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February 16, 2009

Mayor Hieftje and Ann Arbor City Council Members
Ann Arbor City Hall
100 North Fifth Avenue
Ann Arbor, Michigan 48104

Dear Honorable Mayor Hieftje and City Council Members:

On behalf of the Board of Directors and Staff of the Ann Arbor Street Art Fair, the Original, I respectfully submit the following street closing requests for set up, July 15, and for the 50th annual Fair, July 15 – 18, 2009.

In October 2004, the Ann Arbor Street Art Fair, the Original, was recognized as the Number One Art Fair in the nation by the readers of *AmericanStyle* Magazine. In each of the following years, the Street Art Fair has continued to make the Top 10 List of Fairs and Festivals, a rare feat. The Street Art Fair has previously been named the number one art fair in the country by both *Sunshine Artists* Magazine, a national trade publication, and by the National Association of Independent Artists, which represents leading art fair artists. At least two other national art fair listings, the *ArtFair Sourcebook*, and *The Harris List*, ranked us at various times among the top three art fairs in the nation. We are pleased to share these honors with our community and recognize the significant support from the City of Ann Arbor that has helped to make the Ann Arbor Street Art Fair, the Original one of the leading outdoor fine art events in the country. We look forward, with your assistance, to continuing our successes in 2009 for our 50th year of Originality.

The Ann Arbor Street Art Fair also has a long history of broader community involvement, both in the support of many other non-profit organizations through their participation in the fair, and in the support of student art scholarships and exhibitions, and the purchase and presentation of art in public places, the most recent a donation of \$5000 from our public art fund towards the installation of the long tile mural at the Fourth and Washington Parking Structure.

For the past three years and for the next two years, the Street Art Fair staff will work with the administrative staff at the University of Michigan, and city staff to reconfigure the Street Art Fair to minimize the impact the North Quad construction project will have on our event. An additional challenge in the 2009 season is a major steam tunnel reconstruction project on the Diag, which will limit space available to our Fair by 25% as well as limiting visibility and access from the Diag and Shuttle Bus stop on S. University. The construction period for both projects

is expected to last through the summer of 2010. Both the City and the University have assisted the Street Art Fair with planning for alternative configurations so that we will be able to produce a high quality and safe event in this location, however the project on the DIAG is a significant challenge and we are still working on the final arrangements.

On behalf of the Ann Arbor Street Art Fair, the Original, I respectfully request the following streets be closed, and parking, traffic, recycling and solid waste, and police and fire department arrangements for the 50th annual Ann Arbor Street Art Fair, 6 AM Tuesday through 7 AM Sunday, July 14, 15, 16, 17, 18, 19, 2009. Hours of the Fair will be Wednesday through Friday, 10 AM to 9 PM and Saturday, 10 AM to 6 PM.

Closed Streets: (see attached map)

- North University from Fletcher to Thayer
- Thayer, including the North University intersection, to Washington

Closed Sidewalks:

- North University from Church through the Thayer intersection
- Thayer between N. University and Washington
- Washington between State and Fletcher
- Fletcher between North University and Washington (safety and service for Ingalls Mall)
- North University from Fletcher to Church (pedestrian safety, emergency vehicle access)

These closings provide limited access for emergency and operational service for the University of Michigan Diag, Ingalls Mall and the Bell Tower Hotel, allow the placement of booths (Information, sponsor, communications, audience services, art activities/demonstrations, signage and first aid) on the sidewalks, and for audience safety and service for the Alumni Association, the Michigan League on Fletcher and a Performers Drop Off area.

We also request that the City not issue sidewalk usage permits for activities and sales booths, other than by art fairs services, for the sidewalks on North University between Fletcher and Church St. in order to maintain pedestrian safety for University of Michigan students and faculty as well as the audience traveling between fairs. We respectfully request that since the North University and Fletcher closings are safety related and not for use by the art fair or the University (except for the small area at the north end of Ingalls Mall, which completes the Street Art Fair area), no fees be attached to the closure of these sidewalks.

In addition, we request coordination in removing abandoned bicycles on the sidewalks so that safe access to artist booths in the permitted area in the streets will be maintained.

