@edcgov.us>

Cc: Jim Mitrising <jim.mitrising@edcgov.us>, Shawne Corley <shawne.corley@edcgov.us>

Good morning Supervisor Parlin,

Below and attached is the information relative to a discussion we had last week about a request from the ARC for funding. I apologize for not getting this to you sooner. If this something you support, you will need to prepare a recommendation to the Board asking for the funding. Jim Mitrising can Assist with getting this into Legistar.

If you aren't willing to support the request, let me know.

----- Forwarded message -----

From: **Brenda Bailey** <brenda.bailey@edcgov.us>

Date: Thu, Dec 13, 2018 at 11:12 AM

Subject: WakamatsuFest150 Community Funding Request - Board of Supervisors

To: Donald Ashton <don.ashton@edcgov.us>, The BOSTHREE <bosthree@edcgov.us>

CC: Michael Ranalli <michael.ranalli@edcgov.us>

Don -

I forward to both your office and the District III office the following information submitted by the American River Conservancy to request \$5,000 in funding for the WakamatsuFest150. WakamatsuFest 150 is scheduled for June 6 - 9, 2019.

Per the County's guidelines regarding Community Funding Requests, Melissa Lobach of the American River Conservancy has included a completed funding request form as part of the submitted request for funding packet.

I have also attached a letter from Alan Ehrgott, Executive Director of the American River Conservancy, for additional reference. You will note that in his letter, Mr. Ehrgott requests \$10,000 in funding/sponsorship support from the County. Upon receipt of Mr. Ehrgott's letter, our office did provide the American River Conservancy with information, including the Community Funding Request Form, to guide the Conservancy's request of the County for such funding.

I did also provide the Conservancy with the funding agreements between the County and the Placerville Downtown Association and the Tahoe Prosperity Center, again to guide their efforts and provide reference as to the general expectations for Community Funding requests.

Ms. Lobach will contact the District IV office after the first of the year to make contact with Supervisor-elect Parlin. There will be a file on this request here in the office for the incoming Supervisor and her staff for their reference.

To avoid delay, Supervisor Ranalli forwards this information to you and the District III office for your review and preparation.

Brenda Bailey  
Assistant to Supervisor Michael Ranalli  
Board of Supervisors, District IV  
County of El Dorado  
(530) 621-6513

----- Forwarded message -----

From: **Melissa Lobach** <Melissa@arconservancy.org>

Date: Tue, Dec 11, 2018 at 7:49 PM

Subject: WakamatsuFest150 Community Funding Request - Board of Supervisors

To: brenda.bailey@edcgov.us <brenda.bailey@edcgov.us>

Cc: Elena DeLacy <elena@arconservancy.org>, Alan Ehrgott <ehrgott@arconservancy.org>

Hi Brenda – I hope you're doing well. Thank you for speaking with me today about the process for completing the attached form. Please let me know what else may be needed to apply for a community fund grant.

A sesquicentennial celebration happens only once in world history. Our Conservancy would be very grateful to receive a \$5,000 community grant from the El Dorado County Board of Supervisors to support this event. Considering the extraordinary nature of this one-time-only occasion, particularly in light of its historical magnitude, we hope the Board may consider a higher grant for this auspicious public festival.

Because Alan is retiring this month, I am the future contact for the festival and any possible funding.

You will be missed, Brenda, after the upcoming staffing turnover. You have been helpful, competent, and a pleasure to work with. Thank you kindly for your assistance.

- Best wishes

Festival website: [www.ARConservancy.org/wakafest150](http://www.ARConservancy.org/wakafest150)

**Melissa Lobach**, Campaign & Communication Manager

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2/14/2019

Edcgov.us Mail - WakamatsuFest150 Community Funding Request - Board of Supervisors

**American River Conservancy**

530-621-1224

348 Hwy 49, P.O Box 562, Coloma, CA 95613

[ARConservancy.org](http://ARConservancy.org)

 ARC Letterhead Logo Color landscape

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Don Ashton, MPA

**Chief Administrative Officer**

[Don.Ashton@edcgov.us](mailto:Don.Ashton@edcgov.us)

