



TOWN OF APPLE VALLEY

TOWN COUNCIL STAFF REPORT

To: Honorable Mayor and Town Council **Date:** July 08, 2014

From: Kathie Martin/Marketing & Public Affairs Officer
Public Information Department **Item No:** 7

Subject: FEE WAIVER REQUEST FOR AMERICAN CANCER SOCIETY RELAY FOR LIFE

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

RECOMMENDED ACTION:

That the Town Council waive fees associated with the use of Civic Center Park by the American Cancer Society for the Apple Valley Relay for Life.

SUMMARY:

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 American Cancer Society has submitted a facility use agreement to conduct the Relay for Life on July 12 and 13, 2014. They are requesting a waiver of the park rental fee of \$3065.37, plus the security deposit of \$250, as they have done the last several years. This event meets the criteria established for fee waivers as something that compliments the Town's event schedule, offers an activity not otherwise available, serves a public purpose and is offered by a non-profit organization. The letter requesting the fee waiver is attached.

RECOMMENDED ACTION:

For good cause shown, and finding a waiver will serve a public purpose, approve the waiver of Special Event Permit and park rental fees for the Rotary Club of Apple Valley.

FISCAL IMPACT:

Not applicable.

June 2014

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

Apple Valley Town Council:

It's time 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 venue. 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.

We have the Relay For Life planned for July 12-13, 2014 from 9am Saturday to 9am Sunday. We will make 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 9pm 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.

Date of event has already been confirmed and approved.

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 your staff and students 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 looking forward to another successful year in Apple Valley. If you have any questions, I can be reached at 760-523-6336 or Danielle.chrisinger@cancer.org.

Sincerely,

Danielle Chrisinger

Relay Specialist