

CITY OF MARYSVILLE AGENDA BILL

EXECUTIVE SUMMARY FOR ACTION

CITY COUNCIL MEETING DATE: 4/25/2022

AGENDA ITEM: Strawberry Festival 2022 Permit	
PREPARED BY: Tara Mizell	DIRECTOR APPROVAL: Tara Mizell
DEPARTMENT: Parks, Culture and Recreation	
ATTACHMENTS:	2022 Strawberry Festival Permit Proposal
BUDGET CODE:	AMOUNT:
SUMMARY: Maryfest Inc. has submitted their 2022 Strawberry Festival Proposal for consideration by the City Council. The 2022 proposal includes multiple events to be offered for the community beginning Saturday, June 11 and continuing through Sunday, June 18 th . Maryfest currently has a four year agreement with the city to run the festival. As per MMC 5.48.050 to exercise this option the festival sponsor, each year, shall submit a new festival proposal for approval by the City Council and shall pay a new festival permit fee. Staff have met with Maryfest officials to discuss the proposal in its entirety and supports the 2022 proposal.	

RECOMMENDED MOTION:

I move to authorize the Mayor to approve the 2022 Strawberry Festival Permit Proposal.



2022 Strawberry Festival Permit Proposal

Prepared for: City of Marysville

Prepared by: Maryfest, Inc.

We are very excited to be working with and promoting the
City of Marysville and North Snohomish County.

Sponsoring Organization		
Applicant Information		3
Organizations		
History		4
Mission Statement		4
Legal Structure		4
Membership & Funding		4
Insurance		5
Advertising		5
Bleachers		6
Portable Restrooms		6 – 7
Emergency/Evac Plans		7
Traveling Schedule		8
Events		
Events by Day		9
Event Contact Info		10 – 11
Request for City Help		
Street Closures		12
Street Dept Assistance		13
Public Works Assistance		14
Police Dept Assistance		15
Fire Dept Assistance		16
Parks & Rec. Dept Assist.		17
Festival Event Maps		
Event Locations		Appendix - A
VIP Transportation Route		Appendix - B
Grand Parade Route		Appendix - C
Port-A-Potty		Appendix - D
Emergency Event Evacuation / Disaster Maps / Street Closures		
Street Closure Map		Appendix - F
Market General Evac Map		Appendix - G
Market Vendors Evac Map.....		Appendix - H

Applicant/Sponsoring Agency

Sponsoring Agency: **Maryfest Incorporated**
Business Mailing Address: **PO Box 855
Marysville WA 98270**
Business Physical Address: **1408 & 1412 1st Street.
Marysville WA 98270**
Business Telephone: **360-659-7664**
Business Fax: **360-651-9854**
Website: www.maryfest.org
Tax Identification #: **23-7432611**

Sponsoring Agency Official(s) of Record:

Name:	Gail Frost	Title: President
Telephone:	Cell: 206-777-5282	Work: 360-659-7664
Name:	Jennifer Hansen	Title: Vice President
Telephone:	Cell: 425-789-8804	Work: 360-659-7664
Name:	Alice VanBeek	Title: Secretary
Telephone:	Cell: 425-327-5861	Work: 360-659-7664
Name:	Karen Hammontree	Title: Treasurer
Telephone:	Cell: 425-870-1632	Work: 360-659-7664

History

Strawberry Festival has been a Marysville tradition since 1932. In 1974 Maryfest Inc., the managing corporation for the Marysville Strawberry Festival, was formed.

Mission Statement

Marysville Strawberry Festival provides a large summer festival every June, which provides scholarship opportunities for area students, supports community non-profits, and acts as a professional good-will ambassador for the greater Marysville community and Washington state.

Legal Structure

Maryfest, Inc. is a 501 (c) 3 nonprofit organization as identified by the US Internal Revenue Service. Management of the Corporation, is vested in the eleven (11) Board of Directors. The Executive Officers and Board include the President, Vice President, Secretary, Treasurer, and Board Members. The Strawberry Festival is supported by Event Directors and Committee Members that are all non-paid volunteers residing in the City of Marysville and surrounding areas.

Membership and Funding

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

The Marysville Strawberry Festival is made possible through financial support received through corporate sponsorships, individual or corporate donations and federal, county and community grant programs.

Insurance

General Insurance coverage for Maryfest, Inc and for all Strawberry Festival approved events are provided through Capital Specialty Insurance Corporation, Middleton, WI, an “A” rated company and Great American Insurance Group, Cincinnati, OH, an “A+” rated company.