County of El Dorado

330 Fair Lane

Placerville, CA 95667

Ph: (530) 621-5530 Fax (530) 626-5730

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**3 attachments**

 **Community Funding Requests Info Form\_ARC\_WF150.docx**  
18K

 **WF150Sponsors\_LevelsGrid\_062918.pdf**  
298K

 **American River Conservancy-Sponsorship Request Ltr..pdf**  
442K

# Community Funding Request El Dorado County

## Organization Information

Name of Organization: *American River Conservancy*

Address of Organization: *348 Highway 49, P.O. Box 562, Coloma, CA 95613*

Type (one):    Non-profit    Public    Community Organization (Association)

Event/Project for which funds are requested: *WakamatsuFest150*

Event/Project Location: *941 Cold Springs Road, Placerville, CA 95672*

Event Date/Project timeline: *June 6, 7, 8, 9, 2019*

Website: [www.ARConservancy.org/wakafest150](http://www.ARConservancy.org/wakafest150)

Name of Contact Person: *Melissa Lobach*

Telephone Number: *530-621-1224*

E-mail address: [wakamatsu@ARConservancy.org](mailto:wakamatsu@ARConservancy.org)

Total Amount Requested (Limit: \$5,000): *\$5,000*

## Event/Project Description

1. Describe the purpose of the event/project/organization for which funds are being requested.

*In 2010, ARC purchased the 272-acre historic location of the Wakamatsu Tea and Silk Farm Colony. Located a few miles from California gold discovery in Coloma, the first Japanese settlers in North America arrived at Wakamatsu Farm on June 8, 1869. Considered the "Plymouth Rock" of the Japanese-American immigration story, Wakamatsu Farm is a place of several first honors, including 1) Site of the first Japanese colony in America; 2) Birthplace of the first Japanese American; 3) Resting place of the first Japanese immigrant woman. At the age of 19, young Okei-san died in 1871, and her grave remains on the Farm. Wakamatsu Farm is California Registered State Historic Landmark #815 and listed on the National Register of Historic Places at a level of National Significance.*

*To honor the first Japanese colonists' arrival at Wakamatsu Farm 150 years ago, the Conservancy will host a sesquicentennial 4-day festival on June 6 through 9, 2019. Called **WakamatsuFest150**, the festival is a one-time-only celebration of 150 years of Japanese-American heritage, arts, and cuisine. Exactly 150 years after the first Japanese colonists' arrival, the 4-day event will honor Japanese American people and their extraordinary role in American history.*

*WakamatsuFest150 will feature food, art, music, performances, demonstrations, discussions, lectures, competitions, and merchandise unique to the Japanese-American culture. Tour guides will tell stories about the first Japanese colonists who established their tea and silk farm on the Placerville property. Each day of the festival, visitors will be treated to a live action play of the historic colony story. Locals, farmers, historians, and naturalist will share knowledge and experience honoring the past, present, and future of Wakamatsu Farm and surrounding El Dorado County.*

*WakamatsuFest150 is an historically significant event that will never be repeated anywhere, anytime, ever again in world history. ARC ask the El Dorado County Board of Supervisors to support the momentous occasion at the \$5,000 "Samurai Honor" sponsorship level. Please see the attachment for the description of gifts offered at this sponsorship level.*

2. How will the event/project support or produce a public benefit to El Dorado County?

*Wakamatsu Farm is a landmark destination, not only for Japanese and Japanese-Americans, but people of all cultures. As a pilgrimage site, the Farm is now attracting national and international attention along with a growing number of visitors every year. However, still too few people know Wakamatsu Farm exists. WakamatsuFest150 is an attractive and creative way to call the world's attention to an incomparable landmark in El Dorado County. While the festival is a significant event, it is also an investment in the future of Wakamatsu Farm and the surrounding county. The Conservancy will be prepared to host up to 4000 people during the 4-day event.*

*This one-time-only festival will draw the world's attention to El Dorado County's abundant agricultural, natural, and cultural resources. Local, state, national, and international visitors are planning to join WakamatsuFest150. Performers, historians, authors, and others from California, America, and many from Japan are planning to participate in festival activities. Politicians, dignitaries, and religious leaders have been directly invited to the auspicious occasion. To create a successful event, the Conservancy is partnering with local and state organizations, such as the El Dorado Chamber of Commerce, El Dorado County Office of Education, and California State Parks. More than 6 months from the event, festival sponsors already include the Japanese American Citizens League, California Rice Commission, Gekkeikan-Sake, and Weyerhaeuser. All WakamatsuFest150 sponsors, participants, and visitors are bringing actual dollars, tourism trade, and new potential economic opportunities to El Dorado County.*

