



# STAFF REPORT

## PARKS AND RECREATION COMMISSION

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### **AGENDA TITLE:**

Proposal to create a Dog Festival in Sausalito

### **RECOMMENDED MOTION:**

Staff recommends that the Parks and Recreation Commission support a new Dog Festival to be coordinated by the City of Sausalito Parks and Recreation Department on Saturday March 4, 2017 from 11:00 am to 3:00 pm at Marinship Park.

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### **SUMMARY**

Staff is seeking support from the Parks and Recreation Commission for a new Dog Festival to be coordinated by the City of Sausalito Parks and Recreation Department on Saturday March 4, 2017 from 11:00 am to 3:00 pm at Marinship Park. Staff will be working with the Marin Humane Society, Friends of Sausalito Dog Parks, and other organizations to coordinate the event. Proposed event will have the following components: an adoption area, vendor space, food and beverages, music, demonstrations, and contests and games. Food will be provided by the Parks and Recreation Department and Beverages supplied by the Rec'cers.

### **POTENTIAL ISSUES**

- A) Parking – Staff will seek permission for the Marina Office Complex to utilize their parking lot. The Bay Model Parking lot will not be used for this event, and there will be signage alerting our patrons to this.
- B) Cost – Staff is seeking sponsorships from local businesses to cover the cost of this event. Fees will also be collected for vendor spaces and contest and game entry fees. Costs include, general supplies, advertising, food and beverages, contest and game prizes, and staffing.
- C) Attendance – Advertising costs will be higher this year due to it being its first year. Advertising will run in both the Marin IJ and Marinscope, along with the standard forms of marketing events.

### **FISCAL IMPACT**

The goal is to have no fiscal impact. This may not happen due to it being a new event, but staff will make every effort to ensure the event has no, or only minor, fiscal impact.

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## **STAFF RECOMMENDATIONS**

Staff recommends that the Parks and Recreation Commission support a new Dog Festival to be coordinated by the City of Sausalito Parks and Recreation Department on Saturday March 4, 2017 from 11:00 am to 3:00 pm at Marinship Park.

PREPARED AND SUBMITTED BY:

REVIEWED BY:

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Julie Myers  
Parks and Recreation Supervisor

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Mike Langford  
Parks and Recreation Director

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