

## EXECUTIVE SUMMARY FOR ACTION

### CITY COUNCIL MEETING DATE: 5/28/2013

AGENDA ITEM: Strawberry Festival Permit Proposal 2013	
PREPARED BY: Jim Ballew DEPARTMENT: Parks and Recreation	DIRECTOR APPROVAL:
ATTACHMENTS: 2013 Strawberry Festival Permit Proposal	
BUDGET CODE:	AMOUNT:

#### SUMMARY:

Maryfest Inc. has submitted the 2013 Strawberry Festival Permit Proposal as required by the Master Permit Agreement with the City. The current Master Permit Agreement is issued through 2014.

This year's event includes the continuation of the Marysville Kiwanis Club Beer and Wine Garden on 7<sup>th</sup> Street between Quinn Street and Alder Street. The Beer and Wine Garden is scheduled from Thursday, June 13<sup>th</sup> from 5-10p.m., Friday June 14<sup>th</sup> from 4:00 pm to 10:00 pm and Saturday, June 15<sup>th</sup> from noon to 6:30 pm.

Festival officials have met with Marysville Police Chief Richard Smith regarding operational recommendations and have implemented all requirements within the submittal. Required Insurance provisions will be provided prior to the opening dates of the festival.

The balance of the 2013 Strawberry Festival Proposal is similar to last years and promises to provide a great week of activities for the community.

#### RECOMMENDED ACTION:

Staff recommends the City Council authorize the Mayor to approve the 2013 Strawberry Festival Permit Proposal as required by the Master Permit Agreement currently with the city. Approval includes the Marysville Kiwanis Club Beer and Wine Garden event as a Strawberry Festival sponsored event subject to receipt of specific liability insurance coverage required by the City.



Maryfest, Inc.  
PO Box 855  
Marysville, WA 98270

(PH) 360-659-7664  
[www.maryfest.org](http://www.maryfest.org)

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## **2013 Strawberry Festival Permit Proposal**

**Prepared for: City of Marysville**

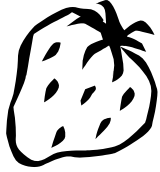
**Prepared by: Maryfest, Inc.**

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*Welcome to "Fiesta" the 82nd Annual Marysville Strawberry Festival. We are pleased to bring back the Grand Parade, Kids Day, and all the other crowd favorites for the 2013 festival.*

*The CHANGES this year are: Returning the time of Rose Planting to 10 a.m. instead of 3 p.m., the Berry Run will be held the same day as the parade instead of the weekend before, the cancellation of the Kiwanis Pancake Breakfast, the cancellation of the Trike Race, and the possibility of replacing the Car Show with a Ford Display.*

*We are very excited to be working with and promoting the City of Marysville for another festival season!*



## TABLE OF CONTENTS

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### Organization

History	.....	3
Mission Statement	.....	3
Legal Structure	.....	3
Membership & Funding	.....	3
Insurance	.....	4
Advertising	.....	4
Bleachers	.....	5
Portable Restrooms	.....	5
Evacuation Plans	.....	5
Personnel	.....	6
Officers and Board	.....	6
Traveling Schedule	.....	7

### Events

Events by Day	.....	8
Event Details	.....	9-11

### Request for City Help

Street Closures	.....	12
Public Works Assistance	.....	13-14
Police Dept. Assistance	.....	15
Fire Dept. Assistance	.....	16
Parks Dept. Assistance	.....	17

### Maps

Event Locations	.....	18
Transportation Route	.....	19
Grand Parade Route	.....	20
Kiddies Parade Route	.....	21
Market Evac. Map	.....	22
Kiwanis Proposal	.....	Attachment



## **ORGANIZATION**

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### **History**

Strawberry Festival has been a Marysville tradition since 1932. In 1974 Maryfest, Inc. the sponsoring organization for the Marysville Strawberry Festival, was formed. The Primary purpose of Maryfest is to promote the Strawberry Festival and the City of Marysville throughout the Pacific Northwest, Oregon and Canada. This has been and continues to be accomplished through the annual festival and the travel of the festival float and its representatives. Maryfest, Inc. is a 501(c)4 nonprofit organization.

### **Mission Statement**

Promote tourism for the City of Marysville, the surrounding communities, and their businesses. Promote educational opportunities for the area Youth through the scholarship program and other events. Promote Volunteerism.

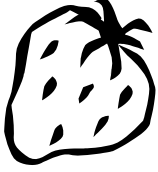
### **Legal Structure**

Management of the Corporation, Maryfest, Inc., is vested in the Board of Directors, consisting of fifteen (15) members. The Executive Board and Officers include the President, Vice President, Vice President Elect, Secretary and Treasurer. Officers, Board Member, Event Directors and Committee Members are all non-paid volunteers residing in the city of Marysville and surrounding area.

### **Membership and Funding**

Members of Maryfest, Inc. shall be individual, co-partnerships, corporations, associations and firms of every type and description that shall be interested in promoting Marysville. Membership fees are approved by the Board of Directors.

Some funding for the Strawberry Festival is acquired by sponsorships, donations and grants. One of the grants applied for is the City Hotel/Motel Tax.



## **ORGANIZATION**

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### **Insurance**

Insurance coverage for Maryfest, Inc. and for all Strawberry Festival events is provided through Capitol Indemnity Corp., North Bend, IN which is currently A Rated.