The local insurance agent for Maryfest, Inc.,
Marysville-Anderson Insurance Agency
13805 Smokey Point Blvd, Suite 105
Marysville, WA 98271
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 for a period to include twenty-four hours (24) prior to the first of any and all activities presented by the Annual Festival Permit and extending for a period not less than twenty-four hours (24) following the completion of the festival event, including activities associated with the post Festival activities required to complete all events. Additionally, a Certificate of Insurance is required for all motorized units/vehicles, 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.

Advertising

Advertising for the promotion of the annual festival includes radio and Television promotions with local CBS affiliate KIRO TV (Ch 7). For the 2022 Strawberry Festival, Maryfest is allowing both the Everett Herald and The North County Outlook the opportunity to produce a Festival Program Guide, thus allowing for a larger distribution of festival content and business ad opportunities. Promotional ads will be placed in the Everett Herald, North County Outlook, and various Sound Publishing newspapers throughout Puget Sound. Event Posters and rack cards will be locally printed and distributed throughout the north county communities and businesses. The Marysville Strawberry Festival Float trailer has been wrapped, and serves as a traveling billboard throughout Washington, Oregon, and Canada as we attend our parades. Investments in the usage of social media platforms (Facebook, Twitter, Instagram, etc.) will be quadrupled to reach a large demographic that utilizes social media as a means of communication.

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, (placement location – Eastside of 5th [in road] & State and any other event where they are needed.

Portable Restroom Placement

Portable Restrooms are provided and serviced by NW Cascade Honey Bucket (800-562-4442). They will be placed at the following locations and on dates listed.

Friday, June 17, 18, 19, 2022

12 Standard & 2 ADA

Market in the Park (Asbery Field)

Saturday, June 18, 2022

2 Standard

Marysville School District Administration (4220 - 80th)

1 Standard, 80th St. Outside Fenced Area

1 Standard, 78th St. Outside Fenced Area

3 Standard

76th Street Area

1 unit at Key Bank on 76th just pasted the driveway into Key Bank inside the white line backed up to the wood fence south side

1 unit on 76th North side under signage that reads North State Auto Clinic

1 unit at E & E Lumber outside of the gate opening on the side

3 Standard

Safeway Parking Lot (1258 State Ave.)

2 units at the north end of the parking lot

1 unit at (the south end there is a closed expresso stand at the corner of State and Grove)

1 Standard

Buzz Inn Restaurant (Grove & State)

1 unit SW corner of the parking lot close to the sidewalk

1 Standard

Rushmore Tax Services (1094 State Ave.)

1 unit North side of Business Sign

1 Standard

Municipal Court & Cascade Veterinary Clinic (1094 State Ave.)

1 unit on the side walk

2 Standard

State St. Food Mart (10th & State)

2 units North of street barricade under business sign

1 Standard

9th St. Empty Bldg. (Grey w/red roof) (901 9th Street)

6 Standard

Totem Middle School (7th & State)

Sidewalk Area

2 Standard

6th & State Ave - NW Corner (Beige Building w/green metal roof)

2 units on Sidewalk

1 Standard & 1 ADA

5th & State Ave. – NE Corner

2 Standard

4th & State Ave. – NE Corner (Jimmy Johns Restaurant)

2 units on State Ave. Sidewalk close to the alley next to Jimmy Johns Building

1 Standard

3rd & Columbia St.

1 unit in a parking lot stall on Columbia St., close to corner

1 Standard

3rd & Alder St. – SW Corner

1 unit in a parking stall on the SW Corner

1 Standard

2nd & Alder St. – NW Corner

2 Standard

1 unit in a parking stall on the NW Corner
City of Marysville – Public Works (80 Columbia)
2 units inside main gate on grass before 2nd gate

Risk Management Plans

Maryfest, Inc is currently working with the City of Marysville to develop and update all disaster preparedness plans for the 2022 Strawberry Festival. All evacuation and disaster plans will be approved and in place prior to June 1st, 2022. In our updated plan all events will have new radio communication procedures regarding emergency response and actions.

