# CITY OF MARYSVILLE AGENDA BILL

# **EXECUTIVE SUMMARY FOR ACTION**

# CITY COUNCIL MEETING DATE: 5/27/2014

AGENDA ITEM:	
2014 Strawberry Festival Proposal	
PREPARED BY:	<b>DIRECTOR APPROVAL:</b>
Jim Ballew	
DEPARTMENT:	
Parks and Recreation	
ATTACHMENTS:	
2014 Proposal	
BUDGET CODE:	AMOUNT:
SUMMARY:	

Maryfest Inc. has submitted the 2014 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 12<sup>th</sup> from 5-10p.m., Friday June 13<sup>th</sup> from 4:00 pm to 10:00 pm and Saturday, June 14<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 2014 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 2014 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.



# 2014 Strawberry Festival Permit Proposal

Prepared for: City of Marysville

Prepared by: Maryfest, Inc.

Welcome to "CELEBRATE MARYSVILLE" the 83<sup>rd</sup> Annual Marysville Strawberry Festival

We are please to bring back the Grand Parade, Kids Day, the Market, the Carnival and all other crowd favorites for the 2014 festival.

We are very excited to be working with and promoting the

City of Marysville

for another festival season.

Maryfest, Inc. PO Box 855 Marysville, WA 98270 PH 360-659-7664 Fax 360-651-9854 www.maryfest.org



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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. The has been and continues to be accomplished through the annual festival and the travel of the festival float and its representative. 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 programs 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, the Vice President, the Vice President Elect, Secretary and Treasurer. Officers, Board Members, Event Directors and Committee Members are all non-paid volunteers residing in the City of Marysville and surrounding areas.

#### Membership and Funding

Members of Maryfest, Inc., shall be individuals, 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. With one of the grants being applied for being the City of Marysville Hotel/Motel Tax.



#### 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 names as additional insured.

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

#### Advertising

Some of the advertising we are planning includes radio, WARM 106.9 and television, TV-3 and other stations still under consideration. Marysville Globe will be producing the Official Festival Program Guide and ads will be placed in the Herald, North County Outlook, and various Sound Publishing newspapers throughout Puget Sound. Posters and counter cards will be printed and are targeted to distributed middle of May.

Our major sponsors are the Tulalip Resort Casino, Fred Meyer and Wal-Mart. We are still in the process of obtaining more sponsors. All Sponsors will be Posted on the festival website and the sponsor page in the Official Program.

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#### **Bleachers**

Maryfest, Inc., owns remote controlled hydraulic bleachers. The bleachers are 45 feet long, portable, and take 30 minutes to set up and take down. The bleachers will be used at the Grand Parade and the Kiddies Parade and any other where they are needed.

#### Portable Restroom Placement

Portable Restrooms are provide by NW Cascade Honey Bucket (800-562-4442. They will be placed at the following locations

vill be placed at the folio	
4 Standard & 1 ADA	Kids Day ( Saturday 6/14)
1 Standard	Tacos Guaymas (80 <sup>th</sup> & State - 6/21)
2 Standard	School District Bus Barn (4220 - 80 <sup>th</sup> 6/21)
3 Standard	76 <sup>th</sup> Street (6/21)
1 Standard	Buzz Inn Tavern Grove & State (6/21)
1 Standard	Pawn Exchange South End (1098 State – 6/21)
1 Standard	State St. Food Mart North of barricade under sign
	(10 <sup>th</sup> & State 6/21)
1 Standard	Municipal Court Building ( 1015 State – 6/21)
1 Standard	SE Corner of 5 <sup>th</sup> & State (6/21)
2 Standard	NE Corner of 4 <sup>th</sup> & State(6/21)
1 Standard	NW Corner of 3 <sup>rd</sup> & State (6/21)
1 Standard	1525 – 3 <sup>rd</sup> Street (6/21)
2 Standard	Public works outside fence (80 <sup>th</sup> Columbia – 6/21)
4 Standard	7 <sup>th</sup> & State School Side (6/21)
1 Standard	3 <sup>rd</sup> & Alder SW Corner (6/21)
2 Standard	Safeway Parking lot (1 North & 1 South end – 6/21)
12 Standard & 1 ADA	Market (Asbery Field -6/19-22)

