TWIN FALLS POLICE DEPARTMENT

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TWIN FALLS, ID 83303-3027

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www.tfid.org

Date: Monday, April 25, 2011

To: Honorable Mayor and City Council

From: Staff Sergeant Dan McAtee

Request:

Consideration of the Special Events Application submitted by Tara Rueda regarding a Celebration of Art Festival proposed to begin on Thursday, May 5, 2011, and continue through Saturday, May 7, 2011. The event will be held on the empty lot next to Sidewinders at 233 5th Avenue South. The festival will commence at 6:00 p.m. and conclude at 9:00 p.m. on Thursday and Friday evenings and will run from 12:00 p.m. to 9:00 p.m. on Saturday.

Time Estimate:

Staff presentation will take approximately five minutes.

The applicant will be in attendance to field any questions that may arise.

Following the presentation, Staff anticipates some time for questions and answers.

Background:

On March 30, 2011, Tara Rueda submitted a Special Events Application for consideration of a Celebration of Art Festival that initially was to span nine days. Due to weather conditions and other considerations, Ms. Rueda revised the schedule on April 14, 2011, to include only three days of festivities with a Cinco de Mayo celebration on Thursday evening, live band music on Friday evening, and local school bands and kids' activities on Saturday. Ms. Rueda is participating in the Art Guild of Magic Valley's *Magic Valley Has Art 2011* contest by creating a mosaic composed of recycled materials on the southeast wall of the Sidewinder Building. In that each participant's artwork is judged and voted on by the community, Ms. Rueda planned the events of the festival in order to draw more people to the downtown area to participate and judge the mosaic. It is also Ms. Rueda's hope that, by using recycled materials, she will spark the community's awareness of the importance of recycling and conservation.

Approval Process:

Approval by the City Council.

Budget Impact:

There will be no budget impact associated with the Council's approval of this request. The application has been reviewed and approved by relevant City Staff Members.

Regulatory Impact:

While the structure on which the mosaic is being composed houses both Woody's and the Sidewinder Saloon, no alcohol sales and/or service are planned for the outdoor activities nor will alcohol consumption be permitted in the festival area. Therefore, the Twin Falls Police Department and City Staff believe this to be a family-friendly event that is safe for the citizens of our community.

Conclusion:

Staff recommends that the City Council approve the Special Events Application submitted for the Magic Valley Art Festival commencing on Thursday, May 5, 2011, and concluding on Saturday, May 7, 2011.

Attachments:

1. Special Events Application and Packet

DRM:aed

CITY OF TWIN FALLS
SPECIAL EVENTS APPLICATION

DATE OF EVENT: April 29 - May 7th

TIME OF EVENT: Start: 10:00 A.M **End:** 10:00 PM

LOCATION OF EVENT (Include business name, if applicable):
lot next to side winders and lot by towers.

NUMBER OF PEOPLE IN ATTENDANCE: 300

WILL EVENT OCCUPY A PUBLIC STREET: **Yes:**____ **No:** X
(If yes, please provide diagram of proposal.)

WILL ALCOHOL BE SERVED: **Yes:**____ **No:** X

HAS CATERING PERMIT BEEN SECURED **Yes:**____ **No:** X
(If yes, attach copy of permit to application.)

***For the safety of event participants and law enforcement personnel, it is required that paper or plastic containers be used for alcoholic beverages.**

NAME OF APPLICANT Tara Rueda -
ADDRESS 1007 Del Mar Dr T.F
HOME TELEPHONE 490-0396
BUSINESS PHONE

NAME OF RESPONSIBLE PARTY/CONTACT PERSON Dave Woodhead
ADDRESS 213 5th Ave S
HOME PHONE 208 420 6743
BUSINESS PHONE 208 732-0077

City of Twin Falls Special Events Application
Page Two

DESCRIPTION OF EVENT:
Event is meant to bring people together in a positive way to show what I can be done when we work together.

