

City of Alexandria, Virginia

MEMORANDUM

DATE: NOVEMBER 7, 2001

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: PHILIP SUNDERLAND, CITY MANAGER *PS*

SUBJECT: CONSIDERATION OF AMENDING THE CONDITIONS ESTABLISHED BY CITY COUNCIL FOR THE JUNE 2002 AND 2003 RED CROSS WATERFRONT FESTIVAL TO EXTEND THE TIME FOR THE SALE OF BEER BY 30 MINUTES FROM 9:30 P.M. TO 10:00 P.M. ON SATURDAY EVENINGS

**ISSUE:** Consideration of amending the conditions established by City Council for the June 2002 and 2003 Red Cross Waterfront Festivals to extend the time for the sale of beer by 30 minutes from 9:30 p.m. to 10:00 p.m. on Saturday evenings.

**RECOMMENDATION:** That City Council amend the conditions for the Red Cross Waterfront Festival by extending the time when beer may be sold by 30 minutes from 9:30 p.m. to 10:00 p.m. on Saturday, June 8, 2002 and on Saturday, June 7, 2003, based on the requirement that two additional police officers are hired to assist those police officers normally hired for the festival.

**DISCUSSION:** At its November 28, 2000 legislative meeting, Council approved the conditions for the use of City facilities for the Red Cross Waterfront Festival in 2001, 2002, and 2003 (Attachment 1). At that time, the Red Cross requested an extension of the closing time of the festival and the sale of beer by one hour on Saturday evening. Staff supported the extension of the closing time request, but did not support the extension of the beer sales to a later hour. Staff recommended that beer sales end at 9:00 p.m. on Saturday. Council adopted the 9:00 p.m. end to beer sales and the 11:00 p.m. closing of the Festival (Attachment 1).

The Red Cross had expressed concern about the loss of time for beer sales on Saturday night with the closing time of the festival extended to 11:00 p.m. and beer sales required to stop by 9:00 p.m. As a result, the Police Department reviewed staff recommendations on beer sales, and indicated that they had no objection to extending the time for beer sales to 9:30 p.m. on Saturday for the 2001 Festival. At its meeting on February 28, 2001, Council approved extending the time for the sale of beer from 9:00 p.m. to 9:30 p.m. (Attachment 2).

In a letter dated August 29 (Attachment 3), the Red Cross requested that beer sales be extended until 10:00 p.m. on Saturday evenings for the 2002 and 2003 Waterfront Festival. This allows a one-hour buffer between the end of beer sales at 10:00 p.m. and the closing of the Festival at 11:00 p.m.

Staff evaluated the 2001 Festival and the impact of the extended beer sales until 9:30 p.m. No arrests were made as a result of this extension, and according to Recreation staff, generally the festival attendees who purchased beer until 9:30 p.m. were courteous and well-behaved.

The Police Department is concerned that extending the hours for beer sales on Saturday would enable patrons who arrive in the afternoon and stay at the festival until closing to purchase and drink alcohol over a longer period of time. The Police Department believes that increasing by two the number of police officers who work at the festival would address this concern.

The Founders Park Community Association, the Rivergate Homeowners Association and the Old Town Civic Association, as indicated in their letters (Attachment 4, 5, 6) support the extension of beer sales until 10:00 p.m. on Saturday nights on June 8, 2002 and June 7, 2003. Staff supports the Red Cross in its request to sell beer on Saturday night until 10:00 p.m., with the Festival closing at 11:00 p.m. in 2002 and 2003, with the requirement that two additional police officers be hired.

**FISCAL IMPACT:** The cost for the two additional police officers will be covered by the Red Cross as part of the fees for this special event. The Red Cross has agreed to this condition and requirement.

**ATTACHMENTS:**

1. Red Cross Waterfront Festival Docket Item #15, November 28, 2000
2. Red Cross Waterfront Festival Docket item #13, February 28, 2001
3. Letter dated August 29, 2001 from the Red Cross
4. Letter dated October 18, 2001 from the Old Town Civic Association
5. Letter dated October 16, 2001 from the Rivergate Homeowners Association
6. Letter dated October 16, 2001 from the Founders Park Community Association

**STAFF:**

Sandra Whitmore, Director, Recreation, Parks and Cultural Activities  
Janet Barnett, Deputy Director, Recreation, Parks and Cultural Activities

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11-28-00

*City of Alexandria, Virginia*

MEMORANDUM

DATE: NOVEMBER 20, 2000

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: PHILIP SUNDERLAND, CITY MANAGER *ps*

SUBJECT: CONSIDERATION OF APPROVAL FOR THE ALEXANDRIA RED CROSS WATERFRONT FESTIVAL IN 2001, 2002 AND 2003

**ISSUE:** Use of City facilities and personnel for the Alexandria Red Cross Waterfront Festival on June 8, 9, and 10, 2001, and consideration of (1) extending this approval to include the next two festivals on the second weekend in June of 2002 and 2003, (2) extending the closing time of the festival one hour on Saturday evening, (3) placing a banner on Route 1 North and South, (4) making a sponsor contribution to the festival.

**RECOMMENDATIONS:** That City Council:

- 1) Approve the use of City facilities and personnel for the 20<sup>th</sup> Annual Alexandria Red Cross Waterfront Festival on June 8, 9, and 10, 2001;
- 2) Approve the use of City facilities and personnel for the next two festivals on the second weekend in June of 2002 and 2003 based on the same framework and conditions that are approved for the 2001 festival;
- 3) Approve extending the closing time of the festival one hour on Saturday evening;
- 4) Not approve the Red Cross's request to place a banner on Route 1 North and South; and
- 5) Not approve the Red Cross's request for a sponsor contribution to the festival.

**I. APPROVAL OF FACILITIES AND PERSONNEL**

All City costs associated with the festival are to be paid by the Red Cross, and include permits and license fees, facilities and equipment rental fees, and staff fees at the appropriate overtime rates. These fees are estimated to total \$38,438 this year, and are not to be waived (Attachments 1 and 2). The actual fees shall be determined by the City as of June 30, 2001. The Red Cross made a

net total of \$92,547 on the 2000 festival after paying \$43,099 in City fees and costs for permits, licenses, facilities and equipment (Attachment 3).

A. The following is a summary of the use of parks, equipment and public facilities for this festival (Attachment 1):

1. The use of Oronoco Bay Park from 10:00 a.m. - 11:00 p.m. on Friday, June 8 (set-up of equipment from 10:00 a.m. - 6:00 p.m.); 10:00 a.m. - 11:00 p.m. on Saturday, June 9; and from 10:00 a.m. - 7:00 p.m. on Sunday, June 10. City staff and Red Cross volunteers will start placing equipment in the park on Wednesday, June 6.
2. The use of Founders Park (east side of cinder track) during festival hours. This area will be used for passive displays, activities, and festival entrance as agreed upon by the Founders Park Civic Association.
3. The use of the Torpedo Factory Piers (north and south) and the Founders Park Piers (north and south) at the City Marina for berthing and servicing of visiting ships during festival hours.
4. The use of the High School Rowing Facility and Oronoco Bay for recreational use of the bay and conducting canoe rentals. The School Board permit is to be secured before scheduled date.
5. The closing of the bicycle path between Montgomery and Oronoco Streets during festival hours with the re-routing of traffic using Oronoco, Fairfax, and Montgomery Streets.
6. The closing of the following streets to vehicular traffic (except festival and emergency vehicles) from 10:00 a.m. on Friday, June 8, through Sunday, June 10, 7:00 p.m.
  - Madison Street east of Fairfax Street to the Alexandria School Rowing Facility;
  - Pendleton Street east of Fairfax Street to Union Street;
  - Oronoco Street east of Union Street to the river; and
  - Union Street north of Oronoco Street to Pendleton Street.
7. A ban on parking on the following streets from 8:00 a.m. on Friday, June 8, until 9:00 p.m. on Sunday, June 10:
  - Madison Street east of Fairfax Street to the river;
  - Pendleton Street east of Fairfax Street to Union Street;
  - Oronoco Street east of Union Street to the river; and
  - Union Street north of Oronoco Street to Pendleton Street.

8. A ban on public parking on Fairfax Street (parking with festival permit only), east side, from Oronoco Street to Montgomery Street from 4:00 p.m. on Friday, June 8, until 9:00 p.m., on Sunday, June 10.