#### **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 open 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 located at North end of field if necessary. 3. Market committee has a Certified Red Cross First Responder on site. 4. Two (2) fire extinguishers are located at the 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 one will be allowed into field until weather permits. 6. Please see attached map given to each vendor in welcome packet for emergency exits. See map on page 24.



# 2014 Traveling Float Schedule

April 5, 2014	Daffodil Festival (Tacoma, Puyallup, Sumner, Orting)
May 3, 2014	Apple Blossom Festival (Wenatchee, WA)
May 10, 2014	Irrigation Festival (Sequim, WA)
May 17, 2014	Lilac Festival (Spokane, WA)
May 17, 2014	Rhody Festival (Pt. Townsend, WA)
May 24, 2014	Hyack Festival (New Westminister, BC)
May 31, 2014	Mason County Fair (Shelton, WA)
June 7, 2014	Grand Floral Parade (Portland, OR)
June 7, 2014	Fat Cats Children Festival (Kelona, BC)
June 14, 2014	Starlite Parade (Portland, OR)
JUNE 21, 2014	MARYSVILLE STRAWBERRY FESTIVAL
June 28, 2014	Founder's Day (Cashmere, WA)
June 2/,2014	PT. Orchard Parade (Pt. Orchard, WA)
July 4,2014	Logger's Day ( Sedro-Woolley, WA)
July 12,2014	Sultan Parade ( Sultan), WA
July 12, 2014	Chataqua ( Chewelah, WA)
July 19, 2014	HI-U (West Seattle, WA )
July 19, 2014	Capital Lakefair Festival (Olympia, WA)
July 20, 2014	Chinatown (International District Seattle, WA)
July 23, 2014	Greenwood Parade (Greenwood /Seattle, WA)
July 26, 2014	Seafair ( Seattle, WA)
August 2, 2014	Pioneer Days Parade ( Lake City, WA)
August 9, 2014	Regatta (Astoria, OR)
September 1, 2014	Prosser States Day Celebration (Prosser, WA)
September 20, 2014	Yakima Parade ( Yakima, WA )
September 27, 2014	Autumn Leaf Festival (Leavenworth, WA)
October 4, 2014	Salmon Day (Issaquah, WA)
December	Merrysville for the Holidays (Marysville, WA)



<b>Saturday - June 14<sup>th</sup>, 2014</b> 8:30 am– 10:00 am 10:00 am - 4:00 pm	Berry Run (Smokey Pt. Plant Farm) Kid's Day ( Asbery Field)
<b>Tuesday - June 17<sup>th</sup>, 2014</b> 12:00 Noon – 2:00 pm	April Friesner Scholarship Fund Royalty Luncheon & Fashion Show (Leifer Manor)
<b>Thursday - June 19,2014</b> 6:30 pm – 9:30 pm TBD ***	Talent Show ( MPHS Auditorium) Carnival ( Marysville Middle School)
<b>Friday - June 20, 2014</b> TBD *** 2:00 pm – 9:00 pm 5:00 pm – 10:00 pm	Carnival (Marysville Middle School) Market ( Asbery Field) Kiwanis Beer Garden ( 7 <sup>th</sup> & Alder)
Saturday - June 21, 2014 TBD *** 10:00 am – 7:30 pm 8:00 am – 3:00 pm 12:00 Noon – 6:30 pm 1:00 pm – 3:00 pm 3:00 pm – 4:00 pm 3:30 pm – 6:30 pm 6:00 pm – 7:00 pm 7:30 pm – 10:00 pm	Carnival ( Marysville Middle School) Market ( Asbery Field) Car Show ( Asbery Field) Kiwanis Beer Garden ( 7 <sup>th</sup> & Alder) Strawberry Shortcake Eating Contest ( Asbery Field) Rose Planting Ceremony ( Totem Middle School) VIP Reception –INVITATION ONLY (Safeway) Kiddies Parade (State Avenue) Grand Parade ( State Avenue)

### Sunday – June 22, 2014

10:00 pm – 10:30 pm

TBD ***	Carnival (Marysville Middle School)
10:00 am – 5:00 pm	Market ( Asbery Field)

\*\*\* Carnival hours are weather permitting.