I, David Woodhead, **APPLICANT FOR THE ABOVE EVENT, AUTHORIZE** Tara Rueda **TO APPLY FOR THE PERMIT ON MY BEHALF.**

David Woodhead — 3-29/11
APPLICANT'S SIGNATURE — **DATE**

**** EVENT APPLICATIONS MUST BE SUBMITTED NO LATER THAN 30 DAYS PRIOR TO THE EVENT OR THE PERMIT MAY BE DENIED.**

Attachment: City of Twin Falls Special Events Ordinance 3-6-12

REVIEWED BY:

DRM cAtee 04/04/11	Approved ✓	Denied ____
Twin Falls Police Department		
Bill Campbell	Approved ✓	Denied ____
Twin Falls Fire Department		
[illegible]	Approved ✓	Denied ____
Parks & Recreation Department		
[illegible]	Approved ✓	Denied ____
B.I.D.		
Jeanine Thorman	Approved ✓	Denied ____
Building Department		
Amber Reeder	Approved ✓	Denied ____
Planning & Zoning		
Jim Sayer	Approved ✓	Denied ____
Information Services		

Tarapalooza

I am actively participating in the Art Guild of the Magic Valley's *Magic Valley Has Art 2011*. contest" which is taking place on April 29-May 7th. For the contest I will be constructing a 108 ft mosaic, on the wall of the *Woody's* building in Downtown Twin Falls. Since the contest is voted on by the people, I want to get more people to see the art work, so I am planning a festival around the mosaic during the week of judging. I want to use the money from the contest to start a recycling company that will 100% work with the community in various ways.

What I hope to succeed in doing with this event is to show people what can be accomplished by working together for the greater good. The mosaic will be made out of recycled materials and the goal is to raise awareness about recycling and also bring people together to get them on the path of preserving the Gorgeous Magic Valley.

There will be bands and various other activities to educate the public as well as interact with them and show them how they can do more to protect the future.

Parking

Parking is designated for the following areas, outlined on the diagram.
Parking Lot A= The lot adjacent to 135 5th Ave.
Parking Lot B= The parking lot provided by the city on the opposite side of Minidoka Ave.
Parking Lot C= The lot adjacent to 249 4th Ave. (St Lukes)

Public Streets

No public street will be used for this festival, however it is expected there will be people crossing the street to get to other artists work displayed downtown.

Other Businesses

Other Businesses should not be affected by the festival because of the location of the property. The Buildings surrounding the area are either not in use or won't be impacted by the activities going on. The Art contest is meant to bring people to the Downtown area to increase traffic for the area. So with the festival I really hope to help accomplish that.

Kids Area

Various activities meant to educate and interact with the kids to get them excited about the environment and doing more for their community. Kids area is located on the grassy area next to the 3 towers. Kids activities will include making instruments and other creations out of recycled materials, as well as mothers day cards made out of home made recycled paper with seeds in them. The card will be plantable.

Monday May 2nd
Market 12-6 P.M.
Kids Activities 12-6 PM

Tuesday May 3rd
Market 12-6 PM
Kids Activities 12-6 PM

Wednesday May 4th
Market 12-9 PM.
Kids Activities 12-9 PM
Alive after 5-9 PM
Bands 5-9 PM

Thursday May 5th (Cinco de Mayo)
Market 12-6 PM.
Kids Activities 12-6 PM
Bands 5-10

Friday May 6th
Market 12-8 PM.
Kids Activities 12-8 PM
Bands 5-10 PM

Saturday May 7th 10AM-8 PM
Market 12-8PM
Kids Activities 12-8
Bands 12-10 PM
Bon-Fire of Vanities 8-10 PM

The Bon-Fire will be in a designated safe location in the lot next to the building. All requests by the fire dept will be met.

Please call with any questions
I look forward to discussing
this further Thanks
Tara

ART GUILD OF MAGIC VALLEY INC.
Bridge Between Artists and Their Community

Magic Valley Has Art 2011

An Exercise in Social Networking

Grand Rapids, Michigan brought new life into their community that endured long after it's nine day event! In October 2010 Grand Rapids, population 197,000 presented their 2nd annual "Art Prize" community event. Dangling a carrot of a big prize money, they lured 1800 artists, young and old, known and unknown, from the neighborhood, from the state, the US and many countries to Grand Rapids. 200,000 visitors came to town over a nine day period for a most unique community-based art contest. Downtown Grand Rapids will never be the same and is preparing for next year. See the Grand Rapids event. www.artprize.org

The Art Guild of the Magic Valley in partnership with sponsors, artists and the Magic Valley community is prepared to bring this idea home. The outcomes of this contest are infinite, we are all creators and we all benefit. What will you bring to the equation?

