

THE BOARD OF SUPERVISORS OF THE COUNTY OF STANISLAUS
ACTION AGENDA SUMMARY

DEPT: Board of Supervisors

BOARD AGENDA# *A-2

Urgent _____ Routine X

AGENDA DATE March 20, 2001

CEO Concurs with Recommendation YES X NO _____
(Information Attached)

4/5 Vote Required YES _____ NO X

SUBJECT:

APPROVAL OF REQUEST BY CHRIS RICCI PRESENTS, INC. FOR USE OF THE
COURTHOUSE LAWN ON SATURDAY, JULY 21, 2001 FOR THE XCLAMATION
FESTIVAL IN DOWNTOWN MODESTO

STAFF RECOMMENDATIONS:

1. APPROVE REQUEST BY CHRIS RICCI PRESENTS, INC. FOR USE OF THE
COURTHOUSE LAWN ON SATURDAY, JULY 21, 2001 FOR THE
XCLAMATION FESTIVAL IN DOWNTOWN MODESTO
2. REQUIRE THE CHRIS RICCI PRESENTS, INC. TO LEAVE THE LAWN IN THE
SAME CONDITION IN WHICH IT WAS FOUND
3. REQUIRE THE CHRIS RICCI PRESENTS, INC. TO HAVE \$1 MILLION
INSURANCE POLICY WHICH NAMES STANISLAUS COUNTY AS CO-
INSURED ON THE POLICY
4. REQUIRE ALL PARTICIPANTS TO SIGN THE HOLD HARMLESS AGREEMENT

FISCAL IMPACT:

NONE

No. 2001-194

On motion of Supervisor Caruso, Seconded by Supervisor Blom

and approved by the following vote,

Ayes: Supervisors: Mayfield, Blom, Caruso, and Chair Paul

Noes: Supervisors: None

Excused or Absent: Supervisors: Simon

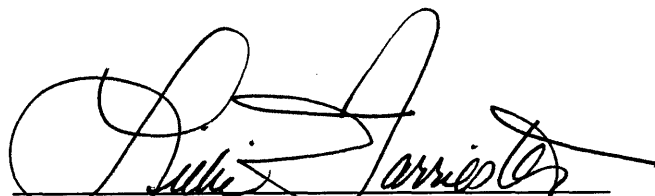
Abstaining: Supervisor: None

1) X Approved as recommended

2) _____ Denied

3) _____ Approved as amended

Motion:



ATTEST: CHRISTINE FERRARO TALLMAN, Clerk By: Deputy

File No.



2501 Vienna Court, Modesto, CA 95355 Phone: 916-812-7625 Fax: 209-551-2952

Monday, February 12, 2001

Christine Ferraro
Stanislaus County
1010 10th Street
Suite 6500
Modesto, CA 95354

Dear Christine:

My name is Chris Ricci and my partner Greg Cunningham and his company JCD Concept 2000, Inc. and my company Chris Ricci Presents, Inc. are promoting the Xclamation Festival on Saturday, July 21, 2001 in downtown Modesto. This year, at the request of the Modesto Police Department, we are expanding the area of the festival to make it safer. The proposed area would include a portion of I Street in front of the Courthouse. After walking the site we discovered that the courthouse lawn would be an ideal place to have a bandstand. We have thought of many different kinds of music that could play on it, but we are most excited about the possibility of having the Modesto Symphony or having a Blues stage there.

After discussing our ideas with other members of local government they referred us to you as the person that I should direct this request to.

I also want to furnish you with some additional information about the Xclamation Festival. This is the downtown music and arts festival's second year. Last year's event, which took place on Saturday, July 22, 2000, took place in downtown Modesto on J Street between 10th and 13th. It included portions of 10th, 11th, and 12th streets as well between K and I streets. The event drew 12,000 people to downtown and sold out in advance. The event featured 50 bands on six stages and a Disco that took up two city blocks. The event ran from 4:00 P.M. to 12:00 A.M. The streets were open, cleared, and cleaned by 8:00 A.M. on Sunday, July 23, 2000.


This year we are planning on extending the area to include portions of I Street between 10th and 12th, all of 10th, 11th, 13th between K and I, and portions of 12th Street. Please refer to the attached map generated by the City of Modesto to use as a reference. This year we are projecting an attendance of 15,000 people. We are planning to have 75 bands on 8 stages, and a Disco that is three blocks long. We are also planning to do the same

hours and the same clean up plan, since they were successful. We hope to have the event done by 12:00 A.M. after a 4:00 P.M. start time and to have the streets cleared and open by 8:00 A.M.

