



TOWN OF APPLE VALLEY TOWN COUNCIL STAFF REPORT

To: Honorable Mayor and Town Council **Date:** September 25, 2012
From: Ralph Wright
Parks and Recreation Manager **Item No:** 6
Subject: FEE WAIVER REQUEST FOR THE HANSON CYCLING FOUNDATION
OCTOBER 8, 2012 AT THE TOWN HALL RECREATION CENTER AND
OCTOBER 20, 2012 AT CIVIC CENTER PARK.

T.M. Approval: _____ **Budgeted Item:** Yes No N/A

RECOMMENDED ACTION:

For good cause shown, and finding a waiver will serve a public purpose, approve the waiver of the Facility Rental Fee of \$1,041.20.

SUMMARY:

The Hanson Cycling Foundation is requesting use of Civic Center Park on October 20, 2012 in order to host the 5th Annual Tour de Apple Valley. The Tour de Apple Valley event promotes cycling in Apple Valley for residents and visitors alike. Previous events have brought in cyclists of all ages and skill levels throughout Southern California. The proceeds from this event will be donated to the Apple Valley Police Activities League to allow them to continue to run programs for underserved youth in the community.

The fees come to \$1,041.20 and include use of the Town Hall Recreation Center on October 8th, use of Civic Center Park on October 20th and the Special Event Permit fee. The organization will still be required to provide a Certificate of Insurance.

BACKGROUND:

On 8-14-01, the Town Council adopted a policy stating fees can be administratively waived for a local public agency, a utility company or service district, or a similar entity providing an essential service to the general community, whereas, non-profit requests for fee waivers must go before the Town Council for consideration.

FISCAL IMPACT:

Although there is not an ongoing demand that is displaced with the request on this particular day, the waiving of these fees will result in the loss of potential revenue in the amount of \$1041.20.

The Hanson Cycling Foundation

September 12, 2012

Mr. Frank Robinson
Town Manager
Town of Apple Valley
14955 Dale Evans Parkway
Apple Valley, CA 92307

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PARKS & REC. DEPT.

Mr. Robinson,

It has been wonderful getting to know you and the staff of our Town over these past few months. Thank you for all of the effort that and your team have contributed to our project already! We're very excited to be hosting this event to promote cycling in our Town and this event will bring our residents and visitors a taste of what we mean when we say, "A Better Way of Life!"

Over the past few weeks we have learned of the fee schedule associated to the Tour de Apple Valley event that we all have been planning. Currently we understand that the sum of charges include fees for the Recreation Center, the Civic Center Park Amphitheater, Special Permits, the Apple Valley Fire District, etc. In an effort to assist our township and our organization financially, the Hanson Cycling Foundation (a recognized Non-Profit Organization with full 501 (c) (3) Status) would greatly appreciate special consideration, as we ask the Town of Apple Valley to grant our request for a waiver of fees (currently estimated at \$1,041.20).

This matter is both time sensitive and important to the 5th Annual Tour de Apple Valley since we are approaching our next Town Council meeting, scheduled for September 25th. We are prepared to come to the Council meeting to make a personal request. Simply inform us of the minimum necessary and we will accommodate your direction. Additionally, we will deliver with this letter a security deposit in the amount of \$250 that has also been requested.

Finally, we're happy to inform you that we have secured various forms of sponsorship from local corporations and individuals alike throughout our community. Our commitment is also to promote and maintain the Town of Apple Valley as being one of our key sponsors. Furthermore, our Board has named PAL as our chief recipient of proceeds. Thank you so much for your time and commitment to the success of this Town-oriented cycling event. Please contact me at your earliest chance should you need additional information or if I can answer any questions you may have.

Sincerely,


Jonathan Goetsch
Secretary
The Hanson Cycling Foundation

CC Tour de Apple Valley Board of Directors
Town of Apple Valley Parks & Recreations Department

PO Box 3546 Apple Valley CA 92307 / www.TourDeAppleValley.org