**B. The following is a summary of the required permits (Attachment 2):**

1. To allow the temporary occupancy of public spaces for displays, exhibits, events, demonstrations, sales, trash removal, toilet facilities, amusement rides and other similar activities. The Department of Transportation and Environmental Services issues a permit following City Council approval;
2. To allow the on-site sale of food and beer during specified festival hours;
3. To allow the performance of staged musical events in Oronoco Bay Park on Friday, June 8, 6:00 p.m. - 11:00 p.m.; Saturday, June 9, 10:00 a.m. - 11:00 p.m.; and Sunday, June 10, 10:00 a.m. - 7:00 p.m. The Red Cross is still determining the types of family entertainment that will be featured, but it is expected to be similar to the 1999 and 2000 festival entertainment;
4. To support a fireworks display to be conducted from a barge in the Potomac River on Friday, June 8 at 10:30 p.m. and Saturday, June 9 at 10:30 p.m., or shortly thereafter. This support is contingent upon the Alexandria Red Cross obtaining permission to shoot fireworks from the District of Columbia;
5. To allow the placement of Red Cross flags by the Red Cross on utility poles from June 4 to June 11, in Oronoco Bay Park, at the City Marina and along Union Street between Cameron and Pendleton Streets;
6. To allow placement of signage for parking, excluding use of light poles, from June 4 through 11;
7. To allow amusement rides to be assembled and operated in Oronoco Bay Park. Insurance will be provided by the amusement ride vendor.

**C. City Equipment to be rented:**

- Water buffalo;
- Mobile Stage (throughout the festival hours); and
- The use of available picnic tables in the park and additional picnic tables to be brought into the park and placed along the eating area off Pendleton Street and along the path by the water.

**D. Conditions for use of City facilities:**

1. No permits or license fees, facilities or equipment, rental fees, or staff costs required for the festival shall be waived since the Red Cross raises a substantial amount of money from this festival.
  - Rental and staff fees shall be billed by the City on or before June 30, 2001, with payment due on or before July 31, 2001 (Attachment 1); and,
  - All permit fees shall be paid in advance, all insurance requirements shall be met and the park bond shall be posted in advance (Attachment 2).
2. The Red Cross shall be responsible for the restoration of landscaping, grass, sprinkler systems, light poles, and other park amenities at Oronoco Bay Park, and the City Marina area, and all other public rights-of-way as requested by the City. A \$2,500 bond shall be posted by the Red Cross by June 1. Additionally, the Red Cross will be assessed a restoration fee to aerate, seed and fertilize the park after the festival, where necessary (Attachment 2).
3. Beer sales shall be limited as follows: On June 8, 6:00 p.m. - 10:00 p.m.; on June 9, 11:00 a.m. - 9:00 p.m.; and on June 10, 11:00 a.m. - 6:00 p.m. No beer shall be taken from the festival grounds. All beverages sold must be served in plastic cups, including non-alcoholic beverages. No more than two alcoholic beverages may be purchased at any one time by a customer. The Special Events Committee, which includes representation from the Police Department, voted that beer sales end at 9:00 p.m. on Saturday (June 9) evening even though the festival does not end until 11:00 p.m. Police reports regarding alcohol related arrests for previous years have been two arrests per year in 1996 and 1997, no arrests in 1998, one arrest in 1999, and no arrests in 2000.

Other requirements pertaining to beer sales are as follows:

- The Red Cross will obtain and produce a Virginia ABC License and City Banquet License.
  - The Red Cross will provide T.I.P.S. training, (Training for Intervention Procedures for Servers of Alcohol), for volunteers who will be selling alcoholic beverages during the festival. These volunteers will not be permitted to consume these beverages while they serve them.
4. Where necessary, the Red Cross shall obtain permission from Federal, State and D.C. Government agencies and provide the City with copies of approvals and permits.
  5. The Red Cross shall provide the City with copies of Certificates of Insurance for public liability and property damage of \$2,000,000 with the City of Alexandria named as additional insured. The certificates shall cover waterfront docks,

fireworks displays, Oronoco Bay Park, beer sales, and rights-of-way approved in this request (Attachment 2).

6. In addition, the Red Cross shall obtain and provide the City with a copy of a Certificate of Insurance for public liability and property damage of \$2,000,000 per occurrence/\$5,000,000 aggregate, with the City of Alexandria named as additional insured, to cover amusement rides.
7. The Red Cross will supply barricades. The Red Cross will provide personnel to place the barricades and to control each gate to prevent unauthorized motor vehicles from entering the closed streets.
8. The Red Cross will provide the personnel necessary to keep the parks, streets and sidewalks clean at all times. The City will provide a trash truck and personnel for removal and dumping of bagged trash from the festival site. The Red Cross shall pay all dumping and personnel fees connected with this service (Attachment 1).
9. The Red Cross shall notify and obtain, where possible, letters confirming participation and/or cooperation from the following organizations and groups that will be affected by the festival and submit such documents to the City for review before this permit is processed:
  - United Way of America
  - Sheet Metal Workers' Association
  - C.M.S. (Dalton Wharf)
  - Gates, Hudson and Associates
  - Norfolk Southern Railway System
  - Robinson Terminal
  - Alexandria Chamber of Commerce
  - Founders Park Citizens' Association
  - Old Town Citizens' Association
  - The Alexandria House Tenants' Association
  - Rivergate Homeowners' Association
  - Old Town North Community Association
  - Alexandria Public Schools
10. The Health Department must approve all food and beverage concessions prior to their arrival at the site. Adequate toilet facilities must also be provided.
11. The Red Cross shall provide and pay for night security of the festival grounds and along the waterfront.
12. The Red Cross shall be responsible for all docking fees incurred by visiting ships berthing at the City Marina.

13. The Red Cross shall obtain a three-day banquet license and a three-day business license from the City's Finance Department (Attachment 2).
14. All food sales will be conducted under tent canopies or from booths and wagons located throughout the festival site. Concessionaires include several Alexandria restaurants and clubs. The Health and Fire Departments will monitor these activities to ensure that all codes are met.

## **II. APPROVAL FOR THE USE OF CITY FACILITIES AND PERSONNEL FOR THE 2002 AND 2003 FESTIVAL**

Based on the recent record of successful collaborations with the City, the Red Cross seeks approval for the next three festivals in 2001, 2002, and 2003. The framework and conditions of the festival would remain the same. The Red Cross has no plans to change the successful formula for the festival which has a strong family focus. The Red Cross would follow the same process and conditions set forth in this docket item as it relates to the festival for all three years, and is asking City Council to approve these future festivals. The Red Cross will return to Council in 2003 to seek approval for a 2004 festival.

The registration process for new and existing organizations to apply to sponsor a major event in Old Town for the five-year period commencing January 1, 1999, was held on September 10, 1998 (Attachment 4). The Red Cross registered the Alexandria Red Cross Waterfront Festival for the following dates: June 11- 13, 1999; June 9 - 11, 2000; June 8 - 10, 2001; June 7 - 9, 2002; and June 13 - 15, 2003. These dates have been secured for the festival based on the guidelines that limit scheduling of events in Old Town Alexandria to alternating weekends.

The Special Events Committee supports the request to confirm the use of City facilities and personnel for the Alexandria Red Cross Waterfront Festival in 2001, 2002, and 2003, as outlined in the recommendations of this memorandum.

## **III. APPROVAL TO EXTEND THE CLOSING TIME OF THE FESTIVAL ONE HOUR ON SATURDAY EVENING**

The Red Cross is asking to change the ending time of the festival for Saturday evening from 10:00 p.m. to 11:00 p.m. The Special Events Committee, including the Police Department representative, supports this request, but does not support the extension time for serving alcohol by one hour. The beer sales should end at the same time on Saturday evening as in past festivals at 9:00 p.m.

**IV. NOT APPROVE PLACEMENT OF A BANNER ON ROUTE 1 NORTH AND SOUTH**

The Red Cross has requested permission to place a festival banner along Route 1 North and South from June 4 through June 11. The Zoning Ordinance<sup>1</sup> states, "No banner may be erected or displayed, except (1) across a street, road or highway in a commercial zone for up to ten days pursuant to special authorization provided by City Council, and (2) across an alley pursuant to a permit issued by the City Manager upon a finding that the banner poses no danger to the safety of the public."

Staff does not support this request for a banner across Route 1 North or South because this adds signage to the landscape in Alexandria along Route 1 North and South that would be a potential distraction for motorists, and creates the potential to interfere with traffic flow. It is unclear how the requested banner would be secured, and staff note that improperly secured banners would be a potential safety hazard as well. In addition, staff note that there are numerous sponsors of special events in the City of Alexandria who would also wish to erect a banner for their events in such a prominent location. Therefore, in fairness to all sponsors of events in Alexandria and due to the concern for traffic safety, staff does not support the request for banners across Route 1 North or South.

**V. NOT APPROVE SPONSOR CONTRIBUTION TO THE FESTIVAL**

In letters to the City Manager and the Director of the Department of Recreation, Parks and Cultural Activities, the Red Cross has asked that the City consider a \$30,000 financial (or in-kind support) sponsorship of the 20<sup>th</sup> Annual Alexandria Red Cross Waterfront Festival (Attachments 5 & 6). The sponsorship benefits are highlighted as an attachment in a letter to the Department of Recreation (Attachment 6, page 9).

In response, staff has indicated we do not support the request for the contribution of \$30,000 (Attachment 7). The letter from the Director of Recreation, Parks and Cultural Activities concurs that the City is not in a position to support the request for sponsorship of the festival (Attachment 8).