The local insurance agency for Maryfest, Inc. is Marysville-Anderson Insurance Agency located at 901 State Avenue, Marysville, WA 98270. Their phone number is (360) 653-0900.

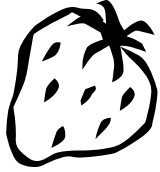
The City of Marysville and the Marysville School District #25 are named as additional insured in the liability policy of \$1 million per occurrence and \$2 million aggregated per event during the Strawberry Festival. A certificate of insurance is required for all motorized units, equestrian units and food vendors with the City of Marysville, the Marysville School District #25, Maryfest, Inc. and their employees and volunteers named as additional insured.

Our policy covers us all year and renews on April 10th. A copy will be provided to the City of Marysville.

### **Advertising**

Some of the advertising we are planning includes radio (TBD) and television (TBD). As for print advertising, North County Outlook will be producing our Official Guide (distributed to all Marysville Residents), ads will be placed in The Herald, The Globe, and The Seattle Times, and we will again have counter cards and posters (targeted to be distributed by May 1st).

Our major sponsors are the Tulalip Resort Casino and Fred Meyer. We are still in the process of obtaining more sponsors. All sponsors will be posted on the festival website.



## ORGANIZATION

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### **Bleachers**

Remote controlled hydraulic bleachers have been purchased. The bleachers are 45 feet long, portable, and take 15 minutes to set up and take down. The bleachers will be used at the Parades and any other event where they are needed.

### **Portable Restroom Placement**

Portable Restrooms are provided by: NW Cascade Honey Bucket (800-562-4442). They will be placed at the following locations: (Some may be moved across the street from location indicated below—we are currently working with Honey Bucket.)

- 3 Kids Day (Saturday 6/08/13) (Possibly 5 units)
- 1 Tacos Guaymas Behind by back Building (80th & State)
- 2 School District Bus Barn (4220 80th St NE)  
(1 at 80th and 1 at 78th Outside the Fence)
- 3 76th Street (exact location TBD)
- 1 Buzz Inn Tavern (Grove & State)
- 1 Pawn Exchange South End (1098 State Ave)
- 1 State St. Food Mart North of Barricade under sign (10th & State)
- 1 Municipal Court Building (1015 State)
- 1 SE Corner of 5th and State
- 2 O'Reilly Auto Parts Parking Lot (4th & State)
- 1 NW Corner of 3rd and State
- 1 1525 3rd St
- 2 Public Works Outside the Fence (80 Columbia)
- 4 7th & State (School Side)
- 1 3rd & Alder in the SW Corner
- 2 Safeway Parking Lot (1 North & 1 South End)
- 14 At The Market

### **Evacuation Plans**

***An evacuation plan is already on file with the city per Bob Dolhanyk.***

**MARKET:** 1. Three (3) of four (4) gates are always opened during market hours. In case of Emergency and evacuation gate #4 (located at back of field on Quinn) will be opened immediately. 2. Market crew will terminate all electrical power at main box (North end of Asbery Field) if necessary. 3. Market Committee has Certified Red Cross First Responder on site. 4. Two (2) fire extinguishers are located at Market Office (motor home at main gate on Alder). 5. In case of severe lightning storm, once field is evacuated all gates will be closed and no one will be allowed into the field until weather permits. 6. Please see attached map given to each vendor in welcome packet for emergency exits. See map on page 24.



## ORGANIZATION

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### 2013 Traveling Float Schedule

<i>April 13, 2013</i>	<i>Daffodil Festival (Tacoma / Puyallup / Sumner / Orting, WA)</i>
<i>May 04, 2013</i>	<i>Apple Blossom Festival (Wenatchee, WA)</i>
<i>May 11, 2013</i>	<i>Irrigation Festival (Sequim, WA)</i>
<i>May 18 2013</i>	<i>Lilac Festival (Spokane, WA)</i>
<i>May 25, 2013</i>	<i>Hyack Festival (New Westminster, BC)</i>
<i>June 01, 2013</i>	<i>Forest Festival (Mason County, WA)</i>
<i>June 08, 2013</i>	<i>Fat Cat Children's Festival (Kelowna, BC)</i>
<b><i>June 15, 2013</i></b>	<b><i>Strawberry Festival (Marysville, WA)</i></b>
<i>June 22, 2013</i>	<i>Founders Day (Cashmere, WA)</i>
<i>July 04, 2013</i>	<i>Logger Days (Sedro Woolley, WA)</i>
<i>July 13, 2013</i>	<i>Bear Festival (McCleary, WA)</i>
<i>July 13, 2013</i>	<i>Chataqua (Chewelah, WA)</i>
<i>July 20, 2013</i>	<i>Hi-Yu Festival (West Seattle, WA)</i>
<i>July 20, 2013</i>	<i>Capital Lakefair Festival (Olympia, WA)</i>
<i>July 21, 2013</i>	<i>Chinatown (International District, Seattle, WA)</i>
<i>July 24, 2013</i>	<i>Greenwood (Seattle, WA)</i>
<i>July 27, 2013</i>	<i>Seafair (Seattle, WA)</i>
<i>August 03, 2013</i>	<i>Pioneer Days Parade (Lake City, WA)</i>
<i>August 10, 2013</i>	<i>Astoria Regatta (Astoria, OR)</i>
<i>August 24, 2013</i>	<i>Tulalip Days (Tulalip, WA)</i>
<i>August 24, 2013</i>	<i>Fair Days (Monroe, WA)</i>
<i>September 02, 2013</i>	<i>Prosser States Day Celebration (Prosser, WA)</i>
<i>September 28, 2013</i>	<i>Autumn Leaf Festival (Leavenworth, WA)</i>
<i>October 05, 2013</i>	<i>Salmon Days Festival (Issaquah, WA)</i>
<i>December 07, 2013</i>	<i>Merrysville for the Holiday (Marysville, WA)</i>