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Fireworks (Public Works)



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

Berry Run / Walk
Date: Saturday – June14, 2014
Time: 8:30 am – 10:00 am
Location – Smokey Point Plant Farm
Contact: Jeff Sowards - PH 360-652-4505 ext. 2050
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.

## Kid's Day Date: Saturday – June 14,2014 Time: 10:00 am – 4:00 pm Location – Asbery Field Contact: Dina Sekste-Bittner PH 425-252-6203

Now is the chance for the little ones to have some fun! Kids will enjoy kid friendly Entertainment and booths with free activities and giveaways to keep little hand busy This is sure to be a hit.

## April Friesner Scholarship Fund Royalty Luncheon & Fashion Show

Date: Tuesday – June 19, 2014 Time: 12:00 Noon – 2:00 pm

Location: Leifer Manor

Contact: Melva Walser PH 360-659-4992

Meet the Current and Past Royalty while checking out today's fashions. Local models Showcase summer fashion from local retail stores. So reserve a seat or a table and enjoy Your lunch while seeing today's new clothing styles.

Talent show Date: Thursday – June 19, 2014 Time: 6:30 pm – 9:30 pm Location: MPHS Auditorium Contact: Marci Geisler 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 your their "STAR" quality.



Funtastic Carnival Dates: Thursday - June 19 – 22, 2014 Time: TBD Location: Marysville Middle School Contact: Funtastic – Rick Stormo PH 503-761-0989 or 503-519-8388 Insurance carried is \$5 million (see contract attached page 25) Come play the games, ride the rides and enjoy all the yummy carnival food. With lots to choose from Fantastic makes this carnival one everyone can enjoy.

## Market

Dates: Friday - June 20<sup>th</sup> - Sunday - June 22ns, 2014 Times: Friday - 2:00 pm - 9:00 pm Saturday 10:00 am - 7:30 pm Sunday 10:00 am - 5:00 pm Location: Asbery Field Inspections: Snohomish County Health Dept & City of Marysville Contact: Jodi Hiatt PH 360-659-4706 From Arts & Crafts to Food venders and entertainment, the Market has it all. Come

Walk through the booths or stop for a bite to eat, either way you're sure to find Something you will like.

#### **Beer Garden**

Dates: Thursday – June 19<sup>th</sup> – Saturday – June 21<sup>st</sup>, 2014 Times: Thursday - 5:00 pm – 10:00 pm Saturday – 5:00 pm – 10:00 pm Saturday – 12:00 Noon – 6:30 pm Location: 7<sup>th</sup> & Alder Inspections: Snohomish County Health Dept & City of Marysville Contact: Dave Voight PH 360-653-5110 Need a break with some friends? Head on over t the Beer and Wine Garden to Taste some local wines and beer.

Car Show Dates: Saturday – June 21<sup>st</sup>, 2014 Times: 8:00 am – 3:00 pm Location: Asbery Field Contact: Bob Lanier PH 425-359-9304 The car show is back! From classic to custom there is something for everyone.



Strawberry Shortcake Eating Contest Date: Saturday – June 21, 2014 Time: 1:00 pm – 3:00 pm Location: Asbery Field Contact: TBD

Rose Planting Ceremony Date: Saturday – June 21, 2014 Time: 3:00 pm – 4:00 pm Location: Totem Middle School Contact: Carol Kapua PH 360-659-6086 Joins us for a ceremony honoring the Strawberry Festival President, hosted by the Portland Royal Rosarians.