**BACKGROUND:** The first Red Cross Waterfront Festival was held in June 1981 at Founders Park. In 1986, the festival was moved to Oronoco Bay Park. The purpose of the event is to promote health and safety, and to attract people to Alexandria's waterfront. The festival has consisted of family entertainment, health, safety and informational exhibits, boat tours, children's activities and evening fireworks. Proceeds from the event enable the Red Cross to provide programs and assistance to the Alexandria community.

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<sup>1</sup> Section 9-104 (F)

Each year the festival has grown both in program offerings and in popularity averaging about 80,000 people per year except for the years that attendance dropped due to the severe thunderstorms. The 1999 festival attracted an estimated 80,000 people over the three-day event and the 2000 festival attendance was estimated at 50,000 people. Heat was a factor this past year as temperatures reached the high 90 degrees and Saturday and Sunday were certified Code Red Days.

**DISCUSSION:** The 20th Annual Alexandria Red Cross Waterfront Festival is scheduled for June 8, 9, and 10, 2001 (Attachment 6). A wide variety of activities are planned, including live musical entertainment for the family, fireworks, food sales, water and safety demonstrations, a blood mobile, ship tours, exhibits, and arts and crafts. In addition, children's activities will include storytelling, face painting, amusement rides and staged entertainment.

This annual festival receives national publicity and it is the Alexandria Chapter's primary fund raiser. A financial statement released by the Alexandria Chapter in July 2000 (Attachment 3), shows that the chapter realized a net profit of \$92,547 from the 2000 festival. This revenue was generated through admission fees, donations, sales, vendor rental fees and strong support from the Alexandria business community. As reported in the past, monies raised from this festival are returned to the Alexandria community in the form of programs and assistance.

The Red Cross remains committed to alleviating traffic and parking problems associated with the entire festival by encouraging the use of public transportation, and providing free shuttle buses from the King Street and Eisenhower Metro Stations. As in years past, the Red Cross has approached several private parking areas requesting support of vendor, volunteer, and handicapped parking. Shuttle service is publicized in media spots and promotional materials.

The Red Cross has also secured parking at the Hoffman complex at Eisenhower Station. In addition, several smaller parking lots will be used, including space at Dalton Wharf and the parking lot at 700 North Fairfax Street. Canal Center will provide 1,200 spaces for festival participants as it did last year. The Red Cross has planned additional parking signs at main arteries leading into the City and will include the City's parking map in their publicity or as an additional handout.

Fireworks will be shot from a barge on the Potomac River. As indicated, support for the fireworks is contingent upon the Red Cross receiving permission to shoot the fireworks from the District of Columbia.

The attendance at the 2000 festival was estimated at 50,000 people, and there were no arrests reported by the Police Department. Staff believes that the Red Cross continues to make a concerted effort to offer a family-oriented event and include tight control on the sale and consumption of beer. The festival features family-oriented events including a children's tent and amusement rides and family musical entertainment. No carnival games are offered.

The Red Cross will again offer a family-oriented festival and has agreed to the following commitments (Attachment 6):

1. Same hours as last year, except for an additional hour to Saturday evening.
2. Continue tight control on the sales and promotion of alcohol as follows:
  - No beer will be sold during the last hour of the festival on each day;
  - Offer beer sales on Friday from 6:00 to 10:00 p.m. and on Saturday from 11:00 a.m. to 9:00 p.m. and on Sunday from 11:00 a.m. to 6:00 p.m.
  - Continue wristband identification system for the purchase of consumption of alcohol.
  - Maintain same size cups for beer, but create a uniform price at \$4 per cup for all beer, domestic and imported.
3. The Red Cross will offer children's amusement rides. Approximately eleven rides will be provided. Final plans will be reviewed with the Recreation Department as they become available.
4. The poster design this year will be similar to 2000 with a waterfront theme. When the design is complete, it will be shared with the City.
5. The Festival Committee is working to provide appropriate musical entertainment throughout the weekend. The formats for entertainment will be similar to last year.
6. The festival layout will accommodate previously expressed concerns raised by the homeowners of the Rivergate community. To reduce the noise impacting neighboring communities, the main stage will be on the north west corner of the park and will face southeast so that sound will be directed toward Robinson Terminal.
7. Restaurant vendors will not operate on the north end of the park along Madison Street; restaurant vendors will be at the south end of the park on Pendleton Street.
8. The Red Cross will secure a waste management company to provide daily collection of restaurant waste during the festival and its conclusion.
9. The Red Cross will provide water for the restaurants for clean-up.
10. The Red Cross will continue to encourage festival participants to utilize the public transportation available through METRO and will provide a free shuttle bus service to the festival from Eisenhower and King Street Metro stops. As in years past, the Red Cross has approached several private parking areas requesting support for vendor, volunteer, and handicapped parking.

The Red Cross has indicated the following highlights for the festival in 2001, 2002, and 2003:

1. The Festival Committee is inviting tall sailing ships to participate in addition to a request for the United States Navy and Coast Guard vessels to return. These ships have been a large draw to previous Waterfront festivals and provide maritime history and 'hands on' education for the entire family.
2. Children's and Family Pavilion - The Central Tent will feature costumed characters, interactive activities, stimulating games and family attractions, entertainment, etc. The Family Pavilion is the centerpiece of the festival, concentrating on quality, creativity, and wholesome entertainment with special emphasis on family education and children.
3. Children's Harbor - Designed to stimulate the creativity of our little ones, the Children's Harbor will, again, offer projects, entertainment, imagination, and lots of laughter. The fun will include cookie decorating, face painting, bubble blowing, balloons, music, and story time.
4. Health and Safety Exhibits Area - Educational health exhibitors will embellish the site with interactive displays encouraging cholesterol and blood pressure screening, automobile safety techniques, first aid, CPR, sight and hearing evaluations, etc.
5. Corporate Exhibitors - Leading organizations in the community, e.g., Sun Trust Bank, ABC, Washington Metropolitan Airports Authority, Dunkin' Donuts, Breyer's Ice Cream, AT&T Mobile, etc., will each showcase their business through engaging presentations and giveaways.
6. Re-enactors - Period costumed 18<sup>th</sup> and 19<sup>th</sup> century actors will be strategically placed to bring history to life with demonstrations.
7. Climbing Wall - Is under consideration as one of the hottest attractions at outdoor events. Patrons gain an appreciation for rock climbing as they scale the wall in safety equipment.

**FISCAL IMPACT:** Staff and rental fees are estimated to be approximately \$36,875 and permit fees are approximately \$1,563, for a total of \$38,438 all of which will be paid by the Red Cross. The actual fees will be determined by the City as of June 30, 2001. In 2000, the Red Cross paid \$43,099 for staff fees, rentals, and permits.

- ATTACHMENTS:**
1. Estimated City Staff and Rental Cost to Red Cross
  2. City Permits and Bond Requirements
  3. 2000 Red Cross Waterfront Festival Financial Report
  4. Guidelines for Sponsoring Major Events in Old Town Alexandria
  5. Red Cross request letter to City Manager
  6. Red Cross request letter to Director of Department of Recreation, Parks and Cultural Activities

7. City Manager letter to Red Cross
8. Director of Recreation, Parks and Cultural Activities letter to Red Cross

**STAFF:**

Sandra Whitmore, Director  
Recreation, Parks and Cultural Activities  
Janet Barnett, Deputy Director  
Recreation, Parks and Cultural Activities  
Leslie Clark, Recreation Supervisor V/Events  
Recreation, Parks and Cultural Activities

**2001, 2002, 2003 ALEXANDRIA RED CROSS WATERFRONT FESTIVAL  
ESTIMATED STAFF AND RENTAL COSTS  
(To be paid by the Red Cross)**

<b>CITY AGENCY</b>	<b>PURPOSE/ACTIVITY</b>	<b>ESTIMATED COST</b>
Fire/Code	<u>Salaries for Overtime</u> Two Deputy Marshals for 3 days to monitor festival and cover fireworks One Deputy Marshal for fireworks display for 2 days	\$ 1,600.00
Fire/Emergency	<u>Cost Estimate</u> To provide emergency medical services for 3 days.	\$ 600.00
Recreation	<u>Salaries and Rental</u> Estimated staff fees and rental cost including docking fees for visiting vessels, maintenance, general turf repair, professional and logistical staff support and supervision of trash details.	\$10,425.00
Health Department	<u>Salaries for Overtime</u> Supervision and inspection for 3 days.	\$ 1,500.00
Police Department	<u>Salaries for Overtime</u> Security, crowd and traffic control	\$20,000.00
T&ES/Sanitation	<u>Salaries and Dumping</u> Trash removal throughout festival	\$ 2,750.00
<b>Sub-Total</b>	<b>Staff Cost and Rental Fees</b>	<b>\$36,875.00</b>
<b>NOTE: All overtime costs are estimates that may increase or decrease depending on operating hours, the weather, and the size of the crowd.</b>		