Major features: This event is created in harmony with The Guild's mission as this event bridges artists and their community. ***All people connect with art as it is the visual interpretation of life. Magic Valley Has Art 2011*** brings benefit to all, the sponsors, the artists, the community, and the visitors. The event is an exercise of social networking. It is a very different art contest, it is the general public, who by vote, decides the prize winner!

Where will the money come from?

1. Artists apply with the hope of being selected by a sponsor.	$50.00 per piece
2. Sponsors (businesses, individuals, cities, non-profits, etc.) choose and sponsor an artist or multiple artists.	$100.00 per artist
3. Venue/location (business, bank, school, building) agree to display the sponsored piece/multiples pieces of art work during the event. The contest turns the city into many art galleries for 9 days. Galleries, office lobbies, restaurants, courtyards, parks--most any space can become a venue.	$100.00
4. The visitors, who are the judges, visit venue locations then vote.	No charge to visitors

Art is the focus of the competition, but the main event is community. Artists take over the city, visitors explore and new relationships form. Communities are open to new ideas. The community keeps growing, even after the event is over.

April 29-May 7, 2011?

1. $5,000.00 prize (or more)
2. Any property in participating downtown Magic Valley Communities can be a venue
3. Sponsors choose the artists they exhibit
4. The winner is determined by public vote
5. Anyone attending the event can vote
6. We encourage other events throughout the community (music, dance, display, food – endless!)

We Need You!
Sponsors choose their "artist" or "artists"
Venues are the true hosts and are encouraged to join as organizers of the event. Each venue opens up the chance for artists to show their work and brings its own creative approach to doing the event.

- Property within the boundaries can become a venue
- Venues select the sponsored artists they show

Artists The Art Guild of Magic Valley will put out a call to artists, but we all look for and encourage artists. The winning artist could be your daughter, your teacher, your uncle in Seattle!

Register from 1 December-1 February
When you register, you build a profile. It describes your venue, who decides which art to show and what you're looking for.

Secure artists from 15 January-30 March
Find and connect to artists starting 15 January. (They'll probably contact earlier, during artist registration.) An artist is only eligible to compete once a venue is secured.

Things Sponsors and Vendors Should Know

1. Your venue must be within the designated boundaries
2. Venues can be any size, indoor or outdoor
3. Venues decide which artist they wish to host in their space
4. You need to work out hosting agreement with artist
5. Venues must register by 1 February 2011

Things Artist Should Know

1. Any artist is appropriate.
2. Any medium is appropriate.
3. There is no official judge, jury or curator.
4. You build a profile which is your proposal, you may contact Sponsors, or they may contact you.
5. When you secure a venue, you're in. Have your work installed by opening day, and the voting will begin.

Let's Do the Networking, work together and bridge artists of all kinds with our community!
The name of the game is to THINK BIG and let's move forward! The contest is designed to let you work directly with a large, enthusiastic audience. The vote prompts the public to become engaged.

Contact: Art Hoag
208-421-1311
art@maryalicepark.org
www.maryalicepark.org

Magic Valley Has Art 2011

530 SHOSHO
6TH AV
545 SHOSHO
135 5TH AV
122 4TH AV
156
HANSEN
233 5TH AV
222 4TH A
341 HANSEN
212 3RD AV
249 4TH AV
264
302 4TH AV
301 4TH
140 RAILRO
152 RAILRO
168 RAILRO
151 MAXWELL
MAXWELL
136 MAXWEL
251 MAXWEL
244 RAILRO
60 MAXWEL
250 RAILRO
247 BELL S
630 COMMER
WINDSOR AVE
Parking lot
Parking

Tara Rueda (208) 490-0396
Dave Woodhead Owner (208) 420-6743

Thursday May 5th- Bands 6-9 (Cinco De Mayo)

Friday May 6th-Bands 6-9 p.m.

Saturday May 7th- Band 12-5 (Area School Bands)
Band(1-3 Bands) 5-9 p.m.
Market 12-6
Kids Area 12-6
Bonfire of Vanities 6-9

To Whom It May Concern:

Enclosed, please find a copy of the changes we have made to the festival, which was originally set for April 29th-May 7th. Dew to weather outside our control, it has pushed back construction of the Mosaic. In an effort to give each project the amount of time deserved, we have decided to change the date to later in the summer, so all concerns can be met with adequate attention.

I apologize for the quick changes, but I do feel this is for the best, to ensure the best possible outcome now and in the future. I look forward to working together on the upcoming projects.

Sincerely,

Tara M. Rueda

Tara M. Rueda