



FAIRFAX COUNTY PARK AUTHORITY

M E M O R A N D U M



TO: Chairman and Members
Park Authority Board

VIA: Timothy K. White, Acting Director

FROM: Charles Bittenbring, Director
Park Services Division

DATE: March 7, 2008

A handwritten signature in black ink, appearing to be "C. Bittenbring", written over the "VIA" line.

Agenda

Park Services Committee
Wednesday, March 12, 2008 – 4:15 p.m.
Board Room – Herrity Building
Chairman: Edward S. Batten, Jr.
Vice Chair: Frank Vajda

1. Report on Findings of Annandale High School Ethnic Family Survey (with presentation) – Information*
2. Fee Waiver Request – McLean Project for the Arts – Artfest*

*Enclosures



Board Agenda Item
March 26, 2008

INFORMATION (with presentation)

Report on Findings of Annandale High School Ethnic Family Survey

Community Connections was established to address the Park Authority's strategic planning objective to "engage and meet the needs of our diverse community." In carrying out that objective, the program seeks to increase participation in core Park Authority programs among ethnically diverse populations in Fairfax County. At present, only limited information about park use and the park-related needs of the diverse population groups living in the county is available to assist Community Connections with their charge. This survey was the first of what is intended to be a series of projects to build greater understanding of park use/needs of diverse populations over time.

The Annandale High School survey was conducted to complement other ongoing Community Connections efforts in Mason District. The objective was to interview families of students representing the five largest non-English-speaking ethnic/language groups enrolled at the school. (Hispanic/Spanish-speaking, Vietnamese, Korean, Urdu and Arabic-speaking families were included in the sample.) Park Authority staff partnered with the Annandale High School Parent Resource Center to obtain native speakers to conduct the interviews by telephone.

Staff will present an overview of some of the key findings from the survey, including:

- Current use of parks and recreation facilities in parks
- Barriers to park use
- Best ways to get information about parks
- Motivations for using parks
- Past involvement/future interest in the park planning process

ENCLOSED DOCUMENTS:

None

STAFF:

Timothy K. White, Acting Director

Cindy Messinger, Acting Deputy Director/COO

Charles Bittenbring, Director, Park Services Division

John Berlin, Manager, Program Branch, Park Services Division

Nick Duray, Manager, Marketing Research and Planning Section, Park Services Division

FEE WAIVER REQUEST
McLean Project for the Arts – Artfest

Background

Ms. Nancy Powers Perry, Executive Director of the McLean Project for the Arts, and Ms. Bari Levinston, Chairman of the McLean Project of the Arts Artfest have requested a fee waiver, or co-sponsorship (and fee waiver) of the Business Activity License fee and gazebo rental fee for their Artfest event at McLean Central Park on October 4, 2008.

The group anticipates that between 3,000 and 4,000 people will attend the event. The event will include a juried art show, sale of art, children's art display and instruction, music, and food sales.

The request also indicates that the Friends of McLean Central Park are co-sponsoring the event. Although the Friends of McLean Central Park are not an official "friends group" with the Park Authority, they did fund the construction of the gazebo at the park.

In 2007, the Park Authority co-sponsored the Artfest event and waived all fees. The decision to co-sponsor was made by the director after consultation with board members. As a co-sponsor, the Park Authority was identified on event literature but did not receive any other benefit and had no active role in planning or conducting the event.

Staff Recommendation

Staff recommends the Board approve the waiver of the gazebo rental fee. Although the Friends of McLean Central Park is not a formal Friends group, fees for use of the gazebo by the Friends of McLean Central Park have been waived since 2004 when the fee was first established in recognition of their financial contribution to build the facility. The value of the rental fee waiver for this year's event is \$750. The waiver also extends to the McLean Community Center for their summer concert series conducted in partnership with the Friends of McLean Central Park.

Staff recommends the Board deny the waiver of the Business Activity License fee. The 2007 event generated \$77,600 in gross revenue; the normal 15% fee to the Park Authority would have been \$11,640. The Board has consistently denied these requests based on the position that it is difficult to weigh the merits of one group or event against another. Therefore staff recommends that the fee continue to be applied to all user groups.

Staff further recommends that the Board approve a co-sponsorship of the event under the following terms:

- The Park Authority receives official recognition as a sponsor on all printed material regarding the event.
- The Park Authority receives official recognition as a sponsor in all media releases.
- The McLean Project for the Arts contributes a specified amount to the Park Authority to enhance Park Authority arts programs (suggested contribution \$5,000)

Attachment: Letter and application from the McLean Project for the Arts

January 23, 2008

Patty Paczan
Central Services Coordinator
Fairfax County Park Authority
12055 Government Center Parkway
Suite 927
Fairfax, VA 22035



Dear Patty,

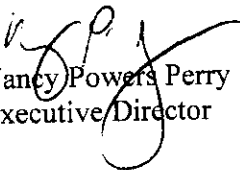
The McLean Project for the Arts would like to take this opportunity to once again thank the Fairfax County Park Authority for co-sponsoring the 2007 MPA artfest. Last year, approximately 3,500 attendees enjoyed and purchased the artwork of thirty-four artists during the first annual MPA artfest. The event featured a Children's Art Walk that featured over 300 paintings of students from seven local public elementary schools. Over 500 children created their own artwork in the Children's Art Tent. Eight performing artists groups also provided entertainment to the crowd.


