



NORTH RICHMOND SHORELINE FESTIVAL

Saturday, October 7, 2017, 11 AM to 4 PM

Celebrating the North Richmond Shoreline!

Point Pinole Regional Shoreline Park

www.NorthRichmondShoreline.org

June 13, 2017

Matt Rodriguez
City Manager
City of San Pablo, CA
94806

Dear Mr. Rodriguez:

As the continuing coordinator for the annual Shoreline Festival, I am writing to request a donation from the City of San Pablo to continue the tradition. On Oct 7, 2017, we will celebrate the 14th annual Shoreline Festival held at Pt Pinole Park, sponsored annually by the City of San Pablo, the City of Richmond and the East Bay Regional Park District and the California Coastal Conservancy.

Historically, each year the City of San Pablo has contributed \$2,500 to cover the rising cost of a healthy lunch, music, games and children's entertainment for all local citizens and visitors to the beautiful Pt Pinole Park. An increase in that donation amount would be most appreciated, due to the increase in the numbers of local residents attending the festival. Each year, I make presentations to the parents groups at all of the San Pablo elementary schools, at Helms Middle School and at Richmond High School to enthusiastic parents of San Pablo area students. They are especially happy to know that everything at the festival is free to all participants, due to the generosity of our sponsors. Low-income families in this area are often not able to take their families to festivals where all food, rides, and activities are financially prohibitive. The Shoreline Festival intends to invite, involve and support parents and children as they explore the park, where they learn to care about the eco-system and how they can become eco-stewards of this natural area. The festival has grown to include a focus on healthy eating, active living and sustainability. In 2015 & 2016, the park rangers verified the attendance of more than 1,600 locals and visitors to the East Bay Area of West County attended the festival. More than 400 participants called the City of San Pablo their home.

At last year's festival, the City of San Pablo was represented by then Mayor Rich Kinney, who spoke to the participants about the need for our cities and local citizens to continue to work together to support the parks and a healthy lifestyle and to become part of building a healthy community, including the waters of the SF Bay and the Shoreline. I invite you and other city representatives to attend and speak at the event on Oct 7th. Please let me know if you will be available.

Please add this funding request to the upcoming San Pablo City Council agenda for approval of festival funding. I would be happy to attend a city council meeting if that would be of interest to you, to answer any questions and to show photos or video of the event.

This year is also the second year of the combined celebration of Bay Day, as proclaimed last year and celebrated by more than 30 organizations around the SF Bay, and we are also adding a new event, with CESP, Citizens for Eastshore Parks, which will educate the community about sea level rise and the impact that will have on our cities and shoreline.

The usual donation of \$2,500 or any increased donation amount will be appreciated. The donation check should be made out to our fiscal agent, Environmental Coalition for Clean Water. The memo line can indicate that the check is for NRSOSA. The Federal Employee Identification Number (FEIN) is 202539559, and the check can be mailed to: Executive Director, Environmental Justice Coalition for Water , P.O. Box 188911, Sacramento, CA 95818-8911. The Executive Director, Colin Bailey, can also be contacted at (916) 432-EJCW (3529) and colin.ejcw@gmail.com.

Thank you for considering this funding request for the Shoreline Festival.

Lana Martarella
Shoreline Festival Coordinator
510-219-1571