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**2001, 2002, 2003 ALEXANDRIA RED CROSS WATERFRONT FESTIVAL  
ESTIMATED STAFF AND RENTAL COSTS  
CITY OF ALEXANDRIA REQUIRED PERMITS  
(To be paid by the Red Cross)**

<b>DEPARTMENT</b>	<b>PERMIT</b>	<b>FEE</b>
Finance	Business License	\$ 90.00
Finance	Beer Tax License	\$ 15.00
Fire/Code	Tent Inspection	\$ 0.00
Fire/Code	Hydrant Permit	\$ 30.00
Fire/Code	Amusement Ride Construction Permit (no inspection fee) 4 Major Rides @ \$25/ride 7 Kiddie Rides @ \$15/ride Plus 1% state sur charge	\$ 207.00
Fire/Code	Permit portable generator	\$ 50.00
Fire/Code	Permit Sound Tower	\$ 40.00
Fire/Code	Fireworks Permit (\$50/day)	\$ 100.00
Fire/Code	Temporary Wiring Permit	\$ 40.00
Health	Noise Permit	\$ 0.00
Health	Food/Beverage Permit	\$ 0.00
Virginia ABC	Banquet License	\$ 150.00
TES/Traffic	Street Closure Permits/Reserved Parking	\$ 841.00
<b>Sub-Total</b>	<b>Permits &amp; Inspection Fees</b>	<b>\$ 1,563.00</b>
<b>Sub-Total</b>	<b>Staff Cost and Rental Fees</b>	<b>\$ 36,875.00</b>
	<b>ESTIMATE TOTAL OF ALL COSTS</b>	<b>\$ 38,438.00</b>

<b>INSURANCE AND BOND REQUIREMENTS (to be paid by Red Cross)</b>	
Insurance Requirement	\$2,000,000 - docks, park and street closing, serving alcoholic beverages. \$2,000,000 per person for public liability and property damage/\$5,000,000 aggregate.
Park Bond	\$2,500 - Oronoco Bay Park, and surrounding marina area.

AMERICAN RED CROSS - ALEXANDRIA CHAPTER  
WATERFRONT FESTIVAL REVENUE AND EXPENSES  
FOR THE YEARS ENDED

	June 30, 2000		June 30, 1999	
	Actual	(Unaudited) Budget	Actual	(Unaudited) Budget
<b>REVENUE</b>				
Children's Harbor	\$ 41,123	\$ 52,200	\$ 44,856	\$ 52,200
Fund-raising				
Arts and crafts vendors	-	-	948	-
General	99,600	100,000	64,172	75,000
Ships	-	5,000	5,000	5,000
Kick-off party	-	1,000	1,000	-
Total fund-raising	99,600	106,000	71,120	80,000
Logistics				
Electrical equipment	3,450	1,000	1,330	-
Tables, tents and chairs	250	-	-	-
Total logistics	3,700	1,000	1,330	-
Program				
Gate admission	91,340	130,000	127,600	104,000
Arts and crafts	16,923	16,125	16,125	21,200
Haircuts	600	1,000	1,051	1,000
Health and corporate exhibits	16,100	7,500	10,660	4,600
Canoe-rental	315	600	215	600
Total program	125,278	155,225	155,651	131,400
Sales				
Beer	39,787	58,000	58,113	52,000
Wine	1,433	-	3,890	-
Festival store	14,209	16,000	15,992	18,600
Soda and ice cream	10,941	12,250	10,989	13,250
Restaurant fees	29,663	29,000	25,796	36,600
Ice	2,848	1,500	3,077	1,244
Glowlights	1,341	800	1,030	800
Total sales	100,222	117,550	118,887	122,494
Other	-	-	3,862	-
<b>Total revenue</b>	<b>369,923</b>	<b>431,975</b>	<b>395,706</b>	<b>386,094</b>

AMERICAN RED CROSS - ALEXANDRIA CHAPTER  
WATERFRONT FESTIVAL REVENUE AND EXPENSES  
FOR THE YEARS ENDED

EXPENSES	June 30, 2000		June 30, 1999	
	Actual	(Unaudited) Budget	Actual	(Unaudited) Budget
Administration				
Fund-raising	\$ 5,204	\$ 7,500	\$ 843	\$ 7,500
Chairman's discretionary	1,501	100	135	100
Office supplies				
Printing	1,892	1,000	1,079	500
Office supplies	837	1,000	952	700
Fund-raising postage	688	500	66	320
Other postage	1,030	1,000	1,604	1,000
Red Cross presence	788	1,000	770	1,000
Miscellaneous	269	-	248	-
Personnel	10,401	10,000	7,623	5,940
Pay phones	-	180	316	180
Rain insurance	1,875	5,000	2,000	5,000
Total administration	24,485	27,280	15,636	22,240
Family and children's area				
Rides	28,635	38,200	32,312	38,200
Pavilion	-	500	-	500
Petting zoo	1,000	1,000	1,000	-
Total family and children's area	29,635	39,700	33,312	38,700
City				
Permits	1,363	2,000	1,970	1,200
Recreation	10,595	11,000	11,022	7,300
Health department	1,503	1,500	1,508	1,600
Park bond	2,500	-	-	-
Police	22,234	16,600	16,587	17,000
Sanitation	2,750	800	803	2,500
Fire	2,154	2,000	2,000	1,800
Site repair	-	-	-	1,400
Transportation	-	-	-	200
Total city	43,099	33,900	33,890	33,000

AMERICAN RED CROSS - ALEXANDRIA CHAPTER  
 WATERFRONT FESTIVAL REVENUE AND EXPENSES  
 FOR THE YEARS ENDED

	June 30, 2000		June 30, 1999	
	Actual	(Unaudited) Budget	Actual	(Unaudited) Budget
<b>Logistics</b>				
Electrical equipment	\$ 25,506	\$ 20,000	\$ 20,087	\$ 20,000
Golf carts	995	1,700	1,125	1,700
Toilets	5,302	5,200	4,728	5,122
Tables, tents and chairs	13,305	14,600	12,628	14,600
Security fencing	3,646	3,000	3,701	3,000
Buses	6,075	5,600	6,075	5,600
Miscellaneous	2,250	500	353	500
Clean-up crew	459	-	-	-
Park signage	84	3,000	5,000	3,000
Pay phone	341	-	-	-
Security personnel	4,875	4,700	4,463	150
<b>Total logistics</b>	<b>62,838</b>	<b>58,300</b>	<b>58,160</b>	<b>53,672</b>
<b>Program</b>				
Entertainment	45,896	50,000	44,150	50,000
Miscellaneous entertainment	-	2,600	-	2,600
Staging and lighting	11,772	10,000	10,900	10,000
Catering	2,000	-	-	-
Fireworks	7,790	11,125	11,125	7,500
Arts and crafts	375	880	880	300
Canoe rental	260	50	-	50
Winnebago	946	1,300	1,344	-
<b>Total program</b>	<b>69,039</b>	<b>75,955</b>	<b>68,399</b>	<b>70,450</b>
<b>Public relations</b>				
Press and community	409	100	35	125
Advertising	403	-	392	-
Signs	367	-	18	-
Posters and programs	6,483	6,000	4,928	6,000
Photography	90	50	140	50
<b>Total public relations</b>	<b>7,752</b>	<b>6,150</b>	<b>5,513</b>	<b>6,175</b>

AMERICAN RED CROSS - ALEXANDRIA CHAPTER  
WATERFRONT FESTIVAL REVENUE AND EXPENSES  
FOR THE YEARS ENDED

	June 30, 2000		June 30, 1999	
	Actual	(Unaudited) Budget	Actual	(Unaudited) Budget
<b>Sales</b>				
Beer	\$ 7,767	\$ 12,000	\$ 8,446	\$ 12,000
Wine	-	-	3,890	-
Festival store	12,162	9,900	10,608	9,900
Soda and ice cream	4,154	5,300	7,045	5,300
Restaurant fees	211	10	2,837	7,410
Ice	4,314	2,875	4,000	2,874
<b>Total sales</b>	<u>28,608</u>	<u>30,085</u>	<u>36,826</u>	<u>37,484</u>
<b>Special events</b>				
Ships' parties	-	-	33	-
Kickoff party	2,819	2,000	3,416	2,000
<b>Total special events</b>	<u>2,819</u>	<u>2,000</u>	<u>3,449</u>	<u>2,000</u>
<b>Volunteers</b>				
Supplies	100	300	388	300
Recognition	140	1,550	1,610	850
Postage	825	800	437	800
<b>Total volunteers</b>	<u>1,065</u>	<u>2,650</u>	<u>2,435</u>	<u>1,950</u>
<b>Nautical events</b>				
Visiting ships and guest fleet	11,000	11,000	10,221	11,000
Miscellaneous	5	1,000	1,350	-
<b>Total nautical events</b>	<u>11,005</u>	<u>12,000</u>	<u>11,571</u>	<u>11,000</u>
<b>Total expenses</b>	<u>280,345</u>	<u>288,020</u>	<u>269,191</u>	<u>276,671</u>
<b>EXCESS REVENUE FROM OPERATIONS</b>	<u>89,578</u>	<u>143,955</u>	<u>126,515</u>	<u>109,423</u>