## EVENTS BY DAY

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### **Saturday, June 8, 2013**

11:00 PM— 5:00 PM

Kids Day (Asbery Field)

### **Tuesday, June 11, 2013**

12:00 PM — 2:00 PM

Fashion Show (Leifer Manor)

### **Thursday, June 13, 2013**

6:30 PM — 9:30 PM

Talent Show (MPHS Auditorium)

TBD — 10:00 PM

Carnival (MMS Play Field)

TBD - TBD

Beer Garden (TBD)

### **Friday, June 14, 2013**

2:00 PM — 9:00 PM

Market (Asbery Field)

2:00 PM— 9:00PM

Ford Display (Asbery Field) TBD

TBD — 10:00 PM

Carnival (MMS Play Field)

5:00 PM — TBD PM

Kiwanis Beer Garden

### **Saturday, June 15, 2013**

8:30 AM — 10:00 AM

Berry Run (Smokey Point Plant Farm)

TBD — 11:00 PM

Carnival (MMS Play Field)

10:00 AM— 11:00 AM

Rose Planting Ceremony (Totem Middle School)

10:00 AM — 7:30 PM

Market (Asbery Field)

10:00 AM — 7:30 PM

Car Show/Ford Display (Asbery Field) TBD

Noon — TBD PM

Kiwanis Beer Garden

12:00 PM — 3:00 PM

Strawberry Shortcake Eating Contest  
(Asbery Field)

3:30 PM— 6:30 PM

VIP Reception—Invitation Only (Safeway)

6:00 PM — 7:00 PM

Kiddies Parade (State Ave.)

7:30 PM — 10:00 PM

Grand Parade (State Ave.)

10:00 PM — 10:30 PM

Fireworks (Public Works)

### **Sunday, June 16, 2013**

TBD — 5:00 PM

Carnival (MMS Play Field)

10:00 AM — 5:00 PM

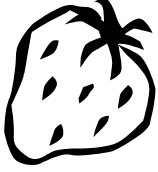
Market (Asbery Field)

10:00 AM — 5:00 PM

Ford Display (Asbery Field) TBD

*Open Time of Carnival is weather permitting.*





## EVENT DETAILS

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All calls should be directed to the Festival Office at 360-659-7664 or to the website at [www.maryfest.org](http://www.maryfest.org). **The phone numbers listed are for emergency use only.**

### **Berry Run / Walk**

**Date:** Saturday, June 15, 2013 at 8:30 AM

**Location:** Smokey Point Plant Farm

**Contact:** Jeff Sowards (Lakewood Contact) (PH) 360-652-4505 x2050

No matter if you enjoy running or walking this event has something for you. You can pick either the 1 mile course or the 5k run, either way this fun run helps to raise money for the Lakewood Cross Country Team.

### **Car Show or Ford Display\***

**Date:** Saturday, June 15, 2013 from 10:00 AM — TBD

\*Sunday, June 16, 2013 from 10:00 AM — TBD

**Location:** Asbery Field

**Contact:** \*TBD Car Club or Ford Display

You might hear a strange rumble coming from Asbery Field, but don't worry that's just the sound of these beautiful Cars.

### **Fashion Show**

**Date:** Tuesday, June 11, 2013 at 12:00 PM

**Location:** Leifer Manor

**Contact:** Sue Stephenson (PH-work) 360-659-1100

Watch as local models showcase summer fashion from local retail stores. Fashions are for young and old, men and women. So reserve a seat or a table and enjoy your lunch while checking out what's "HOT" for the summer.

### **Funtastic Carnival**

**Date:** Thursday, June 13, 2013 from TBD to 10:00 PM (out by 11)

Friday, June 14, 2013 from TBD to 10:00 PM (out by 11)

Saturday, June 15, 2013 from TBD to 11:00 PM (out by 12)

Sunday, June 16, 2013 from TBD to 5:00 PM (out by 6)

\*\*Open times are weather permitting.

**Location:** Marysville Middle School Play Field

**Insurance Carried:** 5 Million Total (Contract attached see pg. 25)

**Contact:** Funtastic, Rick Stormo (PH) 503-761-0989 & 503-519-8388

Come play the games, ride the rides and enjoy all the yummy carnival food.

With lots to choose from Funtastic makes this carnival one everyone can enjoy!



