



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

**September 11-12, 2010**

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

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

**[riosueno@gmail.com](mailto:riosueno@gmail.com)**

**Heather Shakespeare (530) 295-1860**

December 15, 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 and American Whitewater (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 El Dorado County can benefit from these fees.

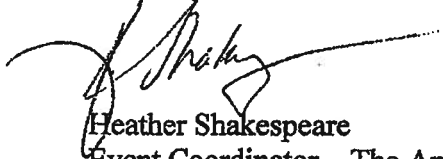
We have reserved Henningsen Lotus Park with pavilion for September 11 & 12, 2010. This location will be the base of all activities we offer. At HLP, we will have a variety of booths representing environmental education and water safety. Additionally we will have merchandise and food vendors. Various manufacturers will have booths to show equipment available in the industry.

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 young people 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 black ink, appearing to read "Heather Shakespeare", with a long horizontal flourish extending to the right.

Heather Shakespeare  
Event Coordinator – The American River Festival  
[riosueno@gmail.com](mailto:riosueno@gmail.com)  
(530) 295-1860

**EL DORADO COUNTY  
ENVIRONMENTAL MANAGEMENT DEPARTMENT  
RIVER PROGRAM**

**MEMORANDUM**

**Date:** February 12, 2010,  
**To:** Gerri Silva, Director of Environmental Management Department  
**From:** Noah Rucker-Triplett, River Recreation Supervisor   
**Subject:** September 11 & 12, 2010 American River Festival Fee Wavier Request

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The American River Festival has been occurring on the South Fork for over 20 years and has utilized Henningsen Lotus Park in some fashion since the park was created. The River Festival encompasses many of the County River Management Plan's (RMP) Objectives as identified in Section 4.2 of the RMP. Section 5.4 of the RMP specifically identifies the River Festival importance to the County River Program.

5.4 The River Festival has provided an important opportunity to coordinate with the river community. The County will use this opportunity to provide river safety and management El Dorado County River Management Plan 6-1 1 November 2001 information to festival participants.

The known loss (fees being requested by organizers) in revenue to the park would be as follows:  
\$200 for use of the Pavilion (\$100 per day)  
10% of gross profits from vendors. In past years vendors have not sold items so this is new in 2010.

The River Festival is not asking for a fee waiver for parking and is not charging admission.

This festival has traditionally been a small festival but river festivals like the Reno River Festival can be economically beneficial for communities.

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# Memo

Date: March 16, 2010

To: Gayle Erbe-Hamlin, Chief Administration Officer

Cc: Kristin Davis, Department Analyst

From: Gerri Silva,  Director of Environmental Management

Re: Fee Waiver for the American River Festival

The Environmental Management Department has received a fee waiver request letter (attached) for American River Festival, a California non-profit, federal 501 (c)3 corporation which operates the American River Festival held at Henningsen Lotus Park.

The festival is scheduled for September 11 – 12, 2010. After a review of the letter prepared by Heather Shakespeare of American River Festival, and in accordance with El Dorado County Board of Supervisors Policy B-2, "Fee Waiving", I am forwarding on the fee waiver request for Chief Administration Officer consideration.

The American River Festival has occurred on the South Fork of the American River for over 20 years and has utilized Henningsen Lotus Park in some fashion since the park was created. The River Festival encompasses many of the County River Management Plan's (RMP) Objectives as identified in Section 4.2 of the RMP. Section 5.4 of the RMP specifically identifies the River Festival as being of importance to the County River Program.

The fees requesting to be waived would be \$200 for the use of the Pavilion (\$100 per day) plus 10% of the gross profits from vendors.

Please contact me if you have any questions, or require any further information.

Thank you.

Attachment