Risk Assessment Manager:

Gail Frost
Cell: 206-777-5282

Asst. Risk Manager:

Diana Rose
Cell: (425)330-1048

Evacuation Plans

MARKET in the Park Safety and Evacuation Plan:

1. Three (3) of four (4) gates are always open during market hours.
 - a. In case of Emergency and/or evacuation, Gate #4 (located at back of field on Quinn, SE corner) will be opened immediately.
2. In the event of a fire emergency the 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 during operational hours.
 - a. If emergency requires 911 will be notified as soon as possible.
4. Two (2) fire extinguishers are located at the Market office (NW corner of field), motor home at main gate on Alder.
5. In case of severe lightning or weather related storm, Market shall be evacuated in an orderly manner, once field is evacuated all gates will be closed and no one will be allowed into field until weather permits and the all clear is given.
6. Please see attached map given to each vendor in welcome packet for emergency exits. (See map Appendix H).

**** In the event of any emergency situation, market staff will notify Emergency First Responders by dialing 911.**

Parade Route Safety Features and Evacuation Plan:

Special Venue Safety Requirements and Evacuation Plans:

Carnival Site Safety Requirements and Evacuation Plans:

**** Funtastic Carnivals Inc, is responsible for the confirmation and approval of emergency plans**

2022 Traveling Float Schedule for Advertising Information

April 9, 2022	Daffodil Festival (Tacoma, Puyallup, Sumner, Orting)
May 7, 2022	Apple Blossom Festival (Wenatchee, WA)
May 14, 2022	Irrigation Festival (Sequim, WA)
May 21, 2022	Lilac Festival (Spokane, WA) (No float, Representatives only)
May 21, 2022	Port Townsend Rhododendron Festival
June 4, 2022	Rose Festival Starlite Parade (Portland, OR)
JUNE 18, 2022	MARYSVILLE STRAWBERRY FESTIVAL
June 25, 2022	Port Orchard Fathoms O' Fun Parade
July 16, 2022	Capital Lakefair Festival (Olympia, WA)
July 24, 2022	Chinatown (International District Seattle, WA)
July 30, 2022	Seattle Seafair Torchlight (Seattle, WA)
September 3, 2022	Ellensburg Rodeo Parade
September 5, 2022	Prosser All States Day Parade
September 24, 2022	Autumn Leaf Festival (Leavenworth, WA)
December 3, 2022	Merrysville for the Holidays (Marysville, WA)

Saturday - June 11th, 2022

8:00 am – 5:00 pm Cedarcrest Golf Course

Tuesday - June 14th, 2022

12:00 Noon – 2:00 pm April Friesner Royalty Scholarship Fund Luncheon & Fashion Show
(Marysville Opera House, 1225 3rd St., Marysville WA 98270)

Thursday - June 16th, 2022

6:00 pm – 8:00 pm Trike Race (3rd Street)
4:00 p.m. to 10:00 p.m. Carnival (Marysville Middle School - Athletic Field)

Friday - June 17th, 2022

4:00 p.m. to 10:00 p.m. Carnival (Marysville Middle School - Athletic Field)
2:00 pm – 9:00 pm Market (Totem Middle School - Asbery Field)

Saturday - June 18th, 2022

12:00 p.m. to 11:00 p.m. Carnival (Marysville Middle School - Athletic Field)
10:00 am – 9:00 pm Market (Totem Middle School - Asbery Field)
1:00 pm – 3:00 pm Strawberry Shortcake Eating Contest (Asbery Field)
10:00 am – 11:00 am Rose Planting Ceremony (Totem Middle School)
6:30 pm- 7 pm Berry Run (State Street, west side only, 76th St. to 5th St.)
7:30 pm – 10:00 pm Grand Parade (State Avenue from 80th – 3rd St.)

Sunday – June 19th, 2022

1:00 p.m. 'til fun ends! Carnival (Marysville Middle School – Athletic Field)
10:00 am – 5:00 pm Market (Totem Middle School - Asbery Field)

**** Carnival hours are weather permitting and dependent on school hours, if necessary.*

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.* ***

Marysville Tulalip Chamber of Commerce Golf Tournament

Date: Saturday, June 11th, 2022
Time: 9:00 am – 5:00 pm
Location – Cedarcrest golf Course 6810 84th St. NE, Marysville, WA, 98270
Contact: Gail Frost 206-777-5282

Berry Run

Date: Saturday, June 18th, 2022
Time: 6:30 pm – 7:00 pm
Location – State Street at 76th
Contact: Jeff Sowards PH 360-653-6584

