



March 15, 2011

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

RE: Coloma Blues Live 2011

Dear Supervisor Briggs;

As you are aware, preparations for the 6th Coloma Blues Live, scheduled for June 4, 2011, are well underway. This event draws more than 2000 people to Henningsen-Lotus Park the first Saturday of 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. This year's line-up is sure to draw an even larger audience. One challenge that we face each year is the requirement under the County's policies and ordinances requiring a Special Use Permit for this event. This is a cumbersome process, but our primary concern is that we are not allowed to commence promotion and ticket sales 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 success of the event. Each year this issue has caused our organization much anxiety.

In short, we respect the need for a process to insure that impacts and concerns are addressed and mitigated, but the stipulation that prevents us from timely promotion and ticket sales can be very detrimental to the success of the event.

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, shall such a situation occur, the El Dorado Arts Council takes responsibility for any ticket sale issues, and will reduce the size of the event to that which is already permitted for the park.

Thank you for your consideration of this matter.

Sincerely,


Deb Jensen, Executive Director
El Dorado Arts Council

