



SIERRA EDUCATIONAL FOUNDATION

P. O. Box 9553

South Lake Tahoe, Ca 96158

September 27, 2024

Karen Garner
Director
El Dorado County Planning Department
2850 Fairlane Court, Building C, Placerville, CA 95667

Subject: Request for Waiver of Temporary Use Permit Fees

Dear Director Garner,

I am writing on behalf of the Sierra Educational Foundation (SEF), a small non-profit 501(c)(3) organization (EIN: 68- 0398268) with the mission to educate and support Sierra at Tahoe youth ski and snowboard athletes registered with a Sierra Teams program. We believe that every Sierra Teams youth athlete deserves the opportunity to pursue their passion and achieve their full potential, regardless of their economic or social circumstances.

We are applying for a Temporary Use Permit to be able to hold our Ullr Fest fundraiser on November 2, 2024 at the Tahoe Valley Campground. Think of it as a celebration to welcome winter, honoring Ullr, the Norse god of winter and skiing with a winter sport gear vendor tent sale marketplace, a family ski swap, a food truck marketplace, a beer garden, an attempt at a record setting shot ski event, entertainment with a Nordic vibe, and a locally made movie featuring our own SEF athletes over the last couple of years doing their ski and snowboard thing running on loop on a large outdoor movie screen.

We are writing today to request a waiver of the Temporary Use Permit fees. Our request for a waiver is based on two primary reasons:

- 1. Substantial Public Benefit:** Our event will provide a substantial public benefit by promoting the enjoyment, health, convenience, safety, and well-being of the community. The Ullr Fest is a community event that is free for all attendees. More specifically, we believe this event will foster community spirit and engagement in the following ways:

- 1.1. Promoting Physical Activity:** By celebrating winter sports and activities, Ullr Fest encourages community members to engage in physical exercise, which is beneficial for overall community health and well-being.



info@sierraeducationalfoundation.org

1.2. Supporting Local Businesses: The event will feature local vendors selling winter and outdoor goods, food, and drinks. This provides a platform for small businesses to reach new customers and boost their sales, contributing to the local economy.

1.3. Providing Educational Opportunities: The family ski swap and other activities can serve as educational experiences, teaching participants about winter sports, safety, and the importance of staying active during the colder months.

1.4. Offering Cultural Enrichment: By incorporating Nordic-inspired entertainment and honoring Ullr, the Norse god of winter and skiing, the event offers cultural enrichment and a unique learning experience about Norse mythology and traditions.

1.5. Promoting Community Building: Ullr Fest provides a space for community members to come together, socialize, and build stronger connections. This sense of community is vital for mental health and social well-being.

1.6. Youth Engagement: The event supports the Sierra Educational Foundation's mission by engaging youth in winter sports and activities, fostering a love for skiing and snowboarding, and promoting healthy, active lifestyles.

1.7. Environmental Awareness: Hosting an event focused on outdoor activities can also raise awareness about environmental conservation and the importance of preserving natural spaces for recreational use.

1.8. Family-Friendly Fun: With activities like the family ski swap and various entertainment options, Ullr Fest offers wholesome, family-friendly fun that can be enjoyed by people of all ages.

We believe these aspects will collectively contribute to the enjoyment, health, convenience, safety, and well-being of the community, making Ullr Fest an event of substantial public benefit for El Dorado County.

2. Financial Hardship: The cost of the fees presents an extreme financial hardship for our small community based non-profit organization. Last year, our annual income was approximately \$28,000, while our expenditures on youth scholarships, training, and education were around \$50,000. Moreover, the financial health of our program was severely impacted by both the COVID-19 pandemic and the Caldor Fire, and we are just beginning to restart our fundraising efforts. Additionally, given that this is our first year hosting the Ullr Fest event, attendance and net proceeds are difficult to forecast. Even in our best-case scenario, the total cost of the fees would likely equal or exceed one-fourth of our total forecasted gross proceeds for this event, which is our only large-scale fundraiser for the

year. Our ability to grant scholarships, provide free snow sport educational opportunities for our kiddos, and to provide low or no-cost training is 100% dependent on our ability to net as much money as possible through the Ullr Fest fundraiser.

We kindly ask for your understanding and consideration in granting this waiver. Waiving these fees will significantly aid our efforts to support and educate youth athletes in our community.

Thank you for your attention to this matter. We look forward to your positive response.

Sincerely,

A handwritten signature in blue ink, appearing to read "Amy Haydt", with a long horizontal flourish extending to the right.

Amy Haydt
Vice President
Sierra Educational Foundation