April Friesner Scholarship Fund Royalty Luncheon & Fashion Show

Date: Tuesday, June 14th, 2022
Time: 12:00 Noon – 2:00 pm
Location: Marysville Opera House, , 1225 3rd St., Marysville WA 98270
Contact: Leslie Buell PH 360-659-1100

Trike Race

Dates: Thursday, June 16th
Time: 6:00 pm – 9:00 pm
Location: 3rd Street between State and Third Street Books
Contact: Sean Seifert (503)580-5911

Funtastic Carnival

Dates: Thursday, June 16th – Sunday, June 19th, 2022
Time: TBD ** Dependent of School Hours and weather
Location: Marysville Middle School
Contact: Funtastic – Rob Rue PH 503-761-0989 or 503-519-8388
Local Contact: Gail Frost 206-777-5282

Market in the Park

Dates: Friday, June 17th – Sunday, June 19th, 2022
Times: Friday – 2:00 pm – 9:00 pm
Saturday 10:00 am – 9:00 pm
Sunday 10:00 am – 5:00 pm
Location: Totem Middle School - Asbery Field
Contact: Tom King PH 425-238-0994
Veronica Love PH 425-870-4275

Strawberry Shortcake Eating Contest

Date: Saturday, June 18th, 2022

Time: 1:00 pm – 3:00 pm

Location: Totem Middle School - Asbery Field

Contact: Tom King PH 425-238-0994

Veronica Love PH 425-870-4275

CP Wrestling

Date: Saturday, June 18th, 2022

Time: 11:00 am to 12:00 noon and 1:00 pm – 2:00 pm

Location: Totem Middle School - Asbery Field

Contact: Doug Buell 425-308-2716

Rose Planting Ceremony

Date: Saturday, June 18th, 2022

Time: 10:00 am – 11:00 am

Location: Totem Middle School and State Ave.

Contact: Gail Frost 206-777-5282

Grand Parade

Date: Saturday, June 18th, 2022

Time: 7:45 pm – 10:00 pm

Location: State Avenue

Contact: Jennifer Hansen 425-789-8804

Gail Frost 206-777-5282

VIP Transportation

Date: Friday, June 17th, Saturday, June 18th, 2022

Time: 5:30 pm – 10:00 pm

Location: State Avenue

Contact: Arvin VanBeek PH 425-330-9503

STREET CLOSURES

Thursday – June 16th, 2022

11:00 am: Close 67th Street from 47th Ave. to Armar Rd. for Carnival, allowing access only for local residents.

“NO PARKING AFTER 4:30 PM SATURDAY, JUNE 18th” signs posted with Barricades on 3rd and Alder St.

“NO PARKING AFTER 4:30 p.m., Thursday JUNE 16th” signs posted with Barricades on 3rd and Alder St. for Trike Race.

Saturday – June 18th, 2022

12:00 pm Bleachers will be set up between Noon and 2 p.m., but no road closures are needed.

5:00 pm **Rolling Close** to start at 80th & State going South on State Avenue from 80th to 4th.
76th St from State Avenue to 43rd ***Need to confirm
Grove Street to 43rd to State.
6th Street to 10th from State Avenue to Columbia
6th Street to 9th from State Avenue to Delta

6:30 pm 3rd Street from State to Alder
3rd/47th Closure
4th/47th Closure

7:00 pm Alder (43rd) Street from Grove to 76th
Grove -Cedar is closed with rolling
4th St.-Cedar to 47th is closed from 6:30-7
1st St./State
1st St./ Cedar
HWY 529

**** 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 of Street Closures Attached. (Appendix F)

Jennifer Hansen 425-789-8804, Grand Parade Co-Chair, Gail Frost, 206-777-5282, will work with WADOT & City of Marysville for required permits for 4th Street closure. HWY 529 closure permits.

STREET DEPARTMENT ASSISTANCE

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 has already provided required signage to the City of Marysville, Public Works Department. Public Works is currently in the possession of signage for posting notice of closure of SR 528, 4th Street and 88th Street Freeway Exits and Ebey Slough Bridge. If replacement/repair of signage is required, please contact Gail Frost at 206-777-5282.

Wednesday – June 15th, 2022

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

Thursday- June 16th, 2022

4:30 p.m. to 8:00 p.m.

MARKET: Please drop off 4 Handicap parking signs by 9 a.m.

