

27 April 2023

To: Sebastopol City Council
From: Michele Anna Jordan

Dear Friends:

I am writing on behalf of Farm Trails, the Gravenstein Apple Fair, and the organization's request for financial support from the city

The Gravenstein Apple Fair is the crown jewel of both Farm Trails and Sebastopol. It is unique and has increased awareness of our beloved Gravenstein apple and the industry that helps it thrive. The fair has also helped launch local businesses, such as Golden State Cider.

One of the most important elements of the fair is traffic flow. I live about three-quarters of a mile south so I am always aware of traffic impact. Expert traffic direction by our police department would mitigate such problems as traffic jams and extremely long lines awaiting entry to parking areas. It is essential that the flow be smooth and quick, as there are scores of musicians, other entertainers, presenters, and vendors arriving at different times. It is also crucial for the thousands of visitors who attend the fair.

I have been involved with the fair in myriad ways. I have written about it in newspaper columns, magazine features, and books. I have been both a presenter and an attendee. I have waited in a line so long that it took 45 minutes to enter, a problem that I have not seen in recent years. Carmen Snyder, executive director of Farm Trails, has done an extraordinary job keeping the fair vibrant and successful in the face of such challenges as Covid, safety concerns, and, yes, traffic.

Please consider allocating the full amount requested by Farm Trails. The City of Sebastopol should be a cash sponsor of this sweet little fair with its enormous impact and should help make this year's fair a success for everyone involved.

With all best wishes,

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