

Council Business Meeting

February 2, 2021

Agenda Item	East Main Street Banner Request for the Oregon Fringe Festival	
From	Adam Hanks	City Manager Pro Tem
Contact	adam.hanks@ashland.or.us ; (541) 552-2046	

SUMMARY

The Oregon Fringe Festival is seeking approval to hang a banner over East Main Street for their Spring event. As the Festival has not received grant funding from the City, the organizers received a letter of support from the Public Arts Commission and are now asking for approval from the City Council.

POLICIES, PLANS & GOALS SUPPORTED

N/A

PREVIOUS COUNCIL ACTION

N/A

BACKGROUND AND ADDITIONAL INFORMATION

The City allows banners to be hung across East Main Street for events sponsored or endorsed by the City of Ashland only. The most common way endorsement is for an organization to receive grant funding from the City through the Economic, Cultural, Tourism, and Sustainability (ECTS) grant program. As the Oregon Fringe Festival has not been a recipient of ECTS grants, they instead have gone through the process to receive endorsement from a City Commission with final approval from the City council.

The Oregon Fringe Festival sent an email on November 19, 2020 with their request for approval to the City Council and administration staff. Staff informed them of the process to apply for approval. On January 15, 2021, the Public Arts Commission decided to endorse the Oregon Fringe Festival's banner request to move forward for Council approval.

The Oregon Fringe Festival is also a free event open to the public and is not advertising for a specific business. Per the permit, all banners cannot have any advertising and approval is based on if the event is free to the general public.

FISCAL IMPACTS

Approval of the endorsement will not cost the City money. The banner permit fee of \$125 per week will still be paid by the applicant once the permit is allowed to be submitted.

STAFF RECOMMENDATION

Staff recommends approving the endorsement of Oregon Fringe Festival's banner request as they have gone through the process and met the requirements of the banner.

ACTIONS, OPTIONS & POTENTIAL MOTIONS

1. I move to approve the endorsement of the Oregon Fringe Festival banner request.
2. I move to deny the endorsement of the Oregon Fringe Festival banner request.

REFERENCES & ATTACHMENTS

Attachment 1: Banner Request from Oregon Fringe Festival

Attachment 2: Endorsement Letter from Public Arts Commission

From: Oregon Fringe Festival <oregonfringe@sou.edu>

Sent: Thursday, November 19, 2020 2:51 PM

To: administration <administration@ashland.or.us>; City Council <council@ashland.or.us>; planning <planning@ashland.or.us>

Subject: 2021 Oregon Fringe Festival: East Main Street Banner Endorsement

[EXTERNAL SENDER]

Hello City of Ashland,

I hope that you are enjoying your Thursday!

My name is Paige Gerhard and I am the Director of the Oregon Fringe Festival at Southern Oregon University.

In short, and in case you aren't familiar, each spring, the Oregon Center for the Arts at Southern Oregon University produces the Oregon Fringe Festival, a multi-day event celebrating outrageous creativity in the arts. The OFF is first and foremost a crossroads for emerging artists and professional practitioners to engage with each other's creative work. Our roster includes music, theatre, visual art exhibitions, film, physical theatre, dance, circus, spoken word, readings, as well as panels and workshops for students and the greater community. Now in its eighth year, the OFF is aligned with the rich, 70+ year history of The Fringe, an international movement exploring our innate creative spirit.

I am contacting you because I would love to obtain a banner permit for this year's festival. Attached below is a letter of endorsement.

If you have any questions or concerns, then please let me know.

I look forward to hearing back from you and thank you so much for your time and consideration.

My very best,

Paige Gerhard
Oregon Fringe Festival Director
Oregon Center for the Arts
Southern Oregon University
www.oregonfringefestival.org



Dear City of Ashland,

As a valuable and essential member to our community, the Oregon Fringe Festival (OFF) would like to invite you to be a part of our annual celebration of outrageous creativity in the arts that brings together emerging artists and professional practitioners from all over to share their respective experiences and engage with each other's artwork.

Free and open to the public, the OFF provides a platform for unconfined expression that celebrates unconventional art and unconventional space, all while working to secure a tolerant environment for the sharing of ideas through the creative arts.

Now in its eighth year of existence, the OFF will take place from April 29 - May 1, 2021.

Recognizing the creative arts as a vital component to our community, we would love to obtain permission to hang a banner across East Main Street to encourage our community to participate and help support creators and their artistic endeavors. If granted, your support would emphasize this importance, making this year's festival more successful than the last!

If you have any questions, please do not hesitate to contact me at oregonfringe@sou.edu.

Thank you so much for your time and consideration.

Sincerely,

Paige Gerhard
Oregon Fringe Festival Director
Oregon Center for the Arts
Southern Oregon University
www.oregonfringefestival.org

CITY OF ASHLAND

January 15, 2021

Memo

To: City Council

From: Public Arts Commission

RE: Banner endorsement

To Ashland City Councilors,

On our Jan. 15th meeting, the Public Art Commission unanimously endorsed a request from Paige Gerhard, representing the Fringe Festival, to hang a banner over Main Street to advertise the event. While the decision ultimately resides with the City Council, please know that we supported the request.

Sincerely,



Andrew Stallman

Chair, Public Art Commission