Saturday – June 18th, 2022

5:00 pm to end of event

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

PUBLIC WORKS ASSISTANCE

SANITATION DEPARTMENT

Thursday, June 16th – Sunday, June 19th, 2022

Dumpster for Market

4 dumpsters placed on corner of 7th & Alder next to fence

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

Recycle container for Market

20 Recycle containers

Saturday, June 18st, 2022

GRAND PARADE

Trash & Recycle containers in 1 block intervals on State Ave. from 76th to 3rd Street.

Trash & Recycle containers in 1 block intervals on 3rd Street from State Ave. to Alder St.

POLICE ASSISTANCE

Friday, June 17th, 2022

Market: 2:00 pm – 9:00 pm

Occasional walk through to monitor Asbery Field

Saturday, June 18th, 2022

Grand Parade: 4:00 pm to end of event

Assistance with crowd control and street closures

Market: 10:00 am – 9:00 pm

Occasional walk through to monitor Asbery Field

Grand Parades: Seafair Marshals will assist in crowd control.

Market Security: Private security will provide afterhours patrols. Security Firm contact will be given to the Marysville Police Dept.

Dates and times contract security is provided: Thursday- June 16th, Friday – June 17th & Saturday – June 18th,

*** 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.**

FIRE DEPARTMENT ASSISTANCE

Saturday – June 18th, 2022

4:00 pm – 6:00 pm

GRAND PARADE: Fire Marshall requested at Marysville School District Administrative Offices for float inspections.

All food vendors and mobile food vendors will be required to have a fire inspection prior to opening. They can contact the fire inspection line at (360)363-8525, to have the inspection scheduled prior to the event. If any mobile food vendor has a current inspection from the Regional Fire Marshalls and Mobile Food inspection program, it will need to be displayed for the inspector.

Any questions can be directed to the fire department by emailing: minspectors@marysvillewa.gov or by calling the inspection line at (360) 363-8525.

PARKS & RECREATION ASSISTANCE

MAY 6th, 2022 – 26 days prior to Festival until Monday, June 20th, 2022
ALL FESTIVAL BANNERS TO BE HUNG UP

WEDNESDAY- JUNE 15th, 2022




Market: Usage from 8:00 am Thursday, June 16th – Sunday, June 19th
10-12 picnic tables to be used in food court
1 gator
Electrical cord crossing guards
11 Electrical “Spider” distribution boxes

CITY HALL-EMERGENCY MANAGEMENT

Festival Risk Assessment Management will coordinate with City Official, Sarah Lavelle, the use of the communication radios owned by the city. Usage will be from Wednesday, June 15th, through Monday, June 20th.

