

From: [Rhea Varley](mailto:Rhea.Varley)
To: [Beth Redfern](mailto:Beth.Redfern)
Subject: FW: Request for event fee support for North Country Fair Arcata.
Date: Wednesday, September 10, 2025 9:13:14 AM

From: director@northcountryfair.org <director@northcountryfair.org>

Sent: Tuesday, August 5, 2025 9:42:49 AM

To: Merritt Perry; Sarah Schaefer; Meredith Matthews; Stacy Atkins-Salazar; Alex Stillman; Kimberley White

Subject: Request for event fee support for North Country Fair Arcata.

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Dear Arcata City Council Members,

On behalf of the North Country Fair and the board of directors, "the Same Old People," I would like to request assistance with the event fees for the Major Event Permit for the use of the Arcata Plaza on Saturday and Sunday, September 20 & 21, 2025. This request is specifically for the fees included on the event permit, the temporary business license fees for participating vendors are paid separately.

This year marks the 51st annual North Country Fair, which has grown from a single day event, to a full weekend of fun for our community. This event hosts 3 stages of local music and performances, two major parades, and over 200 vendors, which include local artisans, non-profits, and food offerings. Each vendor is hand selected by a jury to be part of this event so we can prioritize a local emphasis, keep a diverse selection of offerings for the community, offer opportunities to new artists, and focus on exclusively handmade goods. The North Country Fair is a highly valued event to participate in, and we regularly receive far more quality applications than we have space for.

While the components of this event have a hyper-local focus, the North Country Fair brings many people from outside our area to support local artists and vendors at this event, bringing in abundant tourism dollars for local hotels and lodging, supporting many local restaurants and businesses over the weekend of the event.

The North Country Fair was the first major event in Arcata to ban the sale of plastic water bottles and this event has since set precedent for zero waste goals for all other community events. We have also given guidance and acted as a model for waste reduction at other events across the country. We are proud to say that plastics reduction and sorting compost and recycling from landfill waste are now standard at local events due to initiatives originating at the North Country Fair. We also utilize volunteers from many non-profits, community organizations, and the university to keep the fair running smoothly, from bike valet to sorting compost.

The North Country Fair is one of the—and possibly the only—major event

in our area that does not accept sponsorships. I frequently find myself explaining the shoestring budget for this event and that we quite often only make enough money to execute the event again the next year. The choice to not accept sponsorships despite general rising costs, along with a strong desire to both keep this event free for the public and affordable for participating local artists, means our budget gets leaner every year. We rely on the support of local downtown businesses like Plaza, Daydream, Hot Knots, Jacoby Storehouse businesses who provide vital resources for the success of this event.

We understand that the city has recently waived the fees for other local events. In this spirit, I am requesting, on behalf of the Same Old People and the North Country Fair, that the City Council waive all event fees for the 2025 fair. Your support of local events is recognized and we appreciate your consideration for similar help.

Best,

Alex Ozaki-McNeill
Director, North Country Fair

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