

**TOWN OF SAN ANSELMO
STAFF REPORT
July 6, 2016**

For the Meeting of July 12, 2016

TO: Economic Development Committee
FROM: David P. Donery, Assistant Town Manager
SUBJECT: San Anselmo Art & Wine Festival

BACKGROUND

The San Anselmo Art & Wine Festival has been managed by the San Anselmo Chamber of Commerce since the event began in the summer of 1983. The festival has continually operated over a single weekend during the summer, and has always taken place on San Anselmo Avenue. The Chamber of Commerce prepares an annual Special Event permit application which is reviewed by Town staff and presented to the Town Council for consideration each spring.

DISCUSSION

To produce the annual two-day festival, the Chamber hires an event production company to help coordinate the planning, operations and overall administration of the event. Once the annual street plan has been developed, representatives from the Chamber, the production company and Town staff work together to assure that all traffic, safety and other logistical concerns get addressed.

ANALYSIS

According to representatives from the Chamber of Commerce, they were disappointed with the quality of the event this year and have decided to conduct a search for new production company to help run the event. A new Request for Proposals (RFP) has been developed that emphasizes local artist participation, headline entertainment, and high-quality, juried art. The RFP goes on to require that the Marin Arts Council, the San Anselmo Arts Commission and Marin Open Studios be engaged to help with the jury process and other "quality control" aspects of the art components of the festival. The RFP will be sent to qualified local event producers.

In an email sent on June 29, 2016, the Chamber of Commerce CEO states that "understanding the economic and community drivers of a positive and vibrant municipal image, the San Anselmo Chamber knows this historic event must meet high standards. The event is a community cornerstone that has shown value to the community, commerce and sustained municipal branding and the Chamber intends to assure this for 2017".

In an effort to engage local residents and artists interested in becoming involved in the Art & Wine Festival, the Chamber of Commerce is organizing a steering committee for the 2017 festival. Everyone who has contacted the Chamber of Commerce regarding the 2016 Festival has been invited to join the committee.

Respectfully submitted,



David P. Donery
Assistant Town Manager