Map of Events



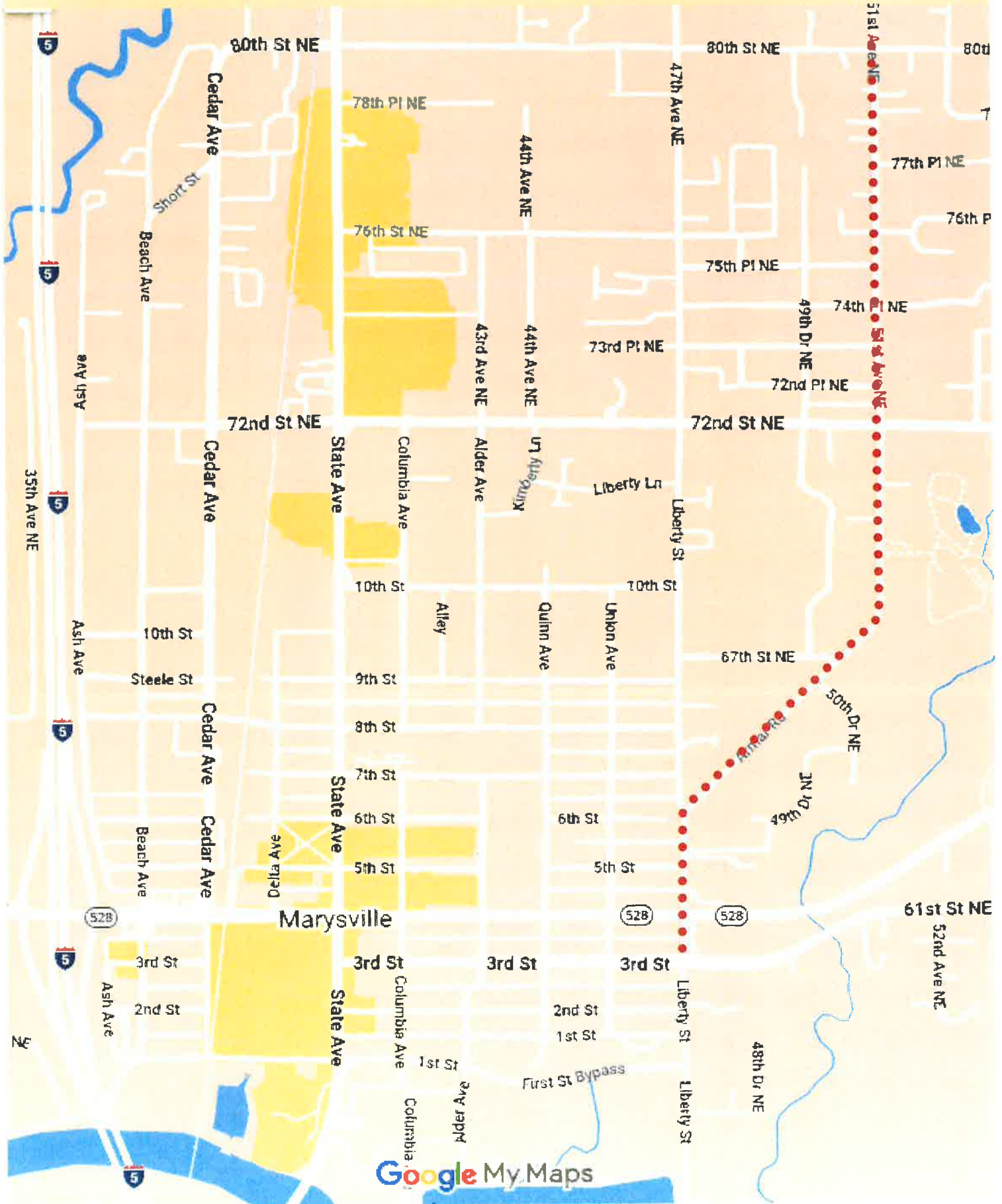
-  **Grand Parade Route**
-  **Berry Run Route**
Starts just south of 80th St.
Ends at 5th & State after U-turns
-  **VIP Route**

EVENTS KEY

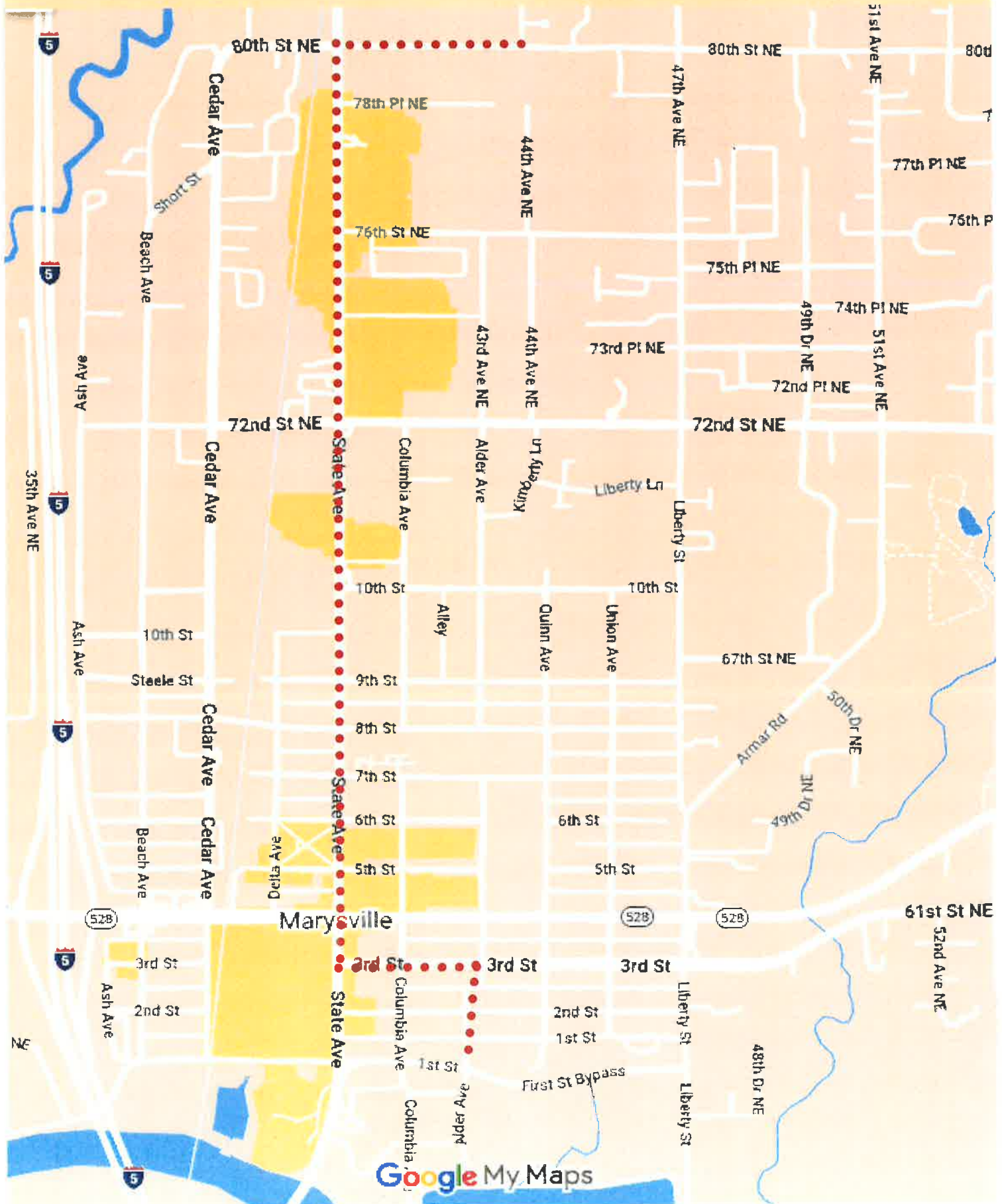
1. Golf Tournament
2. Fashion Show
3. Funtastic Carnival
4. Trike Races
5. The Market/
Entertainment
6. Rose Planting
7. Combat Pro
Wrestling
8. Strawberry Shortcake
Eating Contest
9. Berry Run
10. Grand Parade



