

**From:** [REDACTED]  
**To:** [City Council](#)  
**Subject:** Fwd: Apple Blossom Parade - Waive City Fees to Chamber  
**Date:** Monday, March 4, 2024 3:36:40 PM  
**Attachments:** [image.png](#)  
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To: Sebastopol City Council Members & Staff  
Re: Apple Blossom Parade & Festival fees charged by the City

Dear Council Members:

I hope you are staying dry and warm in this soggy season :)

I am Natalie McNamara, Publisher, *Sebastopol Living* magazine. For those who may not receive a free copy of my magazine in the mail each month, I launched *Sebastopol Living* in 2018 and have been publishing local stories of the community for six successful years. Our mission is to bring the community together. I am also a member of the Sebastopol Chamber of Commerce.

The chamber is an essential component of Sebastopol's community and its growth is paramount to the vitality of our economy. Local businesses add to city revenue in more ways than one and the chamber's Apple Blossom Parade & Festival draws thousands of people from near and far over the course of two days.

I know many of you are familiar with Myriah's determination to revitalize our business community. This year, she requests relief from the city fees which take a major portion of her event budget. Think of Myriah's request as a long-term development strategy. There couldn't be a better investment in Sebastopol than to support one of our most creative and determined business leaders who is hitting the pavement every day, working hard to gain momentum, and establishing firm ground for Sebastopol's economy.

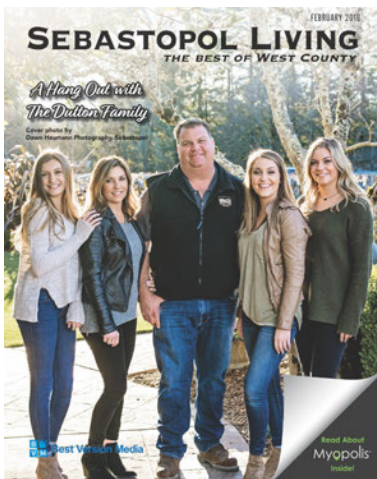
The chamber efforts and city administration are not separate functions - they work in tandem. Your decision to grant her request will infuse those dollars right back into Myriah's efforts to support more businesses, and in turn, those efforts support Sebastopol's economy long-term.

And... you couldn't find a more energetic person to deliver the task. Her track record is phenomenal with over 100 new chamber members since she started as Executive Director in 2022.

Please invest in Myriah's efforts through the chamber by granting her relief from the fees associated with the Apple Blossom Parade & Festival.

Sincerely,

Natalie McNamara  
Publisher, *Sebastopol Living* magazine  
[REDACTED]



Bringing the Community Together