AMERICAN RED CROSS - ALEXANDRIA CHAPTER  
 WATERFRONT FESTIVAL REVENUE AND EXPENSES  
 FOR THE YEARS ENDED

	June 30, 2000		June 30, 1999	
	Actual	(Unaudited) Budget	Actual	(Unaudited) Budget
<b>OTHER INCOME AND EXPENSES</b>				
In-kind revenue and (expense)				
Services and supplies donated	\$ 73,649	\$ -	\$ 29,839	\$ 49,000
Expenses				
Administrative	( 62,249)	-	( 16,800)	( 16,000)
Children's harbor	-	-	( 39)	( 3,000)
Logistics	( 7,000)	-	( 7,000)	( 8,000)
Program	( 4,400)	-	( 3,000)	( 12,000)
Kickoff party	-	-	-	-
Public relations	-	-	-	-
Volunteers	-	-	-	-
Red Cross presence	-	-	-	( 10,000)
Entertainment	-	-	( 3,000)	-
Total in-kind	-	-	-	-
Interest income	2,969	-	1,145	-
<b>EXCESS REVENUE</b>	<u>\$ 92,547</u>	<u>\$ 143,955</u>	<u>\$ 127,660</u>	<u>\$ 109,423</u>

**GUIDELINES FOR SPONSORING  
MAJOR EVENTS IN OLD TOWN ALEXANDRIA**

Adopted June 1998

City of Alexandria  
Department of Recreation, Parks and Cultural Activities

**Introduction**

To ensure that major events in Old Town are scheduled on an orderly basis and do not intrude unduly upon the merchants and residents of this unique section of the City, the Alexandria City Council established guidelines and procedures for organizations wishing to sponsor major events in Old Town in June 1986. These guidelines and procedures were revised by City Council in June 1994 and became effective January 1, 1995. With concern for the impact on the changing neighborhoods in Old Town Alexandria, these guidelines and procedures once again are revised in 1998 to become effective January 1, 1999.

The scheduling of major events is the responsibility of the City's Department of Recreation, Parks and Cultural Activities.

The following are definitions used for these guidelines:

**Old Town** is defined as that portion of the City located east of Washington Street.

**Major Event** is any outdoor event (public or private events to which the public is invited and private events to which the public is not invited), including races, parades, picnics, family reunions, and festivals, which attracts 500 or more people and which is held on public property.

**City Public Event** is an event advertised and open to the public that is sponsored solely by the City of Alexandria and is organized by City staff, or funded predominantly by the City.

**Private Event or City Co-sponsored Event open to the public** is an event advertised and open to the public.

**Private Event not open to the public** is an event, such as a picnic or family reunion, not advertised to the general public and attendance is limited to members and bona fide guests of the sponsoring organization.

**Weekend** is defined as beginning Friday, 5:00 p.m. and continuing through Sunday, 6:00 p.m.

**Guidelines**

1. Major Events (public or private) are to be scheduled no more frequently than every other weekend in Old Town.
2. Registration for new and existing organizations to apply to sponsor a major event in Old Town for the five-year period commencing January 1, 1999, will be held on September 10, 1998. Securing a date does not constitute final approval to hold the event. The event will be reviewed by the Special Events Committee before final approval is given to hold the event. Subject to

paragraphs 11 and 12, scheduling of dates is on a first-come, first served basis.

3. If an existing organization decides to not hold an event, a new group may apply to schedule an event on vacant date (see Guideline #4 below). Organizations will be notified each September regarding their date for the following calendar year. Organizations may exchange dates among themselves. The next registration for new and existing organizations to apply to sponsor a major event in Old Town for the five-year period commencing January 1, 2004, will be held on September 15, 2003.
4. The Department of Recreation, Parks and Cultural Activities maintains a waiting list (on a first-come, first-served basis) for groups wanting to schedule an event in Old Town during the next five years. When an existing group no longer holds an event in Old Town, the group at the top of the waiting list is considered to be scheduled in its place. Organizations giving up their scheduled event, could reapply by placing their name on the waiting list. To obtain a waiting list request form, please call 838-4343.
5. Each event is evaluated by the City's Special Events Committee to determine what City services are required to hold the event and the costs associated with these requirements. Requirements may include police protection, park rental, business licenses, health permits and insurance certification.
6. The number of major event races in Old Town is limited to three.
7. Groups are limited to one-day events only, except for those groups currently sponsoring approved two or three day events, so long as such events continue to be conducted annually.
8. Activities at Market Square must conclude by 7:00 p.m. except for City-sponsored events which may be scheduled after 7:00 p.m.
9. Events sponsored by for-profit organizations (commercial) are limited to one per year.
10. Any organization which has approval to sponsor a major event in Old Town under these policies, and wishes to sell and/or serve alcoholic beverages, must obtain a Virginia ABC permit and all other appropriate permits.
11. In case of a scheduling conflict between a private event, not open to the public, and City public, or private co-sponsored City events open to the public, the events open to the public take precedence.
12. In case of a scheduling conflict between a City public event and a private or City co-sponsored event open to the public, the City public event takes precedence.

#### **Information**

Information and waiting list request forms may be obtained from:  
Department of Recreation, Parks and Cultural Activities  
1108 Jefferson Street  
Alexandria, VA 22314  
(703)838-4343



Mr. Philip Sunderland, City Manager  
 City of Alexandria  
 301 King Street, Room 3500  
 Alexandria, Virginia 22314

123 N. Alfred Street  
 Alexandria, Virginia 22314-3059  
 (703) 549-8300  
 website: [www.digitalnation.com/alexredcross](http://www.digitalnation.com/alexredcross)

Dear Phil:

We are proud of the 19-year tradition we have established with the City of Alexandria in hosting our Annual Alexandria Red Cross Waterfront Festival. We believe our Festival simultaneously celebrates the City of Alexandria's proud heritage and supports Red Cross services to our community.

This year, the Alexandria Chapter of the American Red Cross was able to impact nearly 25 percent of the community's population through its programs and services, and in a large part this was due to the revenue generated along Old Town's Waterfront at the Festival.

This year's 19<sup>th</sup> Annual Red Cross Festival was another premier event, appealing to young and old, but specifically attracting families again – despite the 100-degree temperatures! As no doubt you know, our Board of Directors, Festival Executive Committee, and staff members have received continuous compliments since June 9, 10 and 11.

Phil, on the eve of the Chapter's 85<sup>th</sup> Anniversary, we have every intention of extending this successful tradition into the 20<sup>th</sup> Annual Alexandria Red Cross Waterfront Festival scheduled for June 8, 9, and 10, 2001. Consequently, plans have already begun with American Broadcasting Corporation (ABC), Jan Davis Entertainment, Inc., WJLA-TV Channel 7's Marketing Department, Leslie Clark of the City's Parks and Recreation Department, etc., etc.

We have completed our Letter of Introduction for the 2001 Festival and sent it along to the attention of Sandra Whitmore, Director, Parks and Recreation. This year's recommendations are minor, but do include a request for financial or in-kind supporting sponsorship from the City Council, a three-year continuance, and some very slight changes from previous events. Enclosed is a copy of our letter for your reference. We believe our Festival now sparks a special sense of community partnership in which you, the City Council and other residents of Alexandria can take great pride.

We, in addition to our new Chairman of the Board, Glenn Zauber, CFO, The Retired Officers Association, would like very much to discuss the Red Cross and its Festival with you. We hope that you will call Darlene Johnson 549-8300 to establish a date and time.

Sincerely,

Mason Montague, Chairman  
 20<sup>th</sup> Annual Alexandria Red Cross Waterfront Festival

Darlene Johnson, Executive Director  
 Alexandria Red Cross

*Please support the Alexandria Red  
 Cross in the United Way / Combined  
 Federal Campaign by designating*

**#8018**



August 1, 2000

Ms. Sandra Whitmore, Director  
Recreation, Parks & Cultural Activities  
City of Alexandria  
1108 Jefferson Street  
Alexandria, VA 22314

Dear Sandra:

Our thanks for the support you and your staff provided to the 19<sup>th</sup> Annual Alexandria Red Cross Waterfront Festival -- "A Celebration on the Fun Side of the Potomac". Even the soaring temperatures couldn't keep the patrons or the media away. We are thrilled to report the highest media visibility in our history. If you saw the coverage, then you know that the story has a happy ending. Television and newspaper coverage highlighted the fact that not only did Alexandria hold a fantastic weekend of fun, but that the funds raised will be returned to the Alexandria community through our Red Cross services.

