



# STAFF REPORT – CITY COUNCIL MEETING

---

**TO:** Honorable Mayor and City Council Members

**FROM:** Merritt Perry, City Manager

**PREPARER:** Rhea Varley, City Clerk

**DATE:** September 17, 2025

**TITLE:** **Approve Sponsorship in an Amount Equivalent to the Plaza Event Fees of \$1,981 for the Same Old People’s North Country Fair to be Held on the Arcata Plaza on September 20 and 21, 2025.**

---

## **RECOMMENDATION:**

It is recommended that the Council approve a sponsorship in an amount equivalent to the Plaza event fees of \$1,981 for the Same Old People’s North Country Fair to be held on the Arcata Plaza on September 20 and 21, 2025.

## **INTRODUCTION:**

The Same Old People’s North Country Fair has transformed from a single day event to a full weekend of fun for the community. Established in 1974, the North Country fair celebrates and advocates for a healthy environment, cooperation and community, a vibrant alternative economy, and justice for every person and all forms of life.

This event will host three stages of local music and performances, two major parades, and over 200 vendors, which include local artisans, non-profits, and food offerings.

The Director of the North Country Fair has requested City support in the form of a fee sponsorship, reflecting the community benefit the event provides and its alignment with City values of local events, an emphasis on sustainability, community cooperation, and local economic vitality.

## **BACKGROUND/DISCUSSION:**

The rates charged for the use of the Plaza for a special event are intended to cover staff costs as well as maintenance, barricade fees, utilities, traffic control plan, equipment servicing and equipment and permanent restrooms.

The cost to use the Plaza for the 2025 North Country Fair event is approximately \$1,981 for use of the area from 4 a.m. through 9 p.m. on September 20 and 21.

A \$500 deposit will be required from the event organizers to ensure clarity and responsibility for clean-up.

Staff are recommending that the Council provide support for the fair in an amount equivalent to the anticipated use fees for the event, in the amount of approximately \$1,981.

**BUDGET/FISCAL IMPACT:**

Although the City Council has not identified specific events to receive support from the City, the City Council did express its desire to support events in the City and set aside \$25,000 for that purpose. Although there were no specific events identified in the budget at that time, festivals, and festivities that are open to the public at no charge, attract visitors from near and far, and provide benefit to the community, such as the North Country Fair, seem to be the type of event the Council should consider support with the budget set aside for that purpose.

If approved, the funds for the event would come from 101-10-01-52104. Funds used from this account in this fiscal year include a total of \$6,450 for three similar sponsorship requests, leaving a remainder of \$18,550 for other such requests.

**RECOMMENDED COUNCIL ACTION:**

Motion to approve a sponsorship in an amount equivalent to the Plaza event fees of \$1,981 for the Same Old People's North Country Fair to be held on the Arcata Plaza on September 20 and 21, 2025. Consent Calendar vote.

**ATTACHMENTS:**

- A. Email Request from North Country Fair Director