



# TOWN OF APPLE VALLEY

## TOWN COUNCIL STAFF REPORT

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**To:** Honorable Mayor and Town Council                      **Date:** April 22, 2015

**From:** Ralph Wright    **Item No:** 1  
Parks and Recreation Manager  
Parks and Recreation Department

**Subject:** FEE WAIVER REQUEST FOR THE HIGH DESERT HISPANIC  
CHAMBER OF COMMERCE

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

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### RECOMMENDED ACTION:

For good cause shown, and finding a waiver will serve a public purpose, approve the waiver of the Facility Rental Fee of \$1,242.60.

### SUMMARY:

The High Desert Hispanic Chamber of Commerce is requesting use of the Civic Center Amphitheatre on May 2, 2015, to host their Annual Cinco de Mayo Family Festival. The event will provide entertainment and information on Mexican culture and heritage. There will be up to sixty (60) vendors and they anticipate having an attendance of up to 6,000 throughout the event. If the fee waiver request is approved by the Town Council, the organization will still be required to provide a security deposit and a Certificate of Insurance for their event.

### BACKGROUND:

On August 14, 2001, 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 of the park, the waiving of these fees will result in the loss of potential revenue in the amount of \$1,242.60.



## High Desert Hispanic Chamber of Commerce

14286 California Avenue, Ste. 104, Victorville, CA 92392  
Office (760) 241-6661 • Fax (866) 791-2133 •

Mayor Cusack and Members of the Town Council  
Town of Apple Valley  
14955 Dale Evans Parkway  
Apple Valley, Ca 92307

Mayor Cusack and Members of the Town Council,

The HDHCC will be hosting the 42<sup>nd</sup> Annual Cinco de Mayo Family Festival on Saturday, May 2, 2015 and Civic Center Park. We are so very excited for the opportunity to host our signature event in the Town of Apple Valley and at such a beautiful location.

Each year, our community comes together to celebrate Mexican culture and heritage in a family friendly environment. This festival serves as our main fundraiser for the year and allows us to serve the business and general community throughout the year. As a non-profit agency, we host these events and the Cinco de Mayo Family Festival on a shoestring budget. As such, The HDHCC would like to request that the park rental fee of \$1,135.81 be waived, which would be a tremendous help to us.

We sincerely appreciate your consideration in this matter and for all the support you've given to us over the years. We look forward to working with you to serve the residents of Apple Valley and the rest of the High Desert in 2015 and beyond.

If you have any questions, please call me at 760-953-4546. Thank you.

Sincerely,

Eric J Camarena  
Chairman of the Board  
High Desert Hispanic Chamber of Commerce.