

TO: Eric Campbell, City Manager
FROM: Erin Smith, Events Manager, HDR
DATE: 4/10/19
RE: 2019 International Festival

Summary: To consider the Special Event application request for the 22nd annual Harrisonburg International Festival on Saturday, September 28, 2019.

Background: The Harrisonburg International Festival is a "celebration of culture and language diversity. A family-friendly event with food, crafts and activities for visitors of all ages. Cultural groups showcase their 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."

The festival begins at noon and concludes at 6pm, with 12,000 participants expected throughout the day. The event organizer, Fairfield Center, in partnership with HPR, is requesting the use of Court Square, several publicly-owned parking lots, and several private lots. The event would also require the closure of Main St. between MLK Way and Elizabeth St. For specific street and parking lot closures, see the checklist attached at the end of the event application.

The festival will not utilize the Turner Pavilion & Park. Harrisonburg Farmer's Market customers will be encouraged to park in available spaces in the Municipal lot, Water St deck and City Hall lot, all accessible from S Liberty St.

This application was reviewed and approved by the Special Events Committee on 04/04/19.

The total cost of the event is estimated at \$7,040.

Key Issues:

- HPR support (logistics and planning)
- HPD support (8 total officers + additional crossing guards)
- Public Works support (6 staff for: street closures, sweeper, no parking signage, digital message board, refuse removal)
- HFD support (tent inspection, command post, EMS bike team)
- Possible Community Development support: building permits for tents. HPR will contact if needed.
- HDPT: Routes 1 and 4 re-routed
- Proof of insurance and food vendor lists will be submitted prior to event