Strawberry Festival VIP Transportation

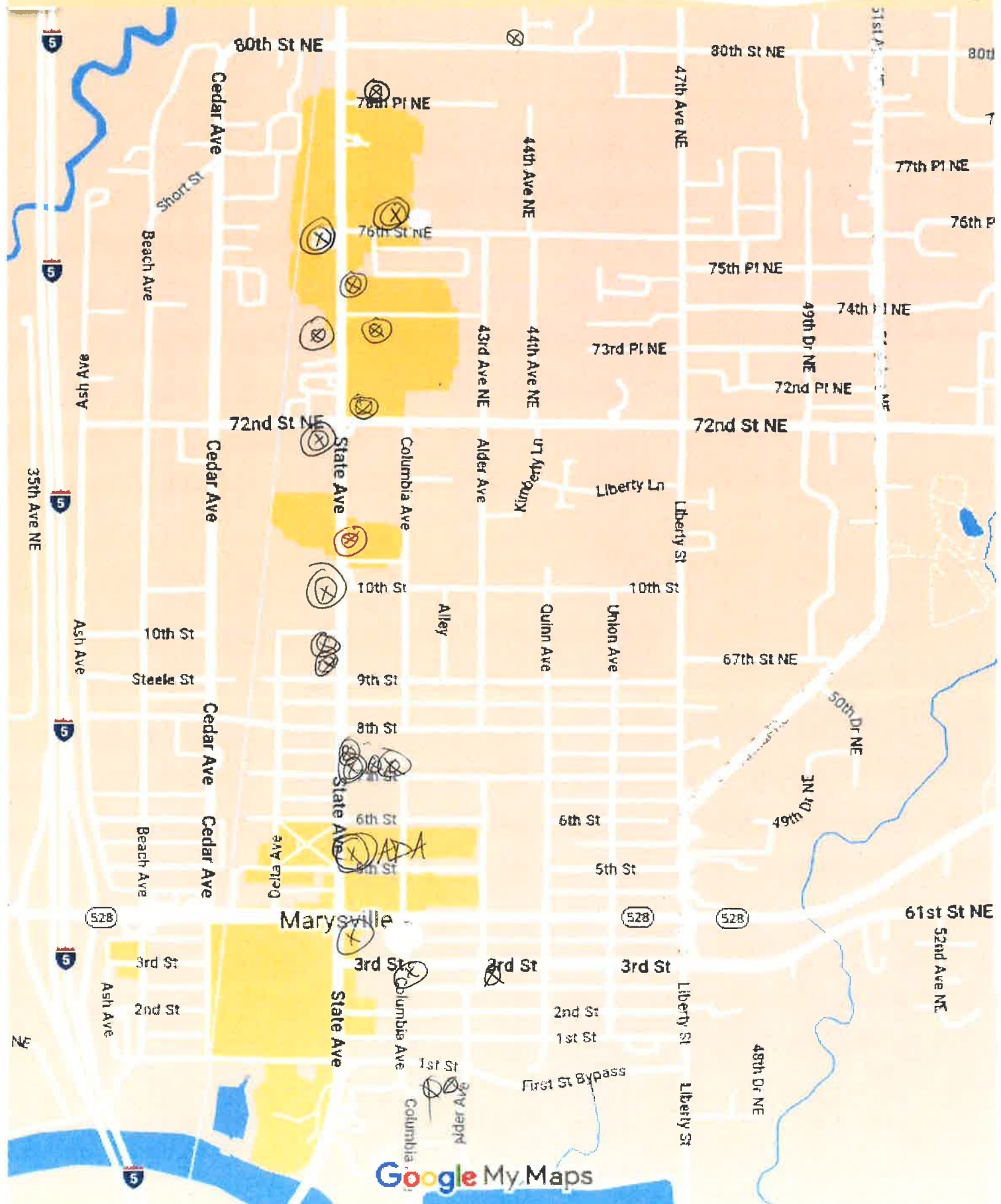


Strawberry Festival Grand Parade Route



Strawberry Festival

SANICAN LOCATIONS (SEE WRITTEN DESCRIPTIONS)



2022 Sanican Locations Deliver & Pick Up Schedule: (32 total; 31 regular, 1 ADA)

Saturday, June 18th, 2022- Deliver before 8 a.m. Monday June 20th pick up in the a.m. or anytime on Sunday, June 19th

***MARYSVILLE SCHOOL BUS BARN** (Marysville School District Administration Office Building)

4220 80th STREET N.E.

1 unit in parking lot on 80th St. OUTSIDE fenced area, next to sign saying "Shop through gate to portable"

***4121 78th STREET**

1 unit across the street on grass next to chain link fence

1 unit on 76th North side under signage that reads "North State Auto Clinic"

1 unit at E&E Lumber outside of the gate opening on E side of State and west of gate

***76th STREET**

1 unit at Key Bank on 76th just past the driveway in to Key Bank inside the white line backed up to the wood fence, south side

***SAFEWAY PARKING LOT**

1258 STATE AVE.

1 unit at the north end of the parking lot close to Home Street Bank

1 unit at the south end, South side of Wells Fargo Bank on grass

1 unit at O'Reilly's Auto Parts, North Side

***BUZZ INN RESTAURANT**

Grove and State Streets

1 unit SW corner of the parking lot close to the sidewalk

***RUSHMORE TAX** (east side of the street)

1094 State Ave

1 unit on the North side of the sign

***HERITAGE BANK** (west side of the street)

1 unit

***MUNICIPAL COURT 7 CASCADE VETERINARY CLINIC DRIVEWAY**

1049 State Ave.

1 unit on the side walk

***STATE STREET/AVE. FOODMART**

1034 State Ave

2 units North of barricade under the sign 2 metal poles

***9th STREET by Mora's Dress shop**

901 State

2 units on the corner of 9th and State Ave, West side

***TOTEM MIDDLE SCHOOL**

7th and State Ave

4 units, next to the Bldg. facing Taco Bell

***6th AND STATE AVE. N.W. CORNER**

Beige Building with a green metal roof

2 units on the sidewalk

***5th AND STATE AVE. N.E. CORNER**

2 units, (1 regular unit and 1 ADA unit)

They cannot be in the parking lot and need to be behind the driveway on the sidewalk

***4th AND STATE AVE AND JIMMY JOHN'S**

2 units on State Ave. close to the alley right next to Jimmy John's building

2 units between 3rd and 4th street, E side next to mall entrance sign

***3rd AND COLUMBIA**

1 unit in parking stall on the S.W. corner

***3rd AND ALDER**

1 unit in a parking stall on the S.W. corner

***PUBLIC WORKS**

80 Columbia

2 units before entering main gate on the NW side, use first 2 parking spots



Market Evacuation Map

