



September 6, 2011

The Honorable Ron Briggs, Supervisor
County of El Dorado - District IV
330 Fair Lane
Placerville, Ca 95667

RE: Coloma Blues Live 2012

Dear Supervisor Briggs;

Preparations for the 7th Coloma Blues Live, scheduled for June 9, 2012, are well underway. This event draws more than 2000 people to Henningsen-Lotus Park in early June every year, with more than half coming from outside El Dorado County. It is truly one of this county's shining stars in tourism. The 2012 line-up is sure to draw an even larger audience. One challenge that we face each year is the Special Use Permit requirement for this event under the County's policies and ordinances. While this is a cumbersome process, our primary concern is that we are not allowed to commence promotion of, or sell tickets for this event until the Special Use Permit has been through the entire process and has been heard and approved by the Board of Supervisors. Early promotion and ticket sales are critical to the event's success. Each year this issue has caused our organization much concern. While we respect the need for a process to insure that impacts are addressed and mitigated, the provision that prevents us from moving forward with promotions and ticket sales can be very detrimental.

This year is a turning point for Coloma Blues Live. We have made substantial changes to our management plan to improve attendance through streamlined ticket sales and a new marketing plan. Part of that plan is to offer early ticket sales beginning in November, targeting holiday gift giving. Therefore, we respectfully request that the Board of Supervisors waive Ordinance 5.32.170 'Advertising Before Permit Granted' while we complete the Special Use Permit Process. While we do not foresee any reasons that the Special Use Permit would not be granted the El Dorado Arts Council would take the responsibility for reducing the size of the event to that which is already permitted for the park, as well as any other ticket sale issues that would arise in such case.

Thank you for your consideration of this matter.

Sincerely,



Deb Jensen, Executive Director
El Dorado Arts Council