The planning for our landmark 20<sup>th</sup> Anniversary of the Alexandria Red Cross Waterfront Festival is already underway. This year will also be the chapter's 85<sup>th</sup> year, so we hope the City of Alexandria will take this opportunity to join us in proudly inviting everyone in the Metropolitan Area to visit Alexandria's beautiful waterfront on June 8, 9, and 10, 2001 for family fun and entertainment.

The Festival continues to follow the theme of showcasing Alexandria's waterfront heritage and providing the finest in family entertainment. A record number of corporate sponsors pledged their support this year and have already indicated a desire to return for 2001. A few of these sponsors include the American Broadcasting Corporation (ABC), WJLA-TV, *The Journal Newspapers*, *Washington FAMILIES Magazine*, SunTrust Bank, Dodge, The Motley Fool, and Breyer's Ice Cream.

Combining these distinguished sponsors with our increasing visibility, improving demographics of the attendees, growing popularity, and the increasing collaboration with the Police Department -- you have a first-class Annual Alexandria Red Cross Waterfront Festival hosted in a safe environment along Old Town's Waterfront!

Sandra, we are proud to invite you, your staff, and the Honorable Members of the City Council to consider a \$30,000 financial (or in-kind supporting) sponsorship of the 20<sup>th</sup> Annual Alexandria Red Cross Waterfront Festival -- "A Celebration on the Fun Side of the Potomac."

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We have enclosed documentation highlighting the benefits of such a partnership, but briefly, may we say that such a partnership could provide added visibility for the City of Alexandria in the following ways:

- ~ a City of Alexandria banner on a tall ship.
- ~ a *live* interview with ABC WJLA-TV on the Pier.
- ~ an old fashioned 'dunk-tank' with the City Manager, Mayor, and Council Members.
- ~ an opportunity for Council Member visibility on the Festival's Main Stage.
- ~ assistance with the solicitation, sponsorship, and promotion of our Second Annual Coloring Book Contest through the Alexandria schools.

The list of win-win opportunities appears endless!

Based on our recent record of successful collaborations with the City, we respectfully seek a three-year approval for Festivals 2001-2003. This letter of request will serve as the framework for Festivals 2001-2003.

We request your department's continuing assistance in securing the necessary permits, City Council resolutions and intra-city department coordination.

**ISSUE:** Approval to use City facilities and personnel for the Alexandria Red Cross Waterfront Festival on June 8, 9, and 10, 2001; and, to extend approval of the Festival to include the next three Festivals, the second weekend in June of 2001, 2002, and 2003.

A. Use of parks, equipment and public facilities:

1. The use of Oronoco Bay Park from 10:00 a.m. – 11:00 p.m. on Friday, June 8 (set-up of equipment from 10:00 a.m. – 6:00 p.m.); 10:00 a.m. – 11:00 p.m. on Saturday, June 9; and from 10:00 a.m. – 7:00 p.m. on Sunday, June 10. City staff and Red Cross volunteers will start placing equipment in the park on Wednesday, June 6.
2. The use of Founders Park (east side of cinder track) during Festival hours. This area will be used for passive displays, activities, and our Festival entrance as agreed upon by the Founders Park Civic Association.
3. The use of the Torpedo Factory Piers (north and south) and the Founders Park Piers (north and south) at the City Marina for berthing and servicing of visiting tall ships during Festival hours.

4. The use of the High School Rowing Facility and Oronoco Bay Park for recreational use of the bay and conducting canoe rentals. The School Board permit is to be secured before scheduled date.
5. The closing of the bicycle path between Montgomery and Oronoco Streets during Festival hours with the re-routing of traffic using Oronoco, Fairfax, and Montgomery Streets.
6. The closing of the following streets to vehicular traffic (except Festival and emergency vehicles) from 10:00 a.m. on Friday, June 8, through Sunday, June 10, 7:00 p.m.
  - Madison Street east of Fairfax Street to the Alexandria School Rowing Facility;
  - Pendleton Street east of Fairfax Street to Union Street;
  - Oronoco Street east of Union Street to the river; and
  - Union Street north of Oronoco Street to Pendleton Street.
7. A ban on parking on the following streets from 8:00 a.m. on Friday, June 8, until 9:00 p.m. on Sunday, June 10:
  - Madison Street east of Fairfax Street to the river;
  - Pendleton Street east of Fairfax Street to Union Street;
  - Oronoco Street east of Union Street to the river; and
  - Union street north of Oronoco Street to Pendleton Street.
8. A ban on public parking (**parking with Festival permit only**) on Fairfax Street, east side, from Oronoco Street to Montgomery Street from 4:00 p.m. on Friday, June 8, until 9:00 p.m. on Sunday, June 10.

B. Permits:

1. To allow the temporary occupancy of public spaces for displays, exhibits, events, demonstrations, sales, trash removal, toilet facilities, amusement rides and other similar activities. The Department of Transportation and Environmental Services issues a permit following City Council approval;
2. To allow the on-site sale of food and beverage of food and beer during specified business hours;
3. To allow the performance of staged musical events in Oronoco Bay Park on Friday, June 8, 6:00 p.m. – 11:00 p.m.; Saturday, June 9, 10:00 a.m. – 11:00 p.m.; and Sunday, June 10, 10:00 a.m. – 7:00 p.m. The Red Cross is still determining the types of family entertain-

ment that will be featured but it is expected to be similar to the 1999 and 2000 Festival entertainment;

4. To support a fireworks display to be conducted from a barge in the Potomac River on Friday, June 8 at 10:30 p.m. and Saturday, June 9 at 10:30 p.m., or shortly thereafter. This support is contingent upon the Alexandria Red cross obtaining permission to shoot fireworks from the District of Columbia;
5. To allow the placement of Red Cross flags by the Red Cross on utility poles from June 4 to June 11, in Oronoco Bay Park, at the City Marina and along Union Street between Cameron and Pendleton Streets;
6. To allow placement of signage for parking, excluding use of light poles, from June 4 through 11;
7. To allow amusement rides to be assembled and operated in Oronoco Bay Park. Insurance will be provided by the amusement ride vendor;
8. To allow placement of a Festival banner along Route 1 North and South from June 4 through June 11. When the design is complete the Red Cross will share with the Recreation Department.

C. Equipment:

The use and rental of the following equipment owned by the City:

- Water buffalo;
- Mobile stage (throughout the Festival hours); and
- The use of available picnic tables in the park and additional picnic tables to be brought into the park and placed in the eating area off Pendleton Street and along the path by the water.

D. Set Conditions For Use:

1. Rental and staff fees shall be billed by the City on or before June 30, 2001, with payment due on or before July 31, 2001; and, all permit fees shall be paid in advance; all insurance requirements shall be met and the park bond shall be posted in advance.
2. The Red Cross shall be responsible for the restoration of landscaping, grass, sprinkler systems, light poles, and other park amenities at Oronoco Bay Park, and the City Marina area, and all other public rights-of-way as requested by the City. A \$2,500 bond shall be posted by the Red Cross by June 1. Additionally, the Red Cross will be assessed a restoration fee to aerate, seed and fertilize the park after the Festival, if and where necessary.

3. Beer sales are proposed as follows: On June 8, 6:00 p.m. – 10:00 p.m.; on June 9, 11:00 a.m. – 10:00 p.m.; and on Sunday, June 10, 11:00 a.m. – 6:00 p.m. No beer is taken from the Festival grounds. All beverages sold must be served in plastic containers, including non-alcoholic beverages. No more than two alcoholic beverages may be purchased at any one time by a customer. The Police have indicated their con-tinued support of the lifting of the two-hour dry period requirement.

Other requirements pertaining to beer sales are as follows:

- The Red Cross will obtain and produce a Virginia ABC License and City Banquet License.
  - The Red Cross will provide Training for Intervention Procedures for Servers of Alcohol (T.I.P.S.), for volunteers who will be selling alcoholic beverages during the Festival. These volunteers will not be permitted to consume these beverages while they serve them.
4. Where necessary, the Red Cross shall obtain permission from Federal, State and D.C. Government agencies and provide the City with copies of approvals and permits.
  5. The Red Cross shall provide the City with copies of Certificates of Insurance for public liability and property damage of \$1,000,000 with the City of Alexandria named as additional insured. The certificates shall cover waterfront docks, fireworks displays, Oronoco Bay Park, beer sales, and rights-of-way approved in this request.
  6. In addition, the Red Cross shall obtain and provide the City with a copy of Certificate of Insurance for public liability and property damage of \$1,000,000 per occurrence/\$5,000,000 aggregate, with the City of Alexandria named as additional insured, to cover amusement rides.
  7. The Red Cross will supply barricades. The Red Cross will provide personnel to place the barricades and to control each gate to prevent unauthorized motor vehicles from entering the closed streets.
  8. The Red Cross will provide the personnel necessary to keep the parks, streets, sidewalks clean at all times. The City will provide a trash truck and personnel for removal and dumping of bagged trash from the Festival site. The Red Cross shall pay all dumping and personnel fees connected with this service.