## EVENT DETAILS

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### **Grand Parade**

**Date:** *Saturday, June 15, 2013 at 7:30 PM (Pre-Parade) 7:45 Official Start*

**Location:** *State Avenue from 76th Street to 3rd & Alder*

**Contact:** *Carol Kapua (PH) 360-659-6086*

*Debbie Libbing (PH) 360-653-1143 (Cell) 425-308-4514*

*Everyone loves a parade! This years Grand Parade is sure to delight young and old alike. Watch as the marching bands, floats and other entries make their way down State Avenue. Followed by a spectacular fireworks display*

*Announcer Stands locations: 3rd & State, Hilton's Pharmacy; 5th & State, Re-viewing Stand; 1031 State, Whidbey Island Bank; 1098 State, Pawn Exchange; 1259 State, Maryfest, Inc. Office*

### **Kiddies Parade**

**Date:** *Saturday, June 15, 2013 at 6:00 PM*

**Location:** *State Avenue from 7th Street to 5th Street*

**Contact:** *TBD*

*Don't let the length of this parade fool you! From costumes to pets to bikes the youngsters in this non-motorized parade just want to have fun.*

### **Kids Day**

**Date:** *Saturday, June 8, 2013 from 11:00 PM—5:00 PM*

**Location:** *Asbery Field*

**Contact:** *Bobbi Easley (PH) 425-330-9894*

*Now is the chance for the little ones to have some fun! Kids will enjoy Disney Radio, kid friendly entertainment, and booths with free activates and giveaways to keep little hands busy, this is sure to be a hit.*

### **Kiwanis Beer and Wine Garden**

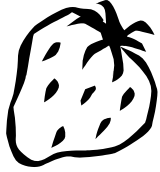
**Date:** *Thursday, June 13, 2013—TBD*

*Friday, June 14, 2013 from 5:00 PM to TBD PM*

*Saturday, June 15, 2013 from Noon to TBD PM*

**Contact:** *Dave Voigt (PH) 360-653-5110*

*Need a break with some friends? Head on over to the Beer and Wine Garden to taste some local wines and beer.*



## **EVENT DETAILS**

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### ***The Market***

**Date:** *Friday, June 14, 2013 from 2:00 PM to 9:00 PM*

*Saturday, June 15, 2013 from 10:00 AM to 7:30 PM*

*Sunday, June 16, 2013 from 10:00 AM to 5:00 PM*

**Location:** *Asbery Field*

**Inspections:** *Health Dept.*

**Contact:** *Bobbi Easley (PH) 425-330-9894*

*From Arts and Crafts to Food Vendors the Market has everything. Come walk through the booths or stop for a bite to eat, either way your sure to find something you'll like.*

### ***Rose Planting Ceremony***

**Date:** *Saturday, June 15, 2013 at 10:00 AM*

**Location:** *Totem Middle School*

**Contact:** *Jeri Welch (PH) 360-658-3683*

*Join us for a ceremony you won't forget, as the Portland Royal Rosarians plant a Rose honoring the festival.*

### ***Talent Show***

**Date:** *Thursday, June 13, 2013 at 6:30 PM to 9:30 PM*

**Location:** *Marysville Pilchuck High School Auditorium*

**Contact:** *Marcy Giesler (PH) 360-653-6584*

*So you want to be a star? From singing to dancing to comedy this show has it all. Watch as children, teens, and adults perform to show you their STAR qualities.*



## STREET CLOSURES

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**Wednesday, June 12, 2013**

After 8:00 PM 7th St. from Alder to Quinn Ave

*\*\*the beer garden is going to set up Thursday, we need to limit daytime parking in this area. To remain closed until Sunday, June 16 at 10:00 PM*

**Thursday, June 13, 2013**

**Friday, June 14, 2013**

8:00 AM "No Parking after 4:00 PM Saturday" signs posted with barricades on 2nd St. from Columbia Ave. to Quinn Ave. and at 3rd and Alder (both sides of street). Except for Band & Drill Teams buses and vans.

**Saturday, June 15, 2013**

1:00 PM 5th St. from State Ave. to Columbia Ave.  
5th St. from State Ave. to Delta Ave.

3:00 PM 7th St. from State to Quinn Ave.  
*\*\*To remain closed until Saturday, June 15th at 10:30 PM*

4:00 PM **Rolling Close** to start at 80th & State going South  
State Ave from 80th to Grove & Grove to 4th  
76th St. from State Ave. to 43rd St *\*\* need to confirm*  
Grove Street from 43rd to State  
6th St. to 10th St. from State Ave. to Columbia Ave.  
6th St. to 9th St. from State Ave. to Delta Ave.  
2nd St. from Columbia Ave. to Quinn Ave.

5:00PM 3rd St. from State Ave. to Alder  
State Ave. from 4th St. to 3rd St.

6:00 PM Alder (43rd) Street from Grove St. to 76th St.

7:00 PM Grove Street from Cedar Ave. to 47th Ave.

7:30 PM 4th St. from Cedar to 47th Ave.

State Ave. to remain closed from Grove St. to 3rd Street until after fireworks (approx. 10:30 PM)

Street closure notices are hand delivered to all residents and businesses on 2nd and 3rd Street.