Parking Restrictions:

1. Arrangements to use parking on both sides of Fletcher between Washington and North University, and Washington between State and Fletcher will be made through the Downtown Development Authority and Republic Parking Services.
2. Arrangements will be made with AATA for ample shuttle bus service and Link service to connect the art fairs, the downtown shopping areas and the parking structures on a revised route. Freeway and City directional signs for the Art Fair Shuttle are to be placed by the City Signal and Sign Department by Monday, July 13 and removed by Monday, July 20.

Solid Waste/Recycling Collection: Our crews perform daily recyclable and trash collection. We would like to request the following:

1. Three large trash dumpsters on the median on N. University east of Fletcher. The dumpsters should be serviced by the City prior to the opening of each day of the Fair.
2. One large corrugated cardboard dumpster on the median on N. University east of Fletcher, serviced daily by Recycle Ann Arbor with the final pick up the morning of Sunday, July 19.
3. Sufficient rolling carts for transport of recyclable materials from stations on the Fair site to pick up carts.
4. Special arrangements for servicing any permanent city trash receptacles on the Street Art Fair site.
5. Delivery of the 25 Zero Waste stations used in 2008 currently stored at Recycle Ann Arbor to be delivered in the morning of Monday, July 13.
 - a. 25 blue bins for Bottles/Cans, 25 blue bins for Paper, and 25 blue bins for Trash
 - b. 50 cement filled buckets, 50 bamboo poles and 25 banners to support signage
 - c. Additional bins as needed for Compostable materials
6. Two fire hydrant water taps installed and tested by A2H20 on the hydrants on the south side of North University, one where N.U. meets Fletcher and one in front of the Kraus Natural Science building. To be installed and tested Monday morning, July 13.
7. The Ann Arbor Street Art Fair is currently discussing methods for collecting compostable food waste with Recycle Ann Arbor, the Ecology Center and the City of Ann Arbor.

All materials should be delivered to the corner of Thayer and Washington in the late morning or early afternoon of Monday, July 13.

Police and Fire Coverage: We request adequate police and fire coverage for the North University, Thayer and Washington Streets area during Fair time. We continue to work with the Mayor's Committee on Art Fairs to improve emergency communications and safety signage and appreciate the services provided by the city/county Emergency Operations Teams.

Street Clean Up: We request early morning street cleaning service the week prior to the Fair and daily during the fair, July 15 - 18. At the close of the fair, at 6 PM, on Saturday, July 18, our crews, contractors and artists will take down all booth structures and service materials. We also request assistance Sunday, July 20, from both the City street sweeper and Solid Waste Department trucks and crews for the final street cleaning of North University Avenue, Thayer and Washington Streets.

Signage/Traffic Signals: We request authority to place appropriate temporary signage in our designated area. Additionally we would like assistance on the following modifications to be coordinated with the City's signs and signals staff during the fair:

1. Place "Stop for Pedestrians" signs on the center line at the pedestrian crosswalks on Fletcher near the Washington intersection and on Washington Street at the temporary crosswalk east of the North Quad construction site.
2. Provide wheelchair access signs at appropriate mid block curb cuts on N. University and at the pedestrian detour on Washington St.

Art Zones and Stages: We will have several art activity tents, a large tent and stage covering the Ingalls Mall Lawn for performances, and designated street performing areas located throughout the fair site.

We will continue to coordinate our planning and operational activities for the Ann Arbor Street Art Fair, the Original, through the Mayor's Committee on Art Fairs.

The relocation of the Original Street Art Fair starting in 2003 is permitted by resolutions passed by Council on June 4, 2001 and December 3, 2001. On behalf of the Board of Directors of the Original Fair in Ann Arbor, I would like to thank you once more for making this relocation possible and for the assistance and advice we received from you and the city staff as we fine tune the operations in this space.

Our Fifth Ever Townie Street Party, a Kick Off to the Ann Arbor Art Fairs, will be held on North University Ave and Ingalls Mall on Monday, July 13, 2009. The relocation of the Party from Ingalls Mall and Washington Street was necessitated by the North Quad construction and turned out to work very well. The Party continues to grow and we continue to add activities to showcase our Ann Arbor and Washtenaw County community assets. The Kids Art Fair, featuring juried young artists (from 6 to 14 years old) doubled in participation from the first year, and Townie Hall where our community partners showcase their services was joined by the Creative Connections area hosted by the Arts Alliance. We are again working with the volunteer committee and various community partners to host this event to celebrate the coming of the four art fairs. We will submit a special event permit request to city staff for the Monday, July 13, 2009 festivities.