Kiddies Parade Date: Saturday – June 21,2014 Time: 6:00 pm – 7:00 pm Location: State Avenue 7<sup>th</sup> – 5<sup>th</sup> Contact: Michelle Giesler PH 360-653-6584 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.

Grand Parade Date: Saturday – June 21,2014 Time: 7:30 pm – 10:00 pm Location: State Avenue Contact: Carol Kapua PH 360-659-6086

Everyone loves a parade. This year's 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. Announcer Stand locations: 3<sup>rd</sup> & State (Hilton Pharmacy), 5<sup>th</sup> & State Reviewing Stand & TV Cameras, 1031 State, Whidbey Island Bank, 1098 State Pawn Exchange, 1259 State Maryfest Office.

Fireworks Date: Saturday – June 21' 2014 Time: 10:00 pm – 10:30 pm Location: City Public Works Contact: Carol Kapua PH 360-659-6086



STREET CLOSURES

### Wednesday - June 18, 2014

After 12:00 Noon 7<sup>th</sup> Street from Alder to Quinn \*\*\* the beer garden is going to start set up and will complete it Thursday In time to open to the public. Street to remain closed until Sunday, June 22<sup>nd</sup> at 10:00 pm

### Friday – June 20, 2014

"NO PARKING AFRER 4:00 PM SATURDAY, JUNE 21<sup>ST</sup>" signs posted with Barricades on 2<sup>nd</sup> from Columbia Avenue to Quinn Avenue and at 3<sup>rd</sup> & Alder (both sides of streets). Except for Band & Drill teams buses and vans.

### Saturday – June 21, 2014

1:00 pm	5 <sup>th</sup> Street from State to Columbia 5 <sup>th</sup> Street from State to Delta
3:00 pm	7 <sup>th</sup> Street from State to Quinn
4:00 pm	<b>Rolling Close</b> to start at 80 <sup>th</sup> & State going South on State Avenue from 80 <sup>th</sup> & Grove & Grove to 4 <sup>th</sup> . 76 <sup>th</sup> St from State Avenue to 43 <sup>rd</sup> ***Need to confirm Grove Street to 43 <sup>rd</sup> to State. 6 <sup>th</sup> Street to 10 <sup>th</sup> from State Avenue to Columbia 6 <sup>th</sup> Street to 9 <sup>th</sup> from State Avenue to Delta 2 <sup>nd</sup> Street from Columbia to Quinn
5:00 pm	3 <sup>rd</sup> Street from State to Alder State Avenue from 4 <sup>th</sup> to 3rd
6:00 pm 7:00 pm 7:30 pm	Alder (43 <sup>rd</sup> ) Street from Grove to 76 <sup>th</sup> Grove Street from Cedar to 47 <sup>th</sup> 4 <sup>th</sup> Street from Cedar to 47 <sup>th</sup>

State Avenue to remain closed from Grove to 3<sup>rd</sup> until after fireworks – approx 10:30 pm

**\*\*** 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 4<sup>th</sup> Street closure.



#### STREET DEPARTMENT

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

## Saturday – June 14<sup>th</sup>

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

#### Tuesday- June 17<sup>th</sup>

BEER GARDEN: Barricades after 8:00 pm on 7<sup>th</sup> Street from Alder to Quinn. Beer Garden will be setting up on Wednesday.

# Wednesday – June 18<sup>th</sup>

MARKET: Barricade placed at back gate of Asbery Field on Quinn.