**\*\*Streets should be closed to all traffic with the exception of emergency vehicles and Festival Officials. Special passes will be posted on all Festival vehicles. Copy will be provided at later date. Carol Kapua will work with WADOT & City of Marysville for required permits for 4th Street Closure .**

[www.maryfest.org](http://www.maryfest.org)



## **PUBLIC WORKS ASSISTANCE**

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### **STREET DEPARTMENT**

***In addition to the specific events below, street barricades are requested for all festival events requiring Street Closures (please see page 12). Maryfest, Inc. will provide the required signage for posting notice of closure of SR 528, 4th Street and 88th Street Freeway Exits and Ebey Slough Bridge.***

#### **Wednesday, June 12, 2013**

**MARKET:** *Barricades after 8:00 PM on 7th St. from Alder to Quinn Ave  
\*\*the beer garden is going to set up Thursday, we need to  
limit daytime parking in this area.*

#### **Thursday, June 13, 2013**

**MARKET:** *Barricade placed at gate of Asbery Field on Quinn*

#### **Saturday, June 15, 2013**

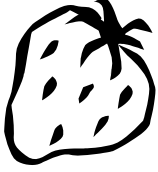
**BERRY RUN:** *10 Barricades (Smokey Point Plant Farm)  
Placement TBD by Jim Ballew*

#### **5:00 PM to End of Event**

**GRAND PARADE:** *Please see street closures to determine how many barricades are needed. Barricades placed on 3rd to 2nd jog street that is used by parade participants (per suggestion of street department).*

### **WATER DEPARTMENT**

Sandbags for the Fireworks  
Contact: 360-363-8100



## **PUBLIC WORKS ASSISTANCE**

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### **SANITATION DEPARTMENT**

**Saturday, June 8, 2013 to Sunday, June 9, 2013**

Dumpster for Kids Day

1 dumpster placed on the corner of 7th St and Alder next to fence

Trash & Recycle containers for Kids Day

10 Trash containers

10 Recycle containers

**Thursday, June 13, 2013 to Sunday, June 16, 2013**

Dumpsters for Market

4 dumpsters placed on the corner of 7th St. and Alder next to fence.

**Service is requested once per day in the AM on all dumpsters**

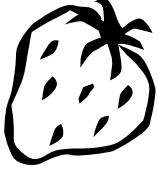
Recycle containers for Market

20 Recycle containers

**Saturday, June 15, 2013**

Trash and recycle containers in 1/2 block intervals on State Ave. from 76th St. to 3rd St.

Trash and recycle containers in 1 block intervals on 3rd St. from State Ave. to Alder.



## **POLICE DEPARTMENT. ASSISTANCE**

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### **Friday, June 14, 2013**

Occasionally from 2:00 PM—9:00 PM

*MARKET: Walk through to monitor Asbery Field*

### **Saturday, June 15, 2013**

4:00 PM to End of Event

*PARADES: Assistance with crowd control and Street Closures*

5:00 PM to End of Event

*PARADE VENDORS: Festival volunteers will call Command Post if assistance is needed in removing non-authorized vendors from route.*

Occasionally from 10:00 AM—7:30 PM

*MARKET: Walk through to monitor Asbery Field*

### **Sunday, June 16, 2013**

Occasionally from 10:00 AM—5:00 PM

*MARKET: Walk through to monitor Asbery Field*

*KIDDIES & GRAND PARADE: Seafair Marshals will assist in crowd control.*

*MARKET: Maryfest, Inc. will provide security. Telephone equipment will be provided so as to enable our security to be in contact with Maryfest, Inc. Officials and the Marysville Police Department. For 2013 the Market Committee is working with the police department to provide security. Security Hours: Thursday 9pm—6am; Friday 9pm-6am, and Saturday 9pm-6am*

*CARNIVAL: Carnival Manager will contact Marysville Police Department for any security needs. **Maryfest, Inc. is NOT responsible for carnival security.***



## **FIRE DEPARTMENT. ASSISTANCE**

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***Saturday, June 15, 2013***

*8:00 AM to End of Event*

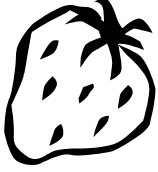
*BERRY RUN: Medical Aid Crew on Site at Smokey Point Plant Farm*

**\*\*Contact information (name and phone number) to be furnished to Maryfest/Jeff Sowards at minimum 2 weeks prior to event.**

*4:00 PM to 6:00 PM*

*GRAND PARADE: Fire Marshall requested at Marysville School District Bus Barn for float inspections.*





## **PARKS DEPARTMENT. ASSISTANCE**

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***Tuesday, 30 to 40 days prior to Festival until Monday, June 24, 2013***

