

County of San Mateo
SHERIFF'S OFFICE
INTER DEPARTMENTAL CORRESPONDENCE

Date of Hearing: July 24, 2001
Date Submitted: July 11, 2001

TO: The Honorable Board of Supervisors
FROM: Sheriff Don Horsley *DH*
SUBJECT: Festival Cultural de la Middlefield

Recommendation:

Adopt a Resolution authorizing the Sheriff's Office to host the 2nd Annual Festival Cultural de la Middlefield, with funding up to \$10,000 provided by Peninsula Community Foundation, Community Alliance to Reclaim Our Neighborhood (CARON) and 21st Century grants.

Background

The County of San Mateo Sheriff's Office was awarded the Peninsula Community Foundation CARON and 21st Century grants in May and September 2000. A portion of these funds are to be used to coordinate and recruit community based organizations to provide expanded learning and recreational activities for children and community members with the greatest needs in North Fair Oaks and promote a better relationship between North Fair Oaks residents and the Sheriff's Deputies who serve the area.

Discussion

In celebration of the many positive community changes that have been taking place in the North Fair Oaks area, the Alliance, in association with the San Mateo County Sheriff's Office, will be hosting the 2nd Annual "Festival Cultural de la Middlefield". The festival will take place on Sunday, August 5, 2001 from 10:00 a.m. to 6:30 p.m. The central purpose of the festival is to engage community members in ongoing Alliance efforts to improve community safety and quality of life, provide

positive community role models, and to promote the cultural diversity and economic contributions of the North Fair Oaks community.

The event is open to the public and participation of adjoining South County residents is encouraged. Attendance of approximately 8,000 to 10,000 North Fairs residents and neighbors throughout the course of the day is anticipated. Those who attend will be able to enjoy local cuisine, displays of arts and crafts, children's booths and games, cultural folkloric, tongan and samba dances, walkathon, mariachis, and much more. Educational booths will also be provided.

Fiscal Impact

The Sheriff's Office will contract with Special Events to provide booths, a stage and an art exhibit canopy. Costs are not to exceed \$10,000. The contract will be fully funded by the Peninsula Community Foundation and 21st Century grants. There will be no net County cost.

Attachments

Press Release

2nd Middlefield Cultural Festival Flyer

Latino Community Alliance

Presents:

2nd Middlefield Cultural Festival

Sunday August 5, 2001
10 am - 6:30 pm

*Middlefield Road in Redwood City
Between 5th y 2nd avenues*

*This year we are celebrating
the Art & Culture of El Salvador!*

Free Fun and Games for Children

Delicious Local Cuisine

Samba

Informational Booths

Folkloric Dances

Mariachi

Peruvian Dances

Arts & crafts Displays

alcohol consumption in the street is not allowed

KSOL
98.9 FM-FM 99.1

**-SAN MATEO-
CREDIT UNION**

3-B-B-B



The Golden
Glaze Bakery
(650) 66-3228

El Rincon Tarasco
(650) 364-6413

 **Llantera
Gonzalez**



PRESS RELEASE

Topic: Announcing the 2nd Middlefield Cultural Festival in North Fair Oaks

Contact:

Noemi Ruelas, CARON Program Coordinator
San Mateo County Sheriff's Office
(650) 599-9186
nruelas@co.sanmateo.ca.us



The Second Middlefield Cultural Festival Revitalizing the North Fair Oaks community south of Redwood City

The Latino Community Alliance (LCA) and the San Mateo Sheriff's Office are hosting the **2nd Middlefield Cultural Festival in North Fair Oaks south of Redwood City on Sunday, August 5, 2001 from 10 am to 6:30 PM.** Middlefield Road will be closed to street traffic from 5th to 2nd Avenue, and a detour will be in force.

On August 5, Middlefield Road will be dressed up in colorful banners to welcome its approximately 20,000 guests with live music, Mexican and Pacific Islander food, and displays of arts and crafts. For the kids, there will be clowns and mimes, face and fingernail painting, and lots of fun games. The Art Exhibit and Main Stage will feature arts and crafts from the Republic of El Salvador--a different Latin-American country will be featured every year. At noon, families, organizers, leaders, and elected officials will be invited to the Main Stage to honor Maria Diaz-Slocum for her contributions to the North Fair Oaks community.

The purpose of the festival is to celebrate the cultural diversity of North Fair Oaks, to revitalize the community, promote local business, and to provide information about community resources. Proceeds will be used to finance next year's event and to promote Latino art and culture among youth. Salvador Lara, the President of the LCA says, "The Festival is an opportunity for residents to come out and meet our neighbors. Most of us work long hours and rarely do we get to chat with them and develop friendships." He further adds, "I own a small business, the Golden Glaze Bakery, so the festival is a great opportunity to promote it."

The organization is the result of the Community Alliance to Reclaim Our Neighborhood Grant awarded to San Mateo County Sheriff's Office by the Peninsula Community Foundation in February 1999. According to Sheriff Don Horsley, "Our department has made a long term commitment to North Fair Oaks. The planning of the Middlefield Cultural Festival is a great opportunity for our staff to develop strong relations with the residents of North Fair Oaks."

The event has been endorsed by Supervisor Jacobs Gibson, the San Mateo County Sheriff Don Horsley, Mayor Ira Ruskin, Redwood City 2020, Peninsula Community Foundation, Channel 14, The Independent Newspapers, Nuevo Mundo, KSOL Estero Sol, Joyeria 3BBB, El Rincon Tarasco Restaurant, St. Anthony's Church, The Golden Bakery, Llantera Gonzalez, and the San Mateo Credit Union.

Businesses and non-profit organizations are invited to promote goods and services to the 20,000 people expected at the event. If you would like to participate as a volunteer, or would like to request a vendor application, please call Noemi Ruelas at the Sheriff's Office Substation at (650) 599-9186.

RESOLUTION No. _____

**SAN MATEO COUNTY BOARD OF SUPERVISORS
COUNTY OF SAN MATEO, STATE OF CALIFORNIA**

Resolution Authorizing the Sheriff's Office to host the 2nd Annual Festival Cultural de la Middlefield, with funding up to \$10,000 provided by Peninsula Community Foundation, Community Alliance to Reclaim Our Neighborhood (CARON) and 21st Century grants.

RESOLVED, by the San Mateo County Board of Supervisors, County of San Mateo, State of California, that

WHEREAS, the Board of Supervisors may authorize the hosting of a community event for the general benefit of the community and the public, at the request of the County department; and

WHEREAS, the County of San Mateo Sheriff's Office was awarded the Peninsula Community Foundation (CARON) and 21st Century grants in May and September 2000;

WHEREAS, the Latino Community Alliance, a group of North Fair Oaks residents and businesspersons, have approached the County to request funding for a Festival Cultural de la Middlefield, to benefit the residents of North Fair Oaks, a community area under the Board's jurisdiction; and

WHEREAS, the Board finds that the use of funds for the purpose of promoting community awareness, community recreation, and cultural diversity in the North Fair Oaks Area by the hosting of the Festival Cultural de la Middlefield, is both appropriate and worthwhile.

NOW, THEREFORE, BE IT RESOLVED AND ORDERED that the San Mateo County Board of Supervisors by adoption of this resolution hereby agrees and authorizes the Sheriff as an agent of the County of San Mateo to execute and submit all documents, agreements, amendments, payment requests and related documents, which may be necessary for the Festival Cultural de la Middlefield festival in an amount not to exceed \$10,000 and the Clerk of the Board is hereby directed to attest the signature thereto.
