



FAIRFAX COUNTY PARK AUTHORITY

M E M O R A N D U M



TO: Chairman and Members
Park Authority Board

VIA: Michael A. Kane, Director

A handwritten signature in black ink, appearing to read "MAKane".

FROM: Charlie Bittenbring, Director
Park Services Division

DATE: December 1, 2006

Agenda

**Park Services Committee
Wednesday, December 6, 2006 – 4 p.m.
Board Room – Herrity Building
Chairman: Edward R. Batten, Jr.**

1. Summer Concert Series Update - Presentation*
2. Fee Waiver Request - McLean Community Center - McLean Day Festival*

*Enclosures

cc: Timothy K. White
Leadership Team

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Committee Agenda Item
December 6, 2006

PRESENTATION

Summer Concert Series Update

The Park Authority's Summer Concert and Entertainment Series for 2006 consisted of 200 performances within eight unique concert and entertainment series formats held at park locations throughout the county. Surveys were conducted throughout the summer at six of the series to profile basic audience demographic characteristics and gather information for improving the program in the future. Feedback was gathered from more than 3,000 program attendees. Staff will present an overview of this popular program, as well as key findings from the survey and their implications for future growth.

ENCLOSED DOCUMENTS:

None

STAFF:

Michael A. Kane, Director
Timothy K. White, Chief Operating Officer
Charles Bittenbring, Director, Park Services Division
Nick Duray, Manager, Market Planning & Research
John Berlin, Program Services Section Manager
Sousan Frankeberger, Events/Volunteer Coordinator, Program Services Section
Amber Janek, Analyst, Market Planning & Research

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FEE WAIVER REQUEST
McLean Community Center - McLean Day Festival

Background

Mr. Michael Cadwallader, Executive Director of the McLean Community Center has requested a fee waiver of the Business Activity License fee of \$50 or 15% of the gross revenue, whichever amount is greater, for money that they receive at McLean Day's event on May 19, 2007.

Mr. Cadwallader indicates in his request to use Lewinsville Park for the event that he requests a waiver of the fees for any sales made at the Park during the festival. He is requesting the waiver of the Business Activity License fee as they are a Fairfax County agency, and all proceeds are expected budget revenue for the McLean Community Center, a Fairfax County Government agency to defray expenses for the event.

In 2006, the Business Activity License fee was applied to the McLean Day's event. The amount paid by McLean Community Center for the Business Activity License fee to the Park Authority was \$6,409. It is estimated that the McLean Day's event attracts approximately 9,000 participants.

Staff Recommendation

Staff recommends that this request be denied. The Park Authority has a long standing policy that anyone making sales or collecting money at a park is subject to paying the Park Authority a fee of \$50 or 15% of the gross sales, whichever amount is greater. The Board's position has been that it is difficult to weigh the merits of one revenue generating group or event at a park against another group or event. Therefore staff recommends that the policy continue to be applied uniformly to all user groups.

Attachment:

Letter from Michael Cadwallader, Executive Director, McLean Community Center



County of Fairfax, Virginia

MEMORANDUM

TO: Patty Paczan
Central Services Coordinator
Fairfax Park Authority
Fax 703-324-3976

DATE: October 23, 2006

FROM: Michael Cadwallader
Executive Director

SUBJECT: Request Use of Lewinsville Park & Labor Personnel, May, 17-19, 2007

The McLean Community Center requests the use of McLean's Lewinsville Park and associated equipment Saturday, May 19, 2007, from 7 a.m. to 7 p.m. and on Thursday, May 17 to Friday, May 18 for setup for the annual McLean Day festival. The festival is well supported by this community, and attended by the Dranesville District Supervisor, other County Board members, community officials, and citizens. Please provide approval on the Fairfax County Park Authority Permit Application attached. Can we please have your response by November 30, 2006 so that we can start the planning process?

Festival activities include the Center's governing board election, amusement rides, carnival games, and business, political, and organization booths. Shuttle service will be provided to the Park on May 19.

Please coordinate with Community & Recreation Services regarding use of the fields and tennis courts. All athletic fields will be unavailable for games May 19 and until after 1:00 p.m. on Sunday, May 20 as large carnival rides will be occupying the parking lot. Additionally, the parking lot will be very limited to parking on May 18.

We will use the following areas on May 19 and be setting up on the previous days as indicated above. (Please see the attached proposed festival layout for further details.)

- Grounds immediately in front and to the side of the house comprising the lawn. This area will be used by community businesses, civic, non-profit and county government groups, and crafters as an exhibition area.
- All common grounds not comprised of playing fields for small inflatable amusements.
- The porch of the house will be restricted to center staff only.
- The basketball courts.
- All parking lots will be maximized for large carnival rides and shuttle buses.
- Use of running water and electricity is also required. This can be coordinated with the resident and the Cultural Resources office. Please advise them of this request.
- Please advise all garden plot renters of restricted use. They will not be able to drive to the garden plots on May 19. Also, advise all tennis classes and players that driving access to the

sam.roberts@faifaxcounty.gov

McLean Community Center
1234 Ingleside Avenue
McLean, Virginia 22101
703-790-0123/TTY: 703-827-8255
FAX: 703-556-0547
www.mcleancenter.org



tennis courts will be restricted; however, walking from the main parking lot will be more practical.

- The County show mobile will be used with its sound system.

The following annual labor and equipment are requested and can be charged to 491480 4351 through the County RIMS system:

- 25 picnic tables
- 25 trash barrels
- Deliver to Park the afternoon of Thursday or Friday, May 17-18, 2007.

We are also requesting dedicated labor support for Friday and Saturday, if available as follows:

- Two people 8:30 a.m. to 3:30 p.m., Friday, May 18, meet at McLean Community Center.
- Two people 7 a.m. to 3:30 p.m., Saturday, May 19, meet at the Park house.

We ask for the labor support because of our limitations and because your personnel would be more familiar with the type of park work required, such as putting up signs, maintaining the grounds and fields, clearing debris, emptying trash barrels, and general care of a park during a festival with an expected attendance of almost 10,000. We will pay personnel costs through the County RIMS system as we have paid in the past. Please provide the hourly rate for these employees upon approval.

The McLean Community Center will coordinate all park use requirements with Mr. Mark Rogers, Area I Management. Any unforeseen damage to property will be covered by the McLean Community Center.

We have enjoyed the very positive relationship and partnership with the Park Authority and its Board in producing this community day and look forward to another great year. We are hopeful for an approved permit for Lewinsville Park. Additionally, if possible, please waive commission fee charges for any sales made at the Park during the festival as we are a Fairfax County agency. All proceeds are expected budget revenue for the McLean Community Center, a Fairfax County Government agency to defray expenses for the event.

If you need additional information about this permit request or about the McLean Day festival, please do not hesitate to contact Sam Roberts at 703-790-0123. A reply to this request by November 30 would be greatly appreciated.

Enclosure: Park Permit Application
Festival Layout from 2006

S:SE/Mcday/McDay LEWPARK Req 07

sam.roberts@faifaxcounty.gov

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