

**Open Work Session**  
**City of Salisbury – National Folk Festival Update**  
**June 19, 2018**

Mrs. Caroline O'Hare, Local Manager for the National Folk Festival, and Julia Glanz, City of Salisbury Administrator, came before Council. Mrs. O'Hare said they have a few milestones that have come up recently, and she would like to share those with Council.

Mrs. O'Hare said their entire Folk Life Program has been announced, which includes all of the demonstrators and artists that will be in the Chesapeake Traditions Folk Life Area, and that is quite exciting.

Mrs. O'Hare said they have a satellite parking agreement made with Salisbury Mall Associates, and they are working with them on that agreement to finalize it, but it is moving along. She said they have satellite parking at the Civic Center, which has about 1,300 spaces, and, with the additional parking from Salisbury Mall Associates, that is an additional 3,500 parking spots. She said they also have been offered the parking lot near Labinal, which is another 500, which gives them about 5,000 extra parking spaces at their satellite parking lots. She said this also helps them with the additional 1,000 parking spaces downtown and in the downtown area they already have, so parking is shaping up pretty good. Mr. Cannon asked if satellite parking is where they park off location and then will be shuttled in, to which Mrs. O'Hare responded, that is correct. She said they will have free shuttles running in 30 minute cycles running every 10 minutes, and dropping off right at the festival footprint. She said they are working with Shore Transit on that, and they are planning to run an hour before and up to an hour afterward the festival, though she is sure that will probably extend a little bit as needed.

Mrs. O'Hare said another update they have is that all marketplace vendors and food vendors have been selected, and they will roll out the announcement next month of who those artists and food vendors are so everyone can come hungry and ready to shop.

Mrs. O'Hare said they have reached 80 percent of their fundraising goal, which is right on track with where they want to be. She said volunteer shifts have been launched, and co-coordinators have been announced, who will lead the 800+ volunteers. She said the shifts are up, so now people can sign up for the exact job they want, the day they want, and the time they want. Mrs. Glanz said they need 800+ volunteers, so any help in that area would be great. She said they have already seen a tremendous sign up, and they are working with the United Way on that. She said any of Council's networks or folks watching at home can go on-line to United Way and sign up for many different shifts for any interests they may have on the festival. She said they would love the support. Mr. Cannon asked what type of volunteers, to which Mrs. O'Hare responded, that is a great question and is actually something she wanted to ask Council for their help with. She said they are looking for a variety of jobs, and they can be more low-key jobs, such as sitting at a festival desk or information booth, to more hands-on jobs, such as site prep, driving around in golf carts with ice and water distribution, or working in the family area with make and take crafts. She said there are a variety of jobs and responsibilities, and someone can sign up for a couple of hours, or for all three days. She said, if they go to [Shoregetconnected.org](http://Shoregetconnected.org), they can find out all of the job descriptions. She said she brought volunteer cards for each Councilmember so they can share this with their community and networks, and they would love for Councilmembers as well to volunteer because they are the face of the County, and that show of public support is incredible and would be quite valuable. She said she will have the cards for Council to take afterwards.

Mrs. O'Hare said they have an Artists in Schools Program where they will bring approximately a dozen different artist groups into the public school system in Wicomico County. She said that is funded by a private foundation, and will service close to 5,000 public school students, the majority of them being between kindergarten through 8<sup>th</sup> grade.

Mrs. O'Hare said they have their final list of performers being announced next week. She said she believes the day they are shooting for is Tuesday, so that will mean all of their performers will have been announced.

Mrs. O'Hare said she does want to talk about the current support from the County. She said they have had very strong support from Wicomico Tourism, which has been invaluable with their out-of-market marketing grant they obtained, as well as guidance, and getting them out of Delmarva and into the hilly area promoting this festival as a State event, which is what it is. She said they have also had a good partnership with the Parks Department, especially with their family area. She said they have some incredible family area make and take crafts, activities, storytelling, and things that will be free for their younger attendees, and the Parks Department has come up with some wonderful ideas that will enrich the community, and she is thankful for their support.

Mrs. O'Hare said another show of support from the County is that Mr. Wayne Strausburg has been part of their Executive Committee, and she thanks him for coming to those meetings when he can. She said the County has also offered to lend them about 20 bike racks, barricades, fence stakes, one or two dump trucks, and two golf carts. She said, as the planning for the festival continues, their needs evolve and continue, so they are still reaching out for certain things. She said the free things, of course, are what they have mentioned, which is the public show of support, communicating to their communities, to their constituents, and their friends and colleagues. She said, when they spread the word, those people spread the word. She said they also need help with advertising for the festival, and if there is any way to help with that through social media, that would be fantastic. She said they need help spreading the word about volunteers like they talked about as that is incredibly important, and volunteers are the lifeblood of this festival.

Mrs. O'Hare said now that they have satellite parking, they are looking for additional light towers, approximately four of them, so it is a safer environment. She said they could also use any additional road closure equipment, generators, fuel trucks, and flatbed trailers. She said traffic reports on the days of the festival will be needed so they can better understand the traffic flow, and how they can improve in year two and moving forward. She said they will be reaching out to the County with these requests to see if they can help in that area, but the County has been supportive in the areas she mentioned, and she greatly appreciates that.

Mr. Joe Holloway said the last time Mrs. O'Hare was here he asked her about coordinating with the Sheriff's Department for help. He then asked if she has had any interaction with them, to which Mrs. O'Hare responded, absolutely. Mr. Joe Holloway asked if they are supporting this and willing to work with her on this, to which Mrs. O'Hare responded, yes, they spoke with the Sheriff's Department. She said she actually sat down with Captain Wilson and First Sargent Allesandrini who have also been invited to safety planning meetings. She said Chief Duncan is also in talks with Sheriff Lewis about assisting in coordination. She said, in addition, Council had previously asked about Maryland State Police, and they have been included in their safety planning meetings. She said Council had also asked about other types of support, such as Federal support with the FBI and whatnot, and she wants to let Council know they


are working with the Department of Homeland Security assisting with event analysis and assessment for law enforcement. She said this means they have a strong number of private and public partnerships that are working together regarding safety. She said the National Folk Festival is taking advantage of different Federal as well as State level partnerships that have experience with large-scale events. She said one thing that was mentioned previously was bomb sniffing dogs, and that worked with great success at the marathon, so they will be employing some more methods just in that area for the folk festival.

Mr. Cannon said Council appreciates everything they are doing, and this is fantastic. He said the County does a lot of everything it can do from Recreation, Parks, and Tourism to try to bring huge events to this area, and this is right up there at the very top. He said this is going to be huge, not only for Salisbury, but for Wicomico County. He said this is going to be really big, and he is just absolutely amazed as to how well organized everything is, which is a credit to Mrs. O'Hare and her organization of how she is putting all of this together. He said he went on-line just to see how the volunteerism worked, and he just searched by typing in United Way, and there is a major link right from United Way to get connected, so it is so simple for anybody to look at and not get lost. He said they have two pages with about 15 different areas to volunteer, and it is very simple to pick and choose what someone might like to do, which he thinks is emblematic of how the whole project is running. He said he thinks that is a really good thing, and he appreciates them taking the time to be here and explain it to Council. He said they are looking forward to its success. There was no further discussion.

  
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John T. Cannon, President

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Larry W. Dodd, Vice President, District 3


  
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Ernest F. Davis, District 1

  
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Marc Kilmer, District 2

  
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John B. Hall, District 4

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Joe Holloway, District 5

absent  
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Matt Holloway, At-Large

  
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Laura Hurley, Council Administrator