

32nd ANNUAL FAIRFAX FESTIVAL
June 13 & 14, 2009
2009 FAIRFAX FESTIVAL REPORT

Dear Town Manager and Council Members,

Attached for your review is a financial report on the 2009 Fairfax Festival. You will see that the festival now has cash reserves of over \$10,000.00, which is a good thing, given that a few years ago the event was losing money.

INTRODUCTION

By all accounts the 2009 Fairfax Festival was a success. This year's highlights include:

- A record size parade.
- Continued growth of kid's area on the ball field.
- The ever evolving Ecofest, which every year attracts more and more people.
- Improvement in waste reduction through recycling and sorting efforts of the MCC.
- No after hours incidents.
- The festival remains self-sustaining with cash reserves of about \$10,000.00. A financial report is attached.

FESTIVAL STRUCTURE

The festival is produced by a committee of 10 or so local residents (list attached), which meets once or twice a month beginning in January. There is also an Ecofest subcommittee with a dozen or more members that meets separately due to the complexity of their department. One or more Ecofest committee members attend the full committee meetings. The festival is sponsored by PARC and led by a chairman, Richard Pedemonte. In 2006 it was suggested that the chairman become a member of PARC, which is the case. There are no paid positions on the festival committee.

FINANCES

A financial report is attached. Checks received are made out to the Fairfax Festival or the Town and are brought to Town Hall. Expenses are submitted to the Festival chairman for approval. He then forwards them to the Town for payment. Cash income from the information/t shirt booth is counted daily by the Festival Chairman, who brings it to Town Hall after the Festival where it is recounted and then deposited in the Town account. The Festival currently shows about \$10,000.00 positive balance which could be called "reserve funds". The committee occasionally makes requests to the Town Council for funds for special projects to improve the Festival grounds. For example in 2007 the Peri Park stage was built with Festival funds.

TOWN STAFF AND THE FESTIVAL

Town staff are welcome to join the Festival Committee. Rudy Contratti has been a Committee Member for many years and In 2009 Yvonne Roberts served as Children's Area Coordinator. Several Council Members have been on the Festival Committee, including Susan Brandborg and currently, Larry Bragman. Administratively there is some staff time devoted to the Festival; Town staff helps with management of finances, procurement of insurance, etc., public works builds the main stage and prepares the grounds for the Festival, and the police provide security and traffic control. These costs are not included in the financial report.

GOING FORWARD

In recent years the festival has grown in size and complexity to the point where relying on an all-volunteer staff is no longer viable. The chairman's position equals about two full months of work and includes: coordinating 8 different committee departments, filing for permits, keeping accurate records, chairing meetings, mediating when problems arise, and watching out for the Town's interests. This job is too big and complex to be done by a single volunteer. The festival committee will discuss the situation and may ask the Council for a staff budget for either an administrative person or an Executive Director.

Submitted by

Richard Pedemonte
Festival Chairman

**FAIRFAX FESTIVAL
FINANCIAL REPORT FOR 2009 FESTIVAL**

REVENUES		EXPENSES	
SPONSORS		01 poster	\$500.00
First Federal	\$100.00	03 printing	\$698.50
19 Broadway	\$100.00	04 banner	\$1,143.16
Fairfax Lumber	\$300.00	05 supplies	\$53.17
Clif Foundation	\$500.00	06 print ad	\$193.50
Delano	\$100.00	07 movie	\$271.00
MBRE	\$1,000.00	08 parade awards	\$329.57
Grilly's	\$100.00	09 radios	\$69.05
Sorella	\$300.00	10 supplies	\$25.92
Nave's	\$100.00	11 music	\$5,000.00
Weinsoff	\$100.00	12 radio ad	\$300.00
Coffee Roastery	\$100.00	13 Chrin ad	\$583.36
Ghiringhelli	\$200.00	14 conservation corps	\$1,000.00
Total	\$3,000.00	15 program printing	\$1,850.00
FOOD + BEV BOOTHS		16 print ad	\$359.00
Griffin's	\$720.00	entertainment-clown	\$250.00
FX-SA Children	\$430.00	18 print ad	\$350.00
Salaam	\$470.00	19 permits	\$1,842.00
Fx Food Co	\$220.00	20 sound	\$2,750.00
FDE	\$420.00	21 insurance	\$1,366.25
BSA	\$433.00	22 parade misc	\$314.40
NSGW	\$680.00	23 t shirts	\$3,718.00
Pedemonte and Co	\$720.00	24 signs	\$290.60
Ross valley Fire	\$680.00	25 hardware	\$223.10
Kicks	\$265.00	26 pizza	\$49.13
Calif Corn	\$470.00	27 t shirts	\$703.50
Uhruru	\$720.00	28 entertainment	\$950.00
Chad	\$720.00	29 print ad	\$718.00
Total	\$6,948.00	31 signs	\$42.54
OTHER		32 print ad	\$371.00
Francis De Geus Ekankar	\$30.00	33 rentals	\$1,203.25
Max Come	\$30.00	34 staff	\$372.96
L. Vassau	\$30.00	35 entertainment	\$300.00
Keller	\$30.00	36 entertainment	\$100.00
Flea Market	\$4,110.00	37 refund	\$30.00
Crafts	\$6,230.00	39 program insertion in IJ	\$1,181.81
NSGW	\$929.00	40 print ad	\$371.00
Ross Valley Fire	\$3,289.97	41 sigb	\$50.00
Wine tasting	\$1,583.00	42 print ad	\$506.52
Info Booth cash	\$5,888.00	43 entertainment	\$300.00
Eco fest fees	\$3,725.00	44. eco fest stage const	\$300.00
		45 waste water fee	\$288.45
		46 Town Staff Overtime	\$6,094.38
TOTAL	\$25,874.97	Total Expenses	\$37,413.12
Grand Total	\$35,822.97	Net	-\$1,590.15
		2008 FUNDS CARRIED OVER	\$8,669.00
		CASH BALANCE 02/3/2010	\$7,078.85