In the summer of 2008 the collective Ann Arbor Art Fairs, along with many community partners, retained Power Marketing to conduct an audience intercept economic impact survey. The data gathered showed an impressive level of satisfaction and loyalty to the Fairs by those attending. A few key pieces of information from the Survey are attached (page 4). The Survey Summary and Complete Survey Report are available upon request.

Thank you for your assistance and cooperation in working with us to produce this nationally honored event. The 50th year of Originality promises to be a very special event and we are looking forward to sharing it with our Ann Arbor community.

Sincerely,

Shary Brown
Executive Director

Attachments: 2009 Ann Arbor Street Art Fair, the Original Operations Map
 Zero Waste Pilot Project Executive Summary
 2008 Audience Intercept Survey Select Statistics (page 4)

Select Information from the 2008 Art Fairs Intercept Survey:

Demographics

- 66.5% female, 33.5% male.
- 41% age 50 or older, 34% ages 30-49, and 25% ages 18-29.
- 52.7% were married.
- Mean household income of \$90,000.
- 43% college graduates.
- 83% were Caucasian, 6% were African-American,
- 3% were Asian, and 2% were Hispanic.
- 52% were from Michigan, but outside of Ann Arbor.
- Residents of Ann Arbor totaled 31%.
- The remaining 17% were from outside of Michigan.

Audience Spending

- Art \$292 (Mean)
- Dining \$50
- Shopping \$97
- Lodging \$279
- 35% planned on spending less on artwork in 2008. 73% buy from more than one artist.

Estimated spending during the event

- Hotels: \$5 million.*
- Dining: \$25.2 million.*
- Shopping: \$48.7 million.*

*Assumes 500,000 attendees.

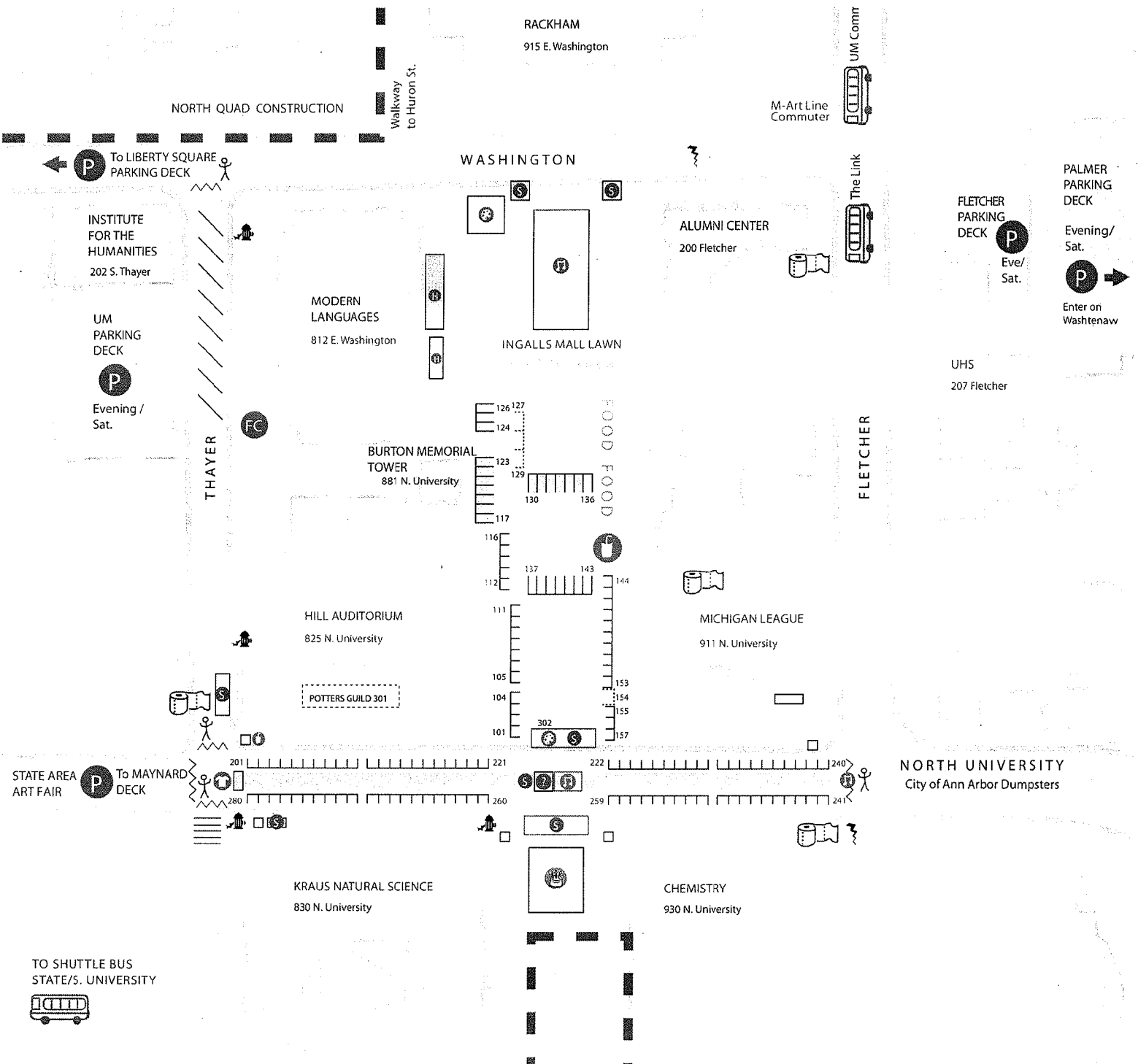
Based on self-reported estimates.