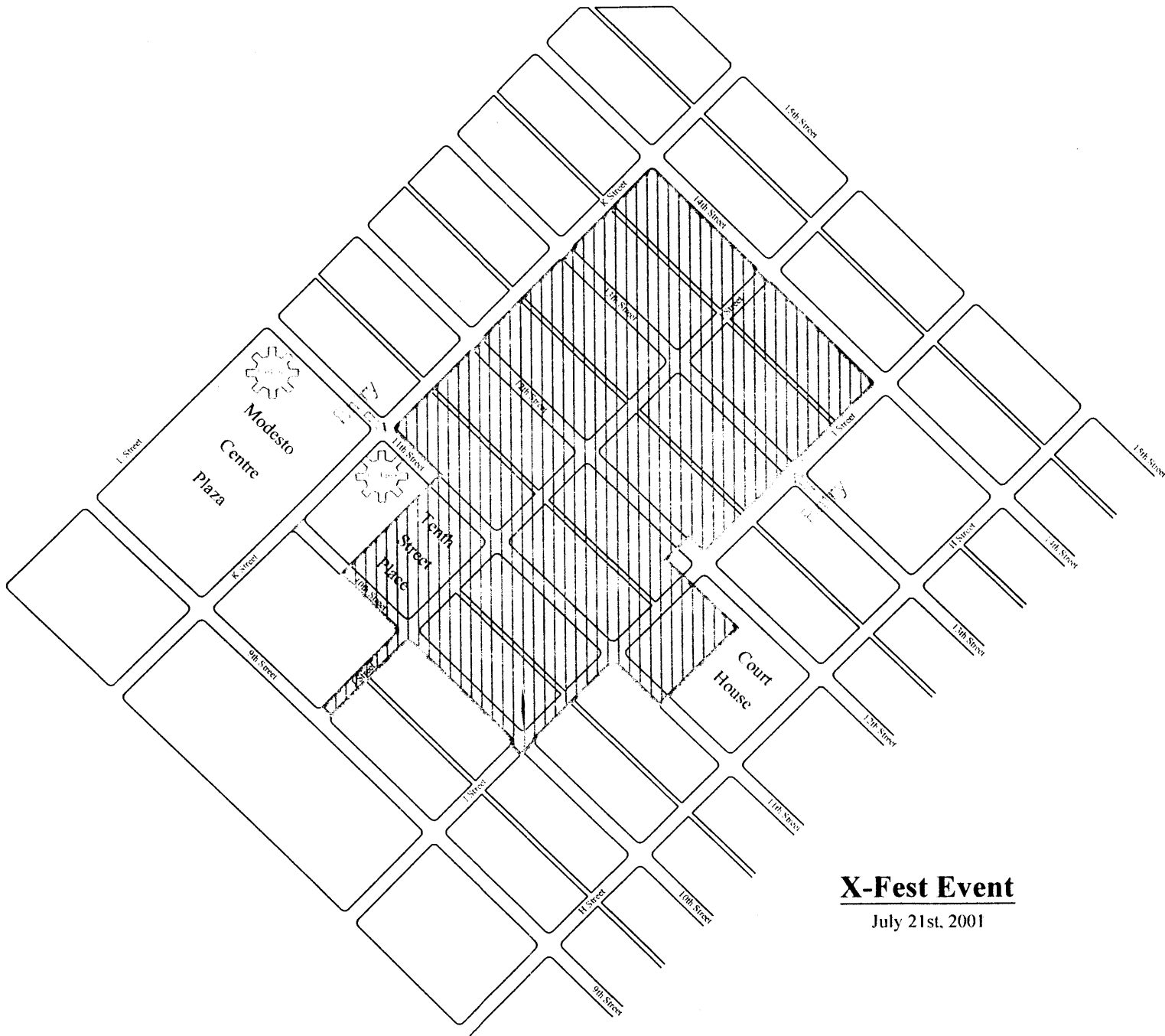
If you have any questions about the festival feel free to contact Bob Quentella, who is our City of Modesto representative on the project or Vicki Rice at 209-577-6444. You also can contact me if you would like at 209-518-3657.

I appreciate you time and I look forward to the possibility of working with you on the Xclamation Festival this year and in the years to come.

Kind regards,

A handwritten signature in black ink, appearing to read "Chris Ricci", written in a cursive style.

Chris Ricci
President
Chris Ricci Presents, Inc.



X-Fest Event
July 21st, 2001