

TO: Eric Campbell, City Manager
FROM: Erin Johnson Smith, Events Manager, HDR
DATE: 6/11/18
RE: 2018 International Festival

Summary: To consider the event application request for the 21st annual Harrisonburg International Festival on Saturday, September 29, 2018.

Background: The Harrisonburg International Festival is a “family-friendly celebration of cultures and language diversity with food, crafts and activities for visitors of all ages. Cultural groups showcase their diversity and cultural and linguistic values as a means to educate the broader community and support awareness of their presence and contribution. [The festival includes] artisan vendors, food vendors, performances of music, dance and fashion. [Festival] ethos: Educate, Entertain, Eat.”

After meeting in January of 2018 to explore festival locations alternative to Hillandale Park, the Special Events Committee determined that downtown Harrisonburg could best accommodate International Festival and the 10,000+ attendees anticipated.

The event organizer, Fairfield Center, is requesting the use of Court Square, a small portion of the Water Street parking deck, the Municipal Lot, Turner Pavilion and Park, City Hall lot, and the Municipal and gravel parking lots. The event begins at noon and concludes at 6pm; street closures will be timed to accommodate event vendor set-up and the Farmer's Market. For specific street and parking lot closures, see event checklist attached at the end of the event application.

Key Issues:

- HPD support (8 total officers)
- Public Works support (4 staff for: street closures, sweeper, no parking signage, digital message board, refuse collection)
- HFD support: tent inspection, Fire Marshal, Command post
- HDPT: Routes 1 and 4 re-routed

