



CITY OF MARTINEZ

PARKS, RECREATION, MARINA & CULTURAL
COMMISSION

DATE: July 10, 2013

TO: Parks, Recreation, Marina & Cultural Commission (PRMCC)

FROM: Alan Shear, Assistant City Manager

SUBJECT: FamilyFest

In August, 2012, Bay Area Festivals, Inc. submitted a special event permit application to hold an event called FamilyFest in Waterfront Park during the Labor Day weekend of August 31 – September 2. Mr. Jay Bedecarre of Bay Area Festivals, Inc made a presentation to the PRMCC at the September 18, 2012 meeting to discuss the event. Overall, the event and application were received positively, but there were challenges regarding parking and there was not a fee structure in place for the City to recoup its costs to support a large event. Ultimately, the application was denied.

On June 18, 2013, Bay Area Festivals, Inc. submitted another special event permit application with the same particulars as the previous application. The event of Family Fest located at Waterfront Park during the Labor Day weekend of August 31 – September 2. After internal discussions with staff, the parking situation was addressed. In addition, the City Council approved the Large Event Fees at its June 16th meeting, thereby addressing two of the biggest issues from the previous application.

Since there was a condensed time frame of only 10 weeks from the submittal of the application to the event, Mr. Bedecarre required an approval prior to the July 19th PRMCC meeting in order to schedule vendors and activities. Therefore, the City Manager approved the special event permit application for Family Fest in Waterfront Park during the Labor Day weekend of August 31 – September 2. Mr. Bedecarre will provide an informational update to the Commission on June 16th.