



TOWN OF APPLE VALLEY TOWN COUNCIL STAFF REPORT

To: Honorable Mayor and Town Council **Date:** February 26, 2013

From: Ralph Wright
Parks and Recreation Manager
Parks and Recreation Department **Item No:** 3

Subject: FEE WAIVER REQUEST FOR THE AMERICAN CANCER SOCIETY RELAY
FOR LIFE ON MAY 4 - 5, 2013

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 \$4,353.13.

SUMMARY:

The attached letter requests a waiver of park rental fees for the American Cancer Society (ACS) Relay for Life. This will be the 11th year this event has been held in Apple Valley, and the fifth time it is being held at Civic Center Park. The Town has been very involved in this event each year. We have an employee team that raises money and participates in the walk. Council comes to the opening ceremonies. The money raised serves local clients of the American Cancer Society, as well as supporting research.

The rental fees come to \$4,353.13. This reflects an hourly rate for 42 hours to allow for set up and clean up plus the \$49 Special Event Permit Fee. The event itself runs for 24 hours, and does not prevent the use of areas outside of the amphitheater by the general public.

ACS will submit all necessary permit applications and comply with all conditions of approval.

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 \$4,353.13.

January 14, 2013

Apple Valley Civic Amphitheater
Town of Apple Valley City Council
14955 Dale Evans Parkway
Apple Valley, Ca 92307

Dear Town Council:

It's time to start planning for Relay for Life of Apple Valley's annual Relay for Life. In the past we have held the event at Apple Valley Civic Amphitheater; and are looking forward to holding the event there again this year. We are asking for the Town of Apple Valley to partner with Relay for Life of Apple Valley once again this year, in donating the cost of the venue of 4,304.13. This donation helps Relay for Life of Apple Valley raise money strictly for The American Cancer Society.

As you may know, the American Cancer Society's Relay for Life is a 24-hour event in which teams of 10-15 people take turns walking around the track to raise money for cancer. The event features entertainment, food for participants, and a lot of fun. The field becomes a "tent city" where people can rest when they are not walking. Relay will also be happening in six other nearby communities. Last year's event raised more than \$77,000 for the fight against cancer.

Our top choice would be to have the Relay for Life on May 4 -5, 2013 from 9:00 a.m. Saturday to 9:00 a.m. Sunday. We would need use of the following facilities:

- Apple Valley Civic Amphitheater: We will need to use the sidewalk for participants to walk on; and the tents will be set-up on the grass. No need to worry, there will be no damage to the field.
- Bathroom facilities: We can have portable toilets brought in.
- Lights: Use of lights in the evening, we do need to turn them off briefly during our luminaria ceremony that takes place at 9:00 p.m. on Saturday, but the lights will be turned back on as soon as the ceremony closes.
- Storage: The day before the event, we would like to be able to store some of our supplies onsite. We would like to bring in a storage shed the day before the event.
- Sprinklers: We'll need to make sure the sprinklers are turned off the night before the event and during the event.

We'll have security on-site and medical personnel available. We will have a volunteer who will be in charge of logistics. In the past, we have left other facilities in even better shape than when we arrived. We will also have a team of volunteers in charge of parking.

A Certificate of Insurance will be issued once the date has been confirmed.

We've done this event for the past 28 years in more than 4,500 communities across the country. The Relay For Life is an inspiring experience for the community of Apple Valley to be involved in the fight against cancer, because Relay for Life focuses on celebrating cancer survivors, remembering those we've lost and empowering our community to Fight Back! against a disease that takes too much.

The event is coordinated by a group of dedicated volunteers and they are anxious to get things up and running. If you can get back to me at your earliest convenience – it would be much appreciated. I can be reached at 760-473-0664 or Danielle.chrisinger@cancer.org.

Sincerely,

Danielle Chrisinger

Senior Relay Manager