9. The Red Cross shall notify and request participation and/or cooperation from organizations and groups that will be affected by the Festival. Copies of such correspondence will be submitted before this permit is processed. The affected organizations and/or groups may be, but are not limited to those listed below:
  - United Way of America
  - Sheet Metal Workers' Association
  - C.M.S. (Dalton Wharf)
  - Gates, Hudson and Associates
  - Robinson Terminal
  - Alexandria Chamber of Commerce
  - Founders Park Citizens' Association
  - Old Town Citizens' Association
  - The Alexandria House Tenants' Association
  - Rivergate Homeowners' Association
  - Old Town North Community Association
  - Alexandria Public Schools
  - Colonial Parking, Inc.
  - Simpson Development, Inc.
10. The Health Department must approve all food and beverage concessions prior to their arrival at the site. Adequate toilet facilities must also be provided.
11. The Red Cross shall provide and pay for night security of the Festival grounds along the waterfront.
12. The Red Cross shall be responsible for all docking fees incurred by the visiting ships berthing at the City Marina.
13. The Red Cross shall obtain a three-day banquet license and a three-day business license from the City's Finance Department.
14. All food sales will be conducted under tent canopies or from booths and wagons located throughout the Festival site. The Health and Fire Departments will monitor these activities that all codes are met.
15. The Red Cross will continue to encourage Festival participants to utilize the public transportation available through METRO and will provide a free shuttle bus service to the Festival from Eisenhower and King Street Metro stops. As in years past, the Red Cross has approached several private parking areas requesting support for vendor, volunteer and handicapped parking. Shuttle service is publicized in media spots and promotional materials.

16. Poster design this year will be similar to 2000 with a waterfront theme. When the design is complete, the Red Cross will share it with the Recreation Department.
17. The Festival layout will accommodate previously expressed concerns raised by the homeowners of the Rivergate community. To reduce the noise impacting neighboring communities, the main stage will be on the northwest corner of the park and will face the southeast so that the sound will be directed toward Robinson Terminal.
18. Restaurant vendors will not operate on the north side of the park along Madison Street; restaurant vendors will be at the south end of the park on Pendleton Street.
19. The Red Cross will provide water for the restaurant cleanup.
20. The Red Cross will secure a waste management company to provide daily collection of restaurant waste during the Festival and at its conclusion.
21. The Red Cross will offer children's amusement rides. Approximately eleven rides will be provided. Final plans will be reviewed with the Recreation Department as they become available.
22. The Festival committee is working to provide appropriate musical entertainment throughout the weekend. The formats for entertainment will be similar to last year.

F. Highlights for Festival 2001, 2002, and 2003

1. The Festival is inviting tall sailing ships to participate in addition to a request for the United States Navy and Coast Guard vessels to return. These ships have been a large draw to previous Waterfront Festivals and provide maritime history and 'hands-on' education for the entire family.
2. Children's & Family Pavilion – The Central Tent will feature costumed characters, interactive activities, stimulating games and family attractions, entertainment, etc. The Family Pavilion is the centerpiece of the Festival, concentrating on quality, creativity, and wholesome entertainment with special emphasis on family education and children.
3. Children's Harbour – Designed to stimulate the creativity of our little ones, the Children's Harbour will, again, offer projects, entertainment, imagination, and lots of laughter. The fun will include cookie

decorating, face painting, bubble blowing, balloons, music and story time.

4. Health and Safety Exhibits Area – Educational health exhibitors will embellish the site with interactive displays encouraging cholesterol and blood pressure screenings, automobile safety techniques, first aid, CPR, sight and hearing evaluations, etc.
5. Corporate Exhibitors – Leading organizations in the community, e.g., SunTrust Bank, ABC, Metropolitan Washington Airports Authority (MWAA), Dunkin' Donuts, Breyer's Ice Cream, *The Journal Newspapers*, *Washington FAMILIES Magazine*, Dunkin' Donuts, A & T Mobile, etc., will each showcase their business through engaging interactive presentations and giveaways.
6. Re-enactors – Period costumed 18<sup>th</sup> and 19<sup>th</sup> century actors will be strategically placed to bring history to life with demonstrations.
7. Climbing Wall – Is under consideration as one of the hottest attractions at outdoor events. Patrons gain an appreciation for rock climbing as they scale the wall in safety equipment.

The staff and volunteers are excited to celebrate our 20<sup>th</sup> Anniversary and present the finest Alexandria Red Cross Waterfront Festival ever. We look forward to working with your staff and the Special Events Committee to make the City of Alexandria proud. Please call the Red Cross and speak with Darlene Johnson, Executive Director, at 549-8300, if you have any questions.

Very truly yours,



A.S. Mason Montague, Chairman  
2001 Waterfront Festival



Darlene A. Johnson, Executive Director  
Alexandria Red Cross

Enclosures

cc: Philip Sunderland, Janet Barnett, and Leslie Clark

**The  
American Red Cross  
Alexandria Chapter  
20th Annual Alexandria Red Cross Waterfront Festival  
A Celebration on the Fun Side of the Potomac  
June 8th, 9th, and 10th, 2001  
Sponsorship Benefit Opportunities**

**\*\*THE MARITIME SPONSORSHIP LEVEL \$30,000 The City of Alexandria!**  
City Identified as an Exclusive Sponsor of a *Tall Ship!* Your Corporate Banner on a *Ship!*  
City Spokesperson Entitled to be Interviewed on WJLA-TV on Pier in front of Ship!  
City Entitled to Host an Exhibit on the Waterfront Festival Grounds – Location Choice:  
Festival Grounds or Robinson Terminal North Oronoco Bay Pier.  
City May Distribute A Product\* from Exhibit on the Waterfront Festival Grounds.  
City Entitled to Display Your Corporate Banner From Your Exhibit Site.  
City Entitled to Host an old fashioned “Dunk Tank” to financially benefit the Red Cross  
Located at Gate 1 and staffed with Council Members: City Mgr., Mayor, Vice Mayor.  
City Council Members Entitled to Speak and Promote Red Cross Services from the Main Stage.  
City Entitled to Actively Participate in the Second Annual Red Cross Coloring Book Contest.  
City Logo Identified as an Exclusive Sponsor in Promotional Flyer & Event Program (#60,000).  
City Logo Identified as an Exclusive Sponsor on Back Panel of Event Program (#50,000).  
City Logo Identified Prominently on the Festival T-Shirt (#3,000).  
City Provided With 75 Festival T-Shirts (You Could Purchase Additional at Reduced Fee).  
City Logo Identified in all Press Releases as The Maritime Sponsor.  
City Provided with 75 Tickets to *Major Donor and Sponsorship Pier Party* on June 9th.  
City Entitled to Hang Their Banner at Kick-Off Party on June 6th at the Torpedo Factory.  
City Will Receive a Commemorative Gift at the Kick-Off Party at the Torpedo Factory.  
City Logo Identified on all Waterfront Festival Stationery (#5,000).  
City Identified as The Maritime Sponsor in the Red Cross Newsletter: *CrossTies* (#5,000).  
City Entitled to Link Their Web Site to [www.waterfrontfestival.com](http://www.waterfrontfestival.com)  
City Identified as The Maritime Sponsor on two Red Cross Web Sites:  
[www.waterfrontfestival.com](http://www.waterfrontfestival.com) and [www.alexandriaredcross.org](http://www.alexandriaredcross.org)  
City Identified as The Maritime Sponsor on the Festival Hot Line: 549-8300, ext. 500.  
City Provided with 8 V.I.P. Parking Spaces.  
City Identified as a Member of the Clara Barton Society.  
City Identified and Recognized at Waterfront Festival Opening Ceremonies by the  
***Honorary Chairman Doug Hill, WJLA-TV Channel 7 Weather Anchor***  
City Identified as The Maritime Sponsor to all Attendees: #65,000 - 80,000!  
City of Alexandria Associated with World-Wide, Immediately Recognizable, Respected  
Humanitarian Non-Profit Organization: **American Red Cross**

In-Kind Sponsorship Benefits May Vary Slightly.

\*The Alexandria Red Cross Reserves the Right to Approve the Product (s) Distributed.

**\*\*Limited to ONE Corporate Sponsor: City of Alexandria!**

Attachment 7  
copy Janet/Leslie



OFFICE OF THE CITY MANAGER  
301 King Street, Suite 3500  
Alexandria, Virginia 22314-3211

Philip Sunderland  
City Manager

(703) 838-4300  
Fax: (703) 838-6343

August 8, 2000

Mason Montague, Chair  
Darlene Johnson, Executive Director  
American Red Cross  
Alexandria Chapter  
123 North Alfred Street  
Alexandria, Virginia 22314-3059

Dear Ms. Montague and Ms. Johnson:

I appreciate your August 1, 2000, letter regarding next year's Red Cross Waterfront Festival. Attached to your letter was a more detailed letter you had written to Sandra Whitmore proposing numerous terms and conditions that would govern the June 2001 Festival. I will defer to Sandra's response to that letter.