The McLean Project for the Arts requests the exclusive use of McLean Central Park on Saturday, October 4 and Sunday, October 5, 2008 to hold its second annual MPA artfest. We invite the Fairfax County Park Authority to serve as a co-sponsor of this year's MPA artfest. As a co-sponsor of the event, the McLean Project for the Arts asks that the Fairfax County Park Authority grant a fee waiver for the 15% gross revenue stipulation contained within the permit application. Also, because the Friends of McLean Central Park has agreed to serve as co-sponsor of the 2008 event, the MPA requests that any permit fees associated with use of the McLean Central Park or the gazebo be waived.

Enclosed you will find a completed Fairfax County Park Authority Permit Application form. Please indicate if there are any subsequent forms that need to be completed for the Park Authority to begin processing the application.

Thank you for helping to make the 2008 MPA artfest even more successful than the first!

Sincerely,


Nancy Powers Perry
Executive Director


Bari Levinston
MPA artfest Chair

MPA artfest
McLean Project for the Arts
1234 Ingleside Avenue
McLean, Virginia 22101
Telephone 703.790.1953
www.mpaart.org

Fairfax County Park Authority Permit Application

Park Requested (submit one application per park): McLEAN CENTRAL Park

Date(s) Requested: Saturday 10/4/08 (for tent setup) - Sunday 10/5/08

Time In: To be determined Time Out: Sunday - 7:00 pm

Specific Area(s) Requested: Entire Park including GAZEBO

Group Name: Co-sponsored by McLEAN Project for the Arts (MPA) and Fairfax County Park Authority (FCPA)

Group Representative: Elizabeth Cullins - MPA artfest coordinator

Group Address: MPA 1234 INGLESIDE AVE McLEAN, VA 22101

Telephone: (home) 703 475 3757 (work) 703 790 1953 (fax) 703 790 1012

Email Address: ecullins@mpaArt.org

Number of Participants/Spectators: 3,000 - 4,000

Event Name: MPA artfest

Detailed Description of Event: (attach additional pages if necessary) A community juried fine art show and sale with children's art display and instruction, and ongoing musical

How will the event be advertised? Signage, newspaper ads and articles, mailings, web performance!

Special Provisions and Additional Requests: _____

- Yes No Will you be using a feature such as a tent, moon bounce, carnival rides, pony rides, etc.? If yes, list the service providers you plan to use:
Assuming availability, same service provider as last year
- Yes No Does your group plan on using an amplified sound system? If so, describe the sound system, and it's proposed use:
We intend to use the McLean Community Center's sound system for musical performances in the gazebo.
- Yes No Will anyone at your event be collecting money (to include donations); or will anyone be making sales or charging fees while on FCPA property? If so, a fee of \$50 or 15% of the gross revenue will be due to the Park Authority, whichever amount is greater. A Business Activity deposit of \$50 is due at the time of application instead of the \$25 application fee.
List the type of revenue generating activities you want to have at your event:
Refreshments will be sold at the event
- Yes No Will you be conducting classes, camps or other activities where you will be charging a fee to participate? If so, a fee of \$50 or 15% of the gross revenue will be due to the Park Authority, whichever amount is greater. A Business Activity deposit of \$50 is due at the time of application instead of the \$25 application fee.
List the Fee(s) charged per participant:

The user hereby agrees to indemnify and hold harmless Fairfax County, the Fairfax County Park Authority, their officers, agents, all employees, and volunteers from any and all claims for bodily injury, and personal injury, and/or property damage, including cost of investigation, all expenses of litigation, including reasonable attorney fees, and the cost of appeals arising out of any claims or suits which result from errors, omissions, or negligent acts of the user, his agents or employees.

Group is responsible for abiding by all FCPA policies, rules and regulations.

Group Representative Signature: [Signature] Date: 1-24-08

- Fee:
- 1. Application Fee: \$25 must be paid at the time the application is submitted. (Not applicable for Business Activities)
 - 2. Business Activities Deposit Fee: \$50 must be paid at the time the application is submitted (the \$25 Application fee is not required for Business Activities).

Payment Method: Check # _____ (attach) Visa or Master Card

Card Number: _____ Expiration Date: _____

Mail completed form to: FCPA - Park Services Division, Central Services Coordinator
12055 Government Center Parkway, Suite 927, Fairfax, VA 22035

Or fax to: (703) 631-2004