



City of Martinez

525 Henrietta Street, Martinez, CA 94553-2394

Date: November 4, 2013

To: Park, Recreation, Marina & Cultural Commission

From: Barbara Patchin, Recreation Coordinator

Subject: Family Fest summary

Information: This report presented to the Martinez Shoreline Joint Planning Agency Meeting (Subcommittee of the Martinez City Council & East Bay Regional Park District) on October 29, 2013, concerning the Family Fest on Family Fest August 31 to September 2, 2013.



MARTINEZ SHORELINE JOINT PLANNING AGENCY MEETING
(Subcommittee of the Martinez City Council & East Bay Regional Park District)

TO: JPA Committee Members

FROM: Barbara Patchin, Recreation Coordinator

SUBJECT: Bay Area Family Fest

DATE: October 29, 2013

FAMILY FEST 2013:

Bay Area Family Fest was held over the Labor Day Weekend, Aug. 31- Sept. 2, 2013, Saturday thru Monday 10:00am-6:00pm. It was a large event that included vendors, rides, and entertainment geared to families with young children.

This event is produced by Jay Bedecarre, President of Bay Area Festivals, Inc. The event benefits a variety of health, educational and sports non-profits in the area. In 2012, Mr. Bedecarre submitted an application for this event and projected attendance between 10,000 and 12,000 people over the three-day period. This application was denied because of concerns about the large volume of people that attend and, at that time, no policies in place for collecting fees for large events in order to recoup staff time or compensate for damage done to the parks. Parking was also an issue of concern for staff reviewing the application.

Staff worked diligently on establishing appropriate fees. In addition, there was much discussion on parking. With the support of the City Council, Mr. Bedecarre reapplied in 2013. By that time, the City Council had adopted a Large Event Permit Process Policy. In addition, the parking issues had been resolved to the satisfaction of the City. His application complied with the new policy and a permit for his event was issued.

Although the event appeared to be successful, there are issues that will need to be addressed should Mr. Bedecarre request to repeat the event next year. In future events, the City would not allow the existing play equipment area to be included within the fenced area. Additionally, although notification to EBRPD was done as required, it was brought to our attention that some Board members did not know about the event prior to it being advertised. The communication between all parties needs to be reviewed to avoid this in the future.

In a recent email, Mr. Bedecarre summarized his view on the success of the event:
"For the first time in a new city, Bay Area Family Fest was successful on many levels. The operation of the event came off quite well and there were many compliments about the event from attendees and vendors, as well as positive comments about the park, which many attendees had never been to. Our

attendance was just under 9,000. We had projected 10,000 so we were fairly close to the mark. Of course our event in Concord draws over twice that many and hopefully Family Fest can build an audience over a short period of time as it becomes more well-known and gets positive word of mouth from attendees. We had seven youth groups who earned money by providing volunteers for Family Fest plus the Food Bank of Contra Costa and Solano County collected 2,500 pounds of food over the three days. We have been in discussions with Main Street Martinez about collaborating with them on a potential KidFest 2014 on Labor Day Weekend. From our experience this year we have some ideas on improving the layout for patrons as well as adding new features to Family Fest that have proved popular at other events we've produced."