However, your August 1 letter to me does mention a request that the City make a financial or in-kind contribution to the Waterfront Festival, and the letter to Sandra suggests that the contribution be \$30,000. At this point, I am not in a position to support that request. The City will certainly continue to support the Festival as we have over the years. However, I do not feel it appropriate for the City to contribute public funds toward the Festival.

I would be pleased to discuss this with you further, as well as any other issues relating to the Waterfront Festival. If you would like to do so, please feel free to give me a call.

Yours very truly,

Philip Sunderland  
City Manager

cc: ✓ Sandra Whitmore, Director  
Recreation, Parks and Cultural Activities



*City of Alexandria, Virginia*

Department of Recreation, Parks and Cultural Activities  
1108 Jefferson Street  
Alexandria, Virginia 22314-3999



Sandra Whitmore  
Director

(703) 838-4343  
Fax (703) 838-6344

August 14, 2000

Mason Montague, Chair  
Darlene Johnson, Executive Director  
American Red Cross  
Alexandria Chapter  
123 North Alfred Street  
Alexandria, VA 22314-3059

Dear Ms. Montague and Ms. Johnson:

Congratulations on a wonderfully successful 2000 Alexandria Red Cross Waterfront Festival. I know the community will benefit from all your efforts on behalf of the Alexandria Red Cross.

I will forward your list of requests regarding the use of City facilities and personnel for the 2001 Alexandria Red Cross Waterfront Festival to the Special Events Committee for their review.

In conclusion, as noted in the August 8<sup>th</sup> letter from City Manager Philip Sunderland, the City is not in a position to support your request of a \$30,000 financial contribution.

If you have any questions, please let me know. I can be reached at (703) 838-4842.

Sincerely,

Sandra Whitmore, CPRP  
Director

cc: Philip G. Sunderland, City Manager  
Janet Barnett, Deputy Director  
Leslie Clark, Special Events Coordinator

EXHIBIT NO. 113  
2-28-01*City of Alexandria, Virginia*

## MEMORANDUM

DATE: FEBRUARY 21, 2001

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: PHILIP SUNDERLAND, CITY MANAGER <sup>PS</sup>

SUBJECT: AMENDMENT OF THE CONDITIONS ESTABLISHED BY CITY COUNCIL FOR THE JUNE 2001 RED CROSS WATERFRONT FESTIVAL TO EXTEND THE TIME FOR THE SALE OF BEER BY 30 MINUTES FROM 9:00 P.M. TO 9:30 P.M. ON SATURDAY EVENING.

**ISSUE:** Consideration of amending the conditions established by Council for the June 2001 Red Cross Waterfront Festival to extend the time for the sale of beer by 30 minutes from 9:00 p.m. to 9:30 p.m. on Saturday evening, June 9.

**RECOMMENDATION:** That City Council amend the conditions for the festival by extending the time when beer may be sold by 30 minutes from 9:00 p.m. to 9:30 pm on Saturday, June 9 at the 2001 Red Cross Waterfront Festival. If the Saturday night time for the ending of beer sales is extended, staff will evaluate the impact of the time extension after this year's festival to determine if the 9:30 p.m. end to beer sales should be effective for the 2002 and 2003 Red Cross Waterfront Festivals.

**DISCUSSION:** At its November 28 legislative meeting, Council approved the conditions for the use of City facilities for the Red Cross Waterfront Festival in 2001, 2002, and 2003 (Attachment 1). At that time the Red Cross requested an extension of the closing time of the festival by one hour on Saturday evening. Staff supported this request, but did not support the extension of the beer sales to a later hour and recommended that beer sales end at 9:00 p.m. on Saturday. Council adopted the 9:00 p.m. end to beer sales. Since November, the Red Cross has expressed concern about the loss of time for beer sales on Saturday night with the closing time of the festival extended to 11:00 p.m. and beer sales required to stop at 9 p.m. In reviewing the November decision, the Police Department has indicated that they have no objection to extending the time for beer sales to 9:30 pm on Saturday for this year, but will evaluate the impact of this time extension for future festivals.

**FISCAL IMPACT:** None.

**ATTACHMENT:** Red Cross Waterfront Festival Docket Item #15, November 28, 2000

**STAFF:** Sandra Whitmore, Director  
Recreation, Parks and Cultural Activities  
Janet Barnett, Deputy Director  
Recreation, Parks and Cultural Activities  
Leslie Clark, Recreation Supervisor V  
Recreation, Parks and Cultural Activities



August 29, 2001

Ms. Sandra Whitmore  
 Director  
 Department of Recreation, Parks and Cultural Activities  
 City of Alexandria  
 1108 Jefferson Street  
 Alexandria, Virginia 22314-3999

Dear Ms. Whitmore:

*Sandra*

The City Council had asked us to report on the trial run of extended alcohol sales at the 2001 Alexandria Red Cross Waterfront Festival before they would consider the change a permanent one.

We are happy to report that the thirty-minute extension was a successful trial run with no incidents cited by the Virginia Department of Alcoholic Beverage Control, the neighboring associations or the Alexandria Department of Police.

Therefore, we respectfully ask that the City Council approve a permanent change with alcohol sales ending at 10 p.m. on Saturday evening and gates closing at 11 p.m. at the 2002 and 2003 Alexandria Red Cross Waterfront Festivals. This is the standard one-hour buffer between alcohol sales and gate closings, which already occurs on Friday and Sunday nights.

This change would create uniformity with the Friday night selling hours and would prevent our patrons from viewing the closed vendor stands as a sign of the event shutting down earlier than the posted closing times.

Revenue generated by the alcohol sales plays a significant role in the financial success of this event. There is a parallel connection to the gate revenue generated after 8 p.m. and the alcohol sales as the patrons arrive to hear that evening's main stage musical entertainment.

Please feel free to include this information in your recommendation to City Council. We would appreciate a copy of the docket item prior to the meeting on September 11.

Regards,

*Julie Wright*

Julie Wright  
 Executive Director  
 Alexandria Chapter of the American Red Cross

"An Annual Celebration in Support of the Alexandria Chapter of the American Red Cross"

# The Old Town Civic Association

POST OFFICE BOX 21333  
ALEXANDRIA, VIRGINIA 22320-2333

October 18, 2001

Ms. Julie Wright  
Executive Director  
Alexandria Red Cross  
123 North Alfred Street  
Alexandria, VA 22314

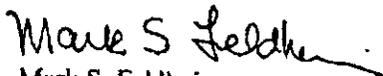
Re: 21<sup>st</sup> Annual Red Cross Festival

Dear Ms. Wright:

This letter follows my recent telephone conversation with Nicole Zuchetto of your office regarding the plans for this summer's Red Cross Festival Waterfront. We understand that this year the festival will close at 11:00 p.m. on Friday and Saturday nights and 6:00 p.m. Sunday with beverage sales suspended no later than 1 hour before closing.

From recent experience we also understand that this is the Alexandria chapter's largest fundraiser. The Alexandria Red Cross is an important part of our community and we are unaware of any particular problems related to the operation and management of the festival in recent years. Accordingly, on behalf of the Old Town Civic Association we have no objection to the extended hours for the 21<sup>st</sup> Annual festival and we wish you another successful year and good weather. If I can be of further assistance do not hesitate to contact me.

Sincerely,

  
Mark S. Feldheim  
President

October 16, 2001

Julie Wright  
Executive Director  
Alexandria Red Cross  
123 North Alfred Street  
Alexandria, Virginia 22314

Dear Ms. Wright:

We understand the hours for the 21<sup>st</sup> Annual Alexandria Red Cross Waterfront Festival will be until 11:00 p.m. on both Friday and Saturday nights and until 7:00 p.m. on Sunday. Beverage sales will end at 10:00 p.m. on Friday and Saturday, and 6:00 p.m. on Sunday.

We have no objection to these hours.

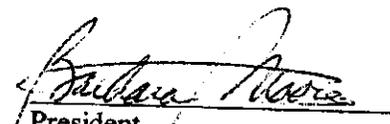
Sincerely,

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President  
Old Town Civic Association

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President  
Founders Park Community Association



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President  
Rivergate Homeowners Association

October 16, 2001

Julie Wright  
Executive Director  
Alexandria Red Cross  
123 North Alfred Street  
Alexandria, Virginia 22314

Dear Ms. Wright:

We understand the hours for the 21<sup>st</sup> Annual Alexandria Red Cross Waterfront Festival will be until 11:00 p.m. on both Friday and Saturday nights and until 7:00 p.m. on Sunday. Beverage sales will end at 10:00 p.m. on Friday and Saturday, and 6:00 p.m. on Sunday.

We have no objection to these hours.

Sincerely,

\_\_\_\_\_  
President  
Old Town Civic Association

  
\_\_\_\_\_  
President  
Founders Park Community Association

\_\_\_\_\_  
President  
Rivergate Homeowners Association