

**TOWN OF
APPLE VALLEY, CALIFORNIA**

AGENDA MATTER

Subject Item:

FEE WAIVER REQUEST FOR THE AMERICAN CANCER SOCIETY RELAY FOR LIFE ON MAY 3 AND 4, 2008.

Summary Statement:

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.

The attached letter requests a waiver of park rental fees for the American Cancer Society (ACS) Relay for Life. This will be the sixth year this event has been held in Apple Valley, but the first time it is being held at a Town facility (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. We've issued proclamations each year. This year, Sierra Webb, our Public Relations Specialist, is serving as co-chair of the event.

The fees come to \$2,838. It is an overnight event, so it's based on amphitheater rental of \$90 per hour for 31 hours. No "all day" fee has been established.

We have been working with ACS for several months on the use of the facility, including needs for security, portable toilets, trash, etc. They have submitted all necessary permit applications and have received and agree to the conditions of approval.

Recommended Action:

For good cause shown, and finding a waiver will serve a public purpose, approve the waiver of the Facility Rental Fee of \$2790 and Special Event Permit fee of \$48 for the American Cancer Society, totaling \$2838.

Proposed by: Kathie Martin _____ **Item Number** _____

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



AMERICAN CANCER SOCIETY RELAY FOR LIFE

Celebrate.

Remember.

Fight Back.

January 28, 2008

Timothy Jasper
Mayor
Town of Apple Valley
1955 Dale Evans Parkway
Apple Valley, CA 92307

Dear Mr. Jasper:

Every hour, about 15 Californians receive a cancer diagnosis, over one hundred and fifty thousand new cases of cancer in our state in 2007 alone.

Has your life been touched by cancer? Have you wondered what you can do to help?

The American Cancer Society is proud to hold our annual Relay for Life in the Town of Apple Valley's Civic Center Amphitheater May 3-4, 2008. Much more than a walk around a track, Relay is a time to celebrate those who have battled cancer, remember those lost and get inspired to fight back. Those who have shared the same experience find common ground, hope and healing at Relay.

I write to you today to request that two fees be waived for this year's event if at all possible. The total rental facility fees are \$2,790. In addition there is the Special Event Permit fee of \$48 for a total of \$2,838. This waiver would also give the Town Silver sponsorship level benefits including the Town's logo on the event T-shirt and recognition in the program.

Every dollar we can save is money that can go toward research, education, advocacy and service.

In the past the event has been held at Apple Valley High School, but we look forward to utilizing the beautiful new facilities the Town has worked so hard to build where we can draw more volunteers and participation due to location and appeal. Holding the Relay in the amphitheater will bring increasing attention to the facility and provide another opportunity for our neighborhood to gather together in support of one another. The Town has had a team in the Relay nearly every year since the event began and has a history of fundraising awards. We're excited to see that we already have commitment that Town of Apple Valley employees will have a team again this year.

In addition we hope that you and your fellow council members will join us at the event in whatever capacity you can, as a survivor, a team member, or simply as a representative of our community that cares about cancer and the lives that it has changed.

Thank you in advance for your support. I look forward to hearing from you.

Sincerely,

Jennifer Dodson, Relay For Life Manager

Visit www.RelayForLife.org