***All festival banners to be hung  
(i.e. banner across 4th and street banners)***

***Thursday, June 13, 2013 thru Sunday, June 16, 2013***

***8:00 AM Thursday thru 6:00 PM Sunday***

***MARKET: Picnic tables to be delivered for use in food court area.***

***MARKET: 1 gator to be used at market***

***MARKET: Electrical Cord Crossing Guards***

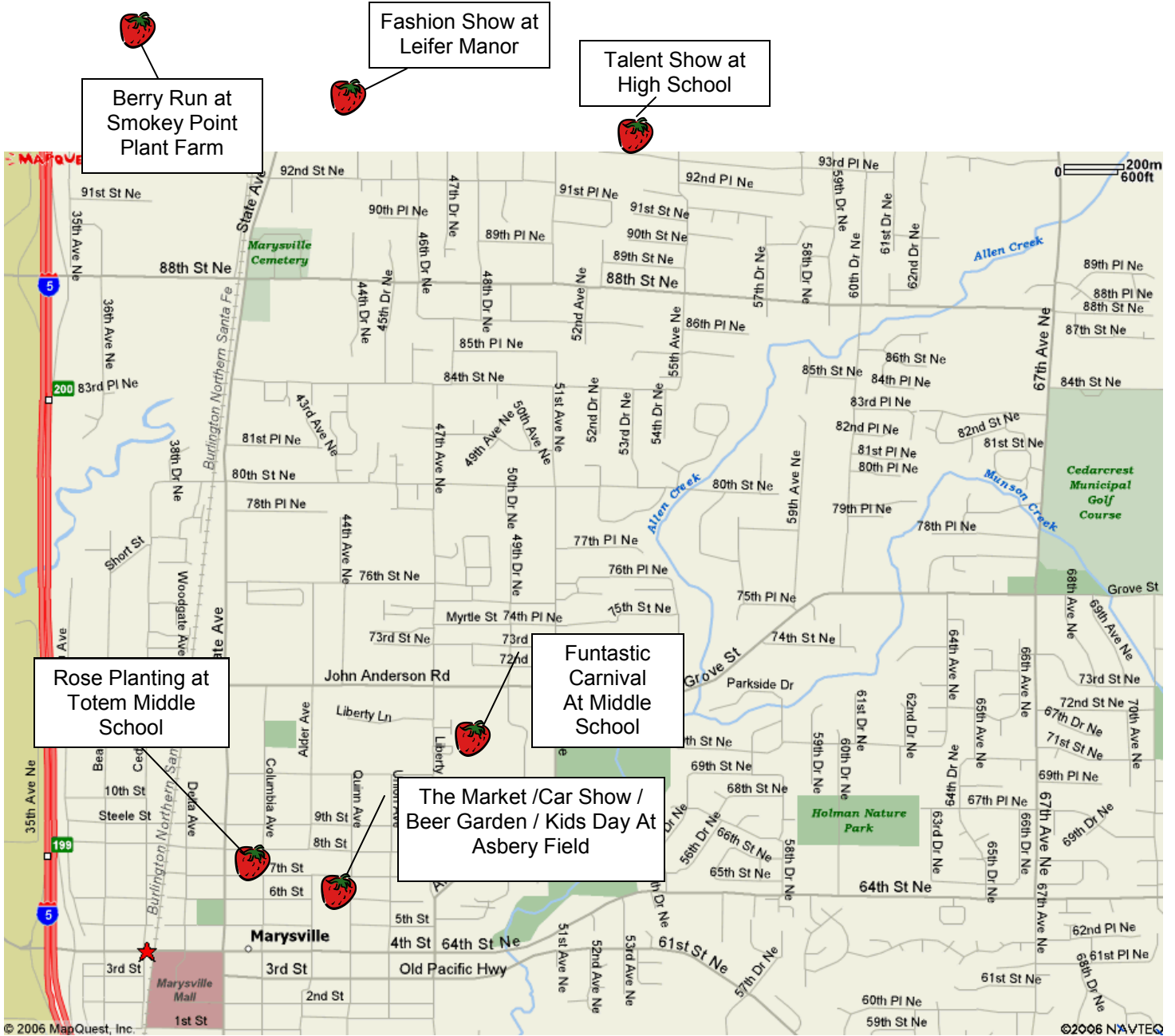
***Saturday, June 15, 2013***

***Noon Saturday until 10:30 PM***

***PARADE: Use of 2 golf carts to be delivered to Key Bank at  
76th Street for use by parade personnel***

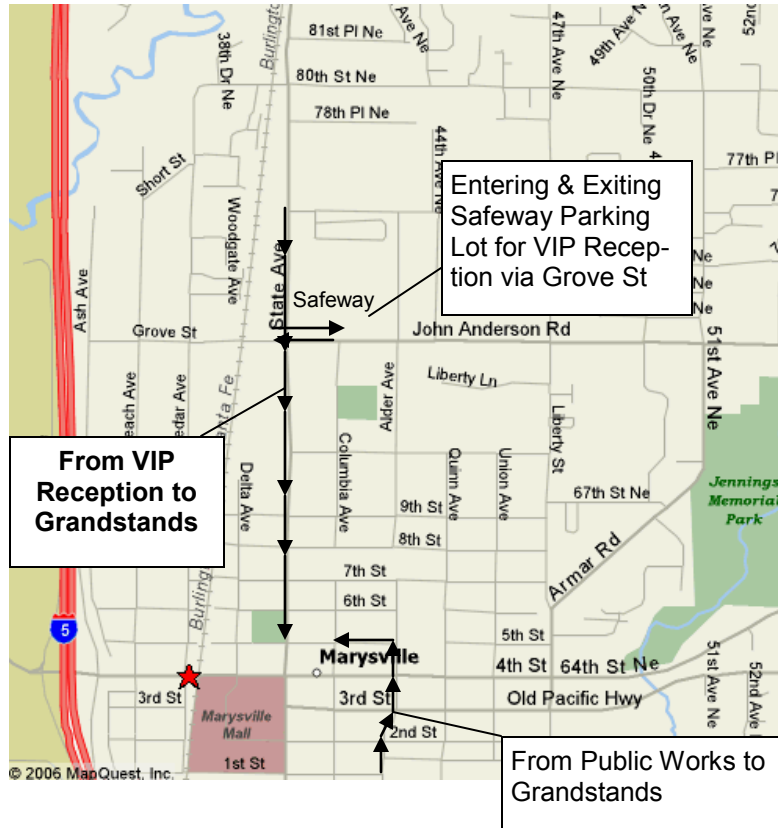


# EVENT LOCATIONS





## TRANSPORTATION ROUTES



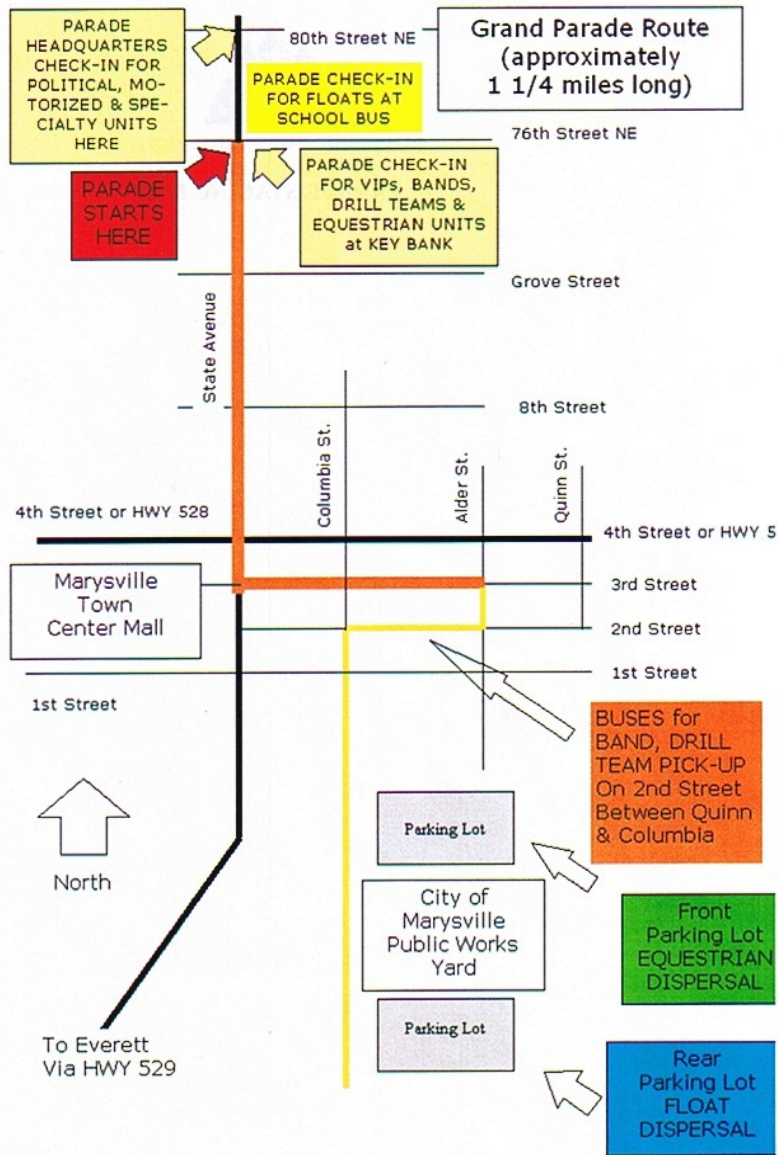
**Transportation Director: Darren Doty (PH) 425-238-9063**

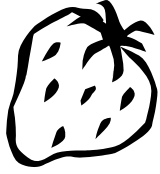
**While the roads are closed VIP Transportation will be taking the following routes. All VIP Shuttles will be clearly marked.**

- VIP Shuttles will be taking people from Dispersal (Public Works) along Alder to the Grandstands on 5th St.
- VIP Shuttles will be on State Ave. until 7:30PM taking people from the start of the Parade Route (76th St.) and the Grandstands (5th St.).
- VIP Shuttles that will be taking people to the VIP Reception at Safeway will enter and exit the Safeway Parking Lot from Grove Street to State.