### Saturday – June 21<sup>st</sup>

5:00 pm to end of event

GRAND PARADE: Please see street closures to determine how many barricades are needed. Barricades places on  $3^{rd}$  to  $2^{nd}$  street jog used by parade participates (per suggestion of street department)

#### WATER DEPARTMENT

Sandbags for Fireworks



## SANITATION DEPARTMENT

## Saturday – June 14,2014

<u>Dumpster for Kid's day</u> 1 dumpster placed on the corner of 7<sup>th</sup> & Alder next to fence

Recycle containers for Kid's day 10 Recycle containers

Thursday, June 19<sup>th</sup> – Sunday, June 22<sup>nd</sup>, 2014 <u>Dumpster for Market</u> 4 dumpsters placed on corner of 7<sup>th</sup> & Alder next to fence Service is requested once per day in AM on all dumpsters

> Recycle container for Market 20 Recycle containers

## Saturday, June 21st , 2014

Trash & Recycle containers in ½ block intervals on State Ave form 76<sup>th</sup> to 3<sup>rd</sup>

Trash & Recycle containers in 1 block intervals on 3<sup>rd</sup> from State to Alder



# POLICE DEPARTMENT ASSISTANCE

Friday, June 20<sup>th</sup>, 2014 Market: 2:00 pm – 9:00 pm Occasional walk through to monitor Asbery Field

Saturday, June 21<sup>st</sup>, 2014 Grand Parade: 4:00 pm to end of event Assistance with crowd control and street closures

> Parade Vendors: 5:00 pm to end of event Festival officials will call Command Post if assistance Is needed in removing non-authorized vendors from parade route.

Market: 10:00 am – 9:00 pm Occasional walk through to monitor Asbery Field

Kiddies and Grand Parades: Seafair Marshals will assist in crowd control.

**Market Security:** The market committee is working with the Marysville Police Department to provide paid security. Market committee contact will be given to the police dept. Dates and times security is needed: Thursday- June 19<sup>th</sup>, Friday – June 20<sup>th</sup> & Saturday – June 21<sup>st</sup>,

Hours for all three (3) nights: 9:00 pm – 6:00 am

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



Saturday – June 14<sup>th</sup>, 2014 8:00 am – to end of event <u>BERRY RUN</u>: Medical Aid Crew on site at Smokey Point Plant Farm

Saturday – June 21<sup>st</sup>, 2014 4:00 pm – 6:00 pm <u>GRAND PARADE:</u> Fire Marshall requested at Marysville School District Bus Barn for float inspections.

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# PARKS DEPARTMENT ASSISTANCE

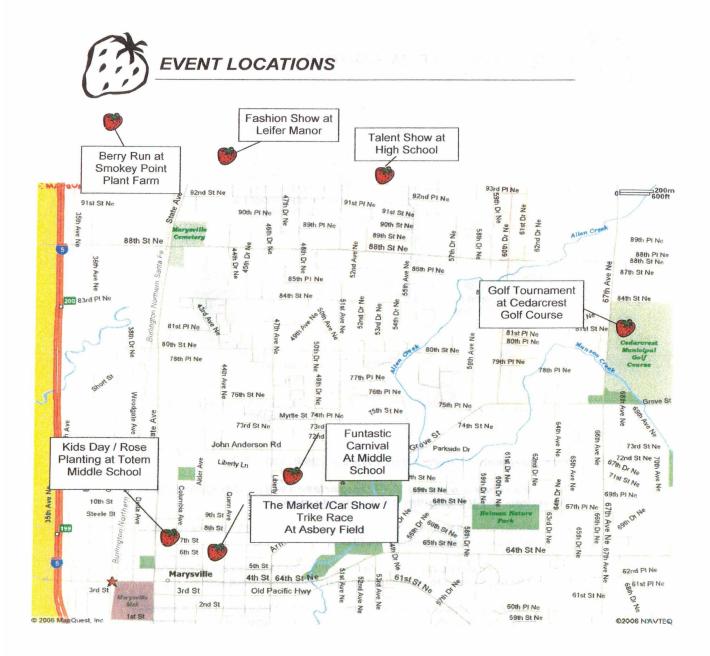
# MAY 12<sup>TH</sup>, 2014 – 32 days prior to Festival until Monday, June 23<sup>rd</sup>, 2014 ALL FESTIVAL BANNERS TO BE HUNG UP