## WAKAMATSUFEST150 BUSINESS OR ORGANIZATION SPONSORSHIP LEVELS & GIFTS

	NATIONAL History	CALIFORNIA Landmark	OKEI-SAN Memory	SAMURAI Honor	SILK Legacy	TEA Spirit	WAKAMATSU Fan
	\$50,000	\$20,000	\$10,000	\$5,000	\$2,500	\$1,000	\$500
Recognition in ARC's quarterly newsletter, <i>The Current</i> , for 6 months	✓	✓	✓	✓	✓	✓	✓
Business logo and link on Wakamatsufest150 website	✓	✓	✓	✓	✓	✓	✓
Advertisement in festival program	✓	✓	✓	✓	✓	✓	✓
Booth at festival - up to \$100 value	✓	✓	✓	✓	✓	✓	✓
2 one-day festival tickets - \$40 value	✓	✓	✓	✓	✓	✓	✓
Signed copy of book, <i>Keiko's Kimono</i> , by Herb Tanimoto - \$20 value	✓	✓	✓	✓	✓	✓	✓
One-year ARC membership - \$35 value	✓	✓	✓	✓	✓	✓	✓
Name plate on Wall of Honor at Wakamatsu Farm	✓	✓	✓	✓	✓	✓	
2 four-day festival passes - \$120 value				✓	✓		
Private Farm tour for up to 10 visitors (not during festival) - \$100 value	✓	✓	✓	✓	✓		
Festival media & advertising options	✓	✓	✓	✓			
4 tickets to exclusive VIP after-hours event - \$200 value				✓			
4 four-day festival passes - \$240 value			✓				
8 tickets to exclusive VIP after-hours event - \$400 value		✓	✓				
Festival Memorial Package with special souvenirs - \$150 value			✓				
10 four-day festival passes - \$600 value	✓	✓					
12 tickets to exclusive VIP after-hours event - \$600 value	✓						
Exclusive WakamatsuFest150 Commemorative Package with limited edition souvenirs & gifts - \$300 value	✓	✓					
Custom business/organization promotion package - At least \$750 value	✓						



**AMERICAN RIVER CONSERVANCY**  
*Preserving Rivers and Land for Life*

October 26, 2019

Supervisor Michael Ranalli  
Board of Supervisors, District IV  
County of El Dorado  
330 Fair Lane  
Placerville, CA 95667

Re: 150<sup>th</sup> Anniversary of the Wakamatsu Tea and Silk Colony and Japanese-American Culture

Dear Supervisor Ranalli,

I want to thank you and the other Supervisors for the opportunity to address the Board on October 16<sup>th</sup> about the Wakamatsu Fest 150 which will occur over four days, from June 6-9, 2019 at the Wakamatsu Tea and Silk Colony Farm.

We expect this festival and open house will host 4,000 visitors from Japan and across the United States including musicians and other performing artists, academics and enthusiasts of Japanese American culture and history. I think all in El Dorado County should be proud that Gold Hill was selected as the site of the first Japanese agricultural colony in the United States.

The American River Conservancy (ARC) expects the budget for this festival will approximate \$250,000. ARC has already received over \$110,000 in grant and sponsorship funding including small grants from the Consul General of Japan and our "sister cities" of Warabi and Aizu, Wakamatsu.

ARC respectfully requests a matching, small grant from El Dorado County in the amount of \$10,000 to assist with the costs of hosting several historians and academics, possibly including members of the Tokugawa and Matsudaira families during the four (4) day event.

We would also request the presence of the five members of the Board of Supervisors or some representative subset to participate in the planting of a friendship, cherry tree on Saturday, June 8, the exact day the Colony was established in 2019.

Either Melissa Lobach or I would be more than happy to provide an update to the Board of Supervisors during the early spring of 2019 once the schedule of events has been finalized. Thank you for your consideration of this request.

Best wishes,

Alan Ehrgott  
Executive Director