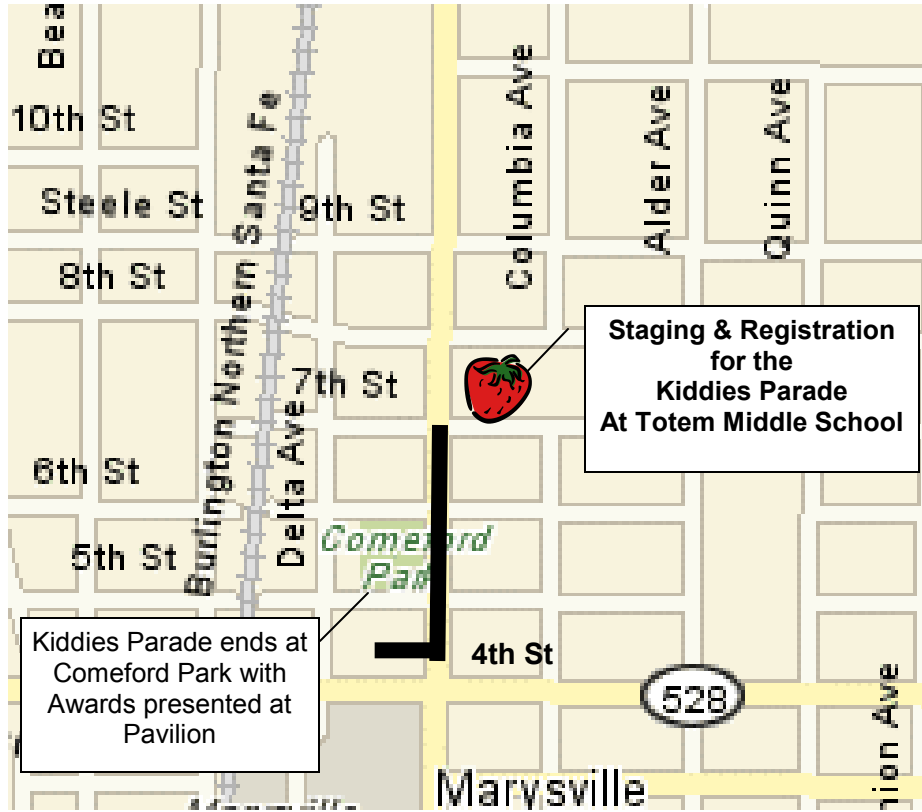
# GRAND PARADE STAGING & ROUTE

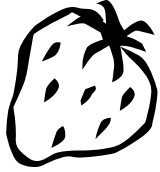




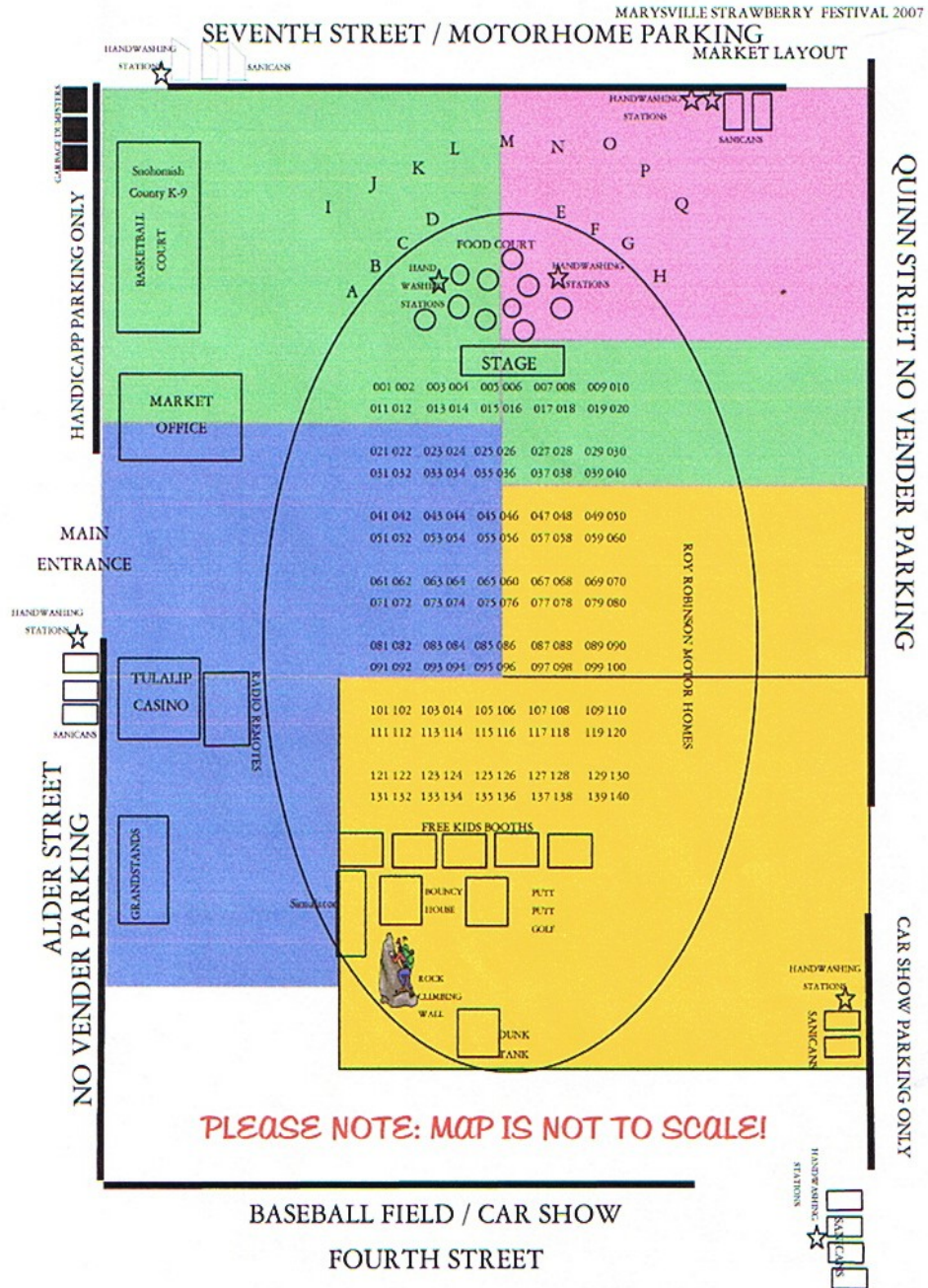
## KIDDIES PARADE STAGING & ROUTE

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# MARKET IN THE PARK EVACUATION MAP



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