# WEDNESDAY- JUNE 18<sup>TH</sup>, 2014

Market : Usage from 8:00 am Thursday, June 19<sup>th</sup> – Sunday, June 22<sup>nd</sup> 10-12 picnic tables to be used in food court 1 gator Electrical cord crossing guards

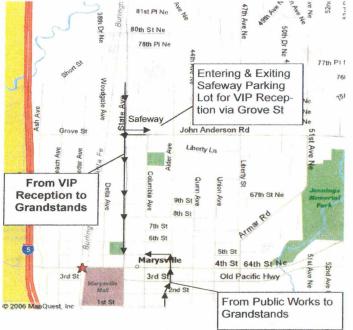
SATURDAY – JUNE 21<sup>ST</sup> 2014

**PARADE:** Usage from 12:00 Noon – 11:00 pm 2 golf carts to be delivered to Key Bank at 76<sup>th</sup> Street



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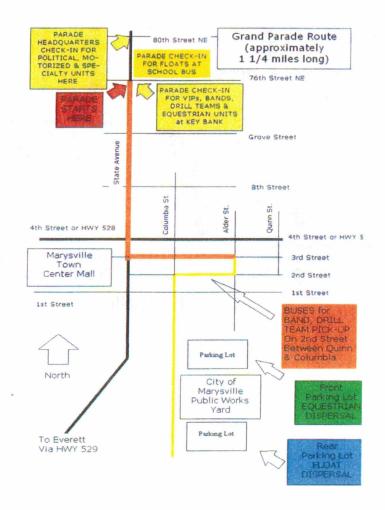
#### Transportation Director: Chuck Walser (360) 659-4992

While the roads are closed VIP Transportation will be taking the following routes. <u>All VIP Shuttles will be clearly market.</u>

- 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.

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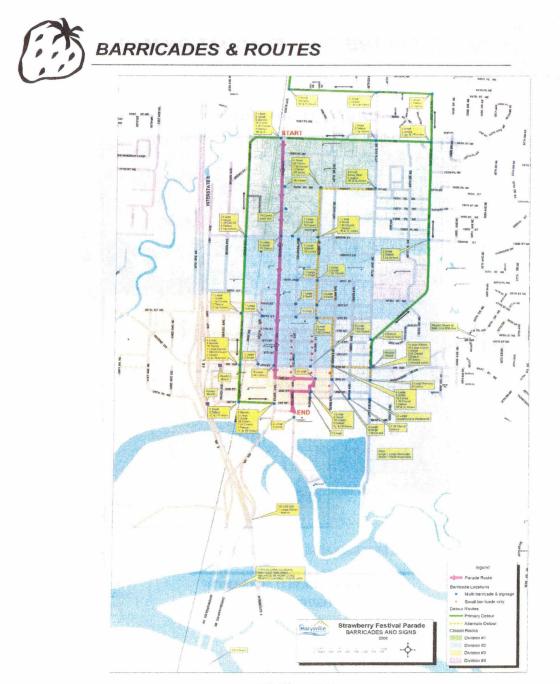


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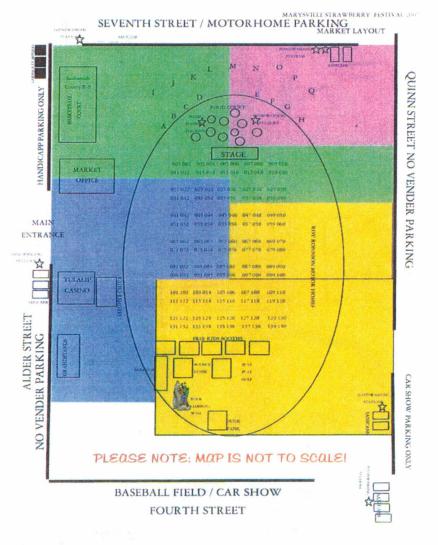


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