

City of Garden Grove

INTER-DEPARTMENT MEMORANDUM

To: Matthew Fertal
Dept.: City Manager
Subject: AMEND AGREEMENT WITH
GARDEN GROVE STRAWBERRY
FESTIVAL ASSOCIATION, INC.

From: Kimberly Huy
Dept.: Community Services
Date: January 25, 2011

OBJECTIVE

To request City Council authorization to amend the Agreement with the Garden Grove Strawberry Festival Association.

BACKGROUND/ANALYSIS

On November 25, 2008, the City of Garden Grove City Council approved the Agreement with the Garden Grove Strawberry Festival Association for the Association to conduct the Strawberry Festival at Village Green Park, over the Memorial Day weekend for the next four (4) years, between 2009 through 2013. The Association has organized the annual Strawberry Festival each Memorial Day weekend for the past 52 years. The four-day event includes a parade, carnival rides, food, vendors, entertainment and activities.

DISCUSSION

The current Agreement between the City and the Garden Grove Strawberry Festival Association authorizes the Association to commence festival activities during specific hours for each day during the four-day festival. In December 2010, the Strawberry Festival Association President submitted a request for the City to allow them to open the 2011 Strawberry Festival on Friday, May 27, 2011 at 11:00 a.m.

The current Agreement allows the Association to open on Fridays at 1:00 p.m. The request for an earlier start time than that stated on the Agreement as 1:00 p.m. would only be authorized for this one Friday in 2011, as outlined in the attached Amendment (Attachment A). All three other festival days during the 2011 Strawberry Festival will follow the time indicated in Section 24 of the current Agreement.

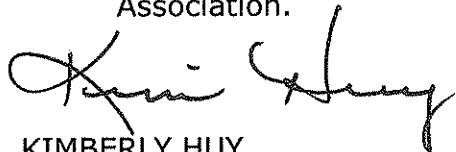
FINANCIAL IMPACT

There is no financial impact to the general fund by authorizing to amend the Agreement with the Garden Grove Strawberry Festival Association.

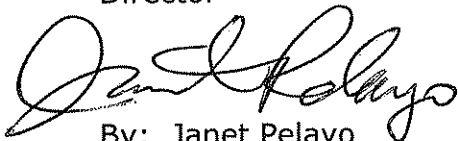
RECOMMENDATION

It is recommended that the City Council:

- Approve the amendment to the Agreement with the Garden Grove Strawberry Festival Association for the 2011 Strawberry Festival at Village Green Park, and
- Authorize the City Manager to execute the Amendment and enter into minor amendments of the November 25, 2008 agreement between the City and the Association.




KIMBERLY HUY
Director



By: Janet Pelayo
Supervisor

Attachment: Amendment

Recommended for Approval



Matthew Fernal
City Manager

CITY OF GARDEN GROVE

**AMENDMENT NO. 1 TO AGREEMENT WITH
GARDEN GROVE STRAWBERRY FESTIVAL ASSOCIATION, INC.**

This Amendment No. 1 to the Existing Agreement between the Garden Grove Strawberry Festival Association, Inc. ("Association") and the City of Garden Grove ("City"), is made and entered into this 11th day of January, 2011.

WHEREAS, Association and City entered into the Existing Agreement effective November 25, 2008;

WHEREAS, Association and City desire to amend the Existing Agreement as provided herein;

NOW, THEREFORE, it is mutually agreed, by and between the parties, as follows:

Section 24 (Festival Schedule) of the Existing Agreement shall be modified as follows:

On Friday, May 27, 2011, the Association shall be authorized to commence Festival operations at 11:00 a.m., instead of the previously agreed upon 1:00 p.m.

Except as expressly amended hereby, the Existing Agreement remains in full force and effect as originally executed.

IN WITNESS WHEREOF, the parties have caused this Amendment No. 1 to the Existing Agreement to be executed by their respective officers duly authorized on the date first written above.

Date: _____

CITY OF GARDEN GROVE

By: _____
Matthew J. Fertal, City Manager

Date: _____

GARDEN GROVE STRAWBERRY
FESTIVAL ASSOCIATION, INC.

By: Mike Fenderson
Mike Fenderson, President

APPROVED AS TO FORM:

ATTEST:

Date: 1/17/11
Thomas F. Nixon
Thomas F. Nixon, City Attorney

By: _____
Kathleen Bailor, CMC
City Clerk