Margin of error $\pm 3.46\%$.

Survey Summary and Full Survey available upon request

50th annual Ann Arbor Street Art Fair, the Original

* MAP SUBJECT TO CHANGE DEPENDING ON U of M DIAG CONSTRUCTION PLAN



ARTIST BOOTHS (A000)	LANDMARKS	SERVICES & ACTIVITIES
all booths start with A		
artist own canopy (12 x 10)	vehicular barricades	access staff
open air display (10 x 20)	generator	art zone
fair provided tents (10w x 20d)	service drive	artist central
sponsor / activity booths (A0)	tree/planter	parking
	service area/reserved parking	hospitality
	fire hydrant	focus on 50 memory tent
		fair central
		first aid
		food/beverages
		information
		wheelchairs available
		performance area
		porta johns
		sponsor
		souvenirs

Ann Arbor Street Art Fair, the Original 2008 Zero Waste Initiative Executive Summary



What is Zero Waste?

Zero Waste is the principles and practices that work towards shifting our economy and culture away from one that sends everything off to the landfill to one that sends almost nothing there. This means redesigning products that can be recycled or composted more easily, which reduces needless waste. The Zero Waste approach also creates new jobs and economies based around the repurposing of materials and resources that would have otherwise been wasted.

Street Art Fair Zero Waste Initiative

23 Recycle Stations with bins for Bottles / Cans, Paper, and Trash

2008 Statistics

- 26,816 pounds or 13 tons of recycling collected by entire A2 Art Fairs.
- 17,325 lbs. or 8.67 tons were collected by the The Ann Arbor Street Art Fair - The Original.
- 68% of the total recyclables were collected by only 1/6 of the total event area in a first year pilot Zero Waste format.
- 41% dumpster content reduction
- 2.5 trash dumpsters out of 5 were filled on four days and filled to capacity for only one. All recycling bins were full to maximum daily.
- 10 X 6 cubic yard dumpster loads were diverted.
- 7 tons minimum were diverted from the landfill.
- The 10 dumpster loads diverted from a maximum of 25 over the five day event equals a 41% landfill diversion rate in the first year pilot program.

2008 Partners

City of Ann Arbor, Ann Arbor Community Foundation, Recycle Ann Arbor, Ecology Center, Every Day Change Communications L.L.C.

What Next in 2009?

- Hire a Zero Waste Coordinator
- Establish a community volunteer organization
- Create bulk water system
 - Partnership with A2H2O
 - Sell reusable aluminum water bottles instead of disposable plastic
- Create compost system
 - Introduce compostable table wear
 - Reduce / eliminate plastics and Styrofoam
 - Compost food waste