



NORTH RICHMOND SHORELINE FESTIVAL
Saturday, October 12, 2019 11 AM to 4 PM
Celebrating the North Richmond Shoreline!
Point Pinole Regional Shoreline Park
www.NorthRichmondShoreline.org

August 13, 2019
Matt Rodriguez
City Manager
City of San Pablo, CA
94806

Dear Mr. Rodriguez:

As the new coordinator for the annual Shoreline Festival, I am writing to request a donation from the City of San Pablo to continue the tradition. On October 12, 2019 we will celebrate the 16th 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.

In recent years the City of San Pablo has contribute \$5,000.00 to cover the rising cost of a healthy lunch, educational experiences, music, games and children's entertainment for all local citizens and visitors to the beautiful Pt Pinole Park. The donation amount would be most appreciated due to the increase in the numbers of local residents attending the NRSL Festival. Each year we 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 be ome eco-stewards of this natural area. The festival has grown to include a focus on healthy eating, active living and sustainability. In 2017 & 2018 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 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 12th Please let me know if you will be available.

Diego Garcia Coordinator



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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 third 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 \$5,000 is greatly appreciated. The donation check should be made out to our fiscal agent, Richmond SOL youth programs. The memo line can indicate that the check is for NRSOSA. The check can be mailed to: 979 23rd Street Richmond CA 94804. Thank you for considering this funding request for the Shoreline Festival.

Diego Garcia
Shoreline Festival Coordinator

(510) 812-1903

LaTanya Fisher

From: Christine Maki
Sent: Tuesday, August 27, 2019 5:40 PM
To: LaTanya Fisher
Subject: FW: North Richmond Shoreline Festival 2019
Attachments: NRSLF San Pablo Richmond funding request letter.pdf; NRSLF San Pablo Richmond funding request letter 2nd page.pdf

Hi LT,

Please see attached request and attachments for the upcoming Shoreline Festival. The pdf does not show the date but it will take place on Oct. 12th.

Thank you very much!

Chris ☺

From: DIEGO GARCIA [mailto:RICHMONDSOL@hotmail.com]
Sent: Thursday, August 22, 2019 3:38 PM
To: Christine Maki <ChristineM@sanpabloca.gov>
Subject: North Richmond Shoreline Festival 2019

Hello Christine, it was a pleasure speaking with you.

My name is Diego Garcia and I'm the new Coordinator for the NRSLF and wanted to send this letter to Mr. Rodriguez requesting the continued funding for this event. If you have any question please don't hesitate to call me

Diego Garcia
NRSLF Coordinator
(510) 812-1903

Sent from Outlook