



TOWN OF APPLE VALLEY TOWN COUNCIL STAFF REPORT

To: Honorable Mayor and Town Council **Date:** December 9, 2014

From: Ralph Wright **Item No:** 13
Parks and Recreation Manager
Parks and Recreation Department

Subject: FEE WAIVER REQUEST FOR NO DRUGS AMERICA FOR APRIL 25,
2015 FOR USE OF THE CIVIC CENTER AMPHITHEATRE

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 \$871.30.

SUMMARY:

No Drugs America is requesting use of the Civic Center Amphitheatre on April 25, 2015, in order provide information to the youths in the community the dangers of illegal drugs. There will be up to thirty (30) vendors from behavioral health and law enforcement agencies. They anticipate reaching out to 500 – 1000 youths and their family members. The fees come to \$871.30. The organization will still be required to provide a Certificate of Insurance and submit a completed Facility Use Agreement for approval through the Park & Recreation Department.

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 \$871.30.

NO DRUGS AMERICA ASSOCIATION, INC.
PO BOX 3308
VICTORVILLE, CA 92393-3308
Bus: 760-951-4951 or Fax: 760-951-4951
Email: nodrugsamerica@aol.com

October 14, 2014

Att: Town Council Members;
Town of Apple Valley, California

No Drugs America is a 501(c) (3) non profit organization, and is proactive in our mission is to stop illegal drug use before it starts in our kid's preschool through high school. Our goal is to promote a change in the attitudes of parents and kids by having drug free events to educate them about the dangers of illegal drug use and the illegal use of legal drugs, such as prescription drugs, tobacco and underage drinking.

NDA works with other community organizations in a collaborative effort to provide current information to our concerned citizens, community leaders and others in an ongoing effort to create awareness about substance abuse and curb drug activity in our communities.

Getting kids and parents together in a positive environment to begin talking about the dangers of illicit drugs and alcohol use and provide information about solutions to the problem is what we accomplish with this event.

We want parents and kids to understand that a life of substance abuse is not a life to be glorified and that there are alternative activities for enjoying life instead of doing drugs which could totally destroy their lives and even kill them.

We use expert speakers and advocates in the field of alcohol and drugs to speak on topics relevant to today's dangers of drug use using common sense, science and evidence based approaches.

We also educate parents and kids about protective factors and the risk factors about substance abuse to help keep our kids safe at home and in our communities

Besides our educational resources, at our event the kids get to play games, do other out door activities, there's entertainment, free bicycles and the kids just have fun.

We started this event in 2003 as a billboard dedication ceremony with about twenty or so parents and kids in attendance. The first year we gave away two bikes to encourage parents and kids to come out we had fewer than one hundred parents and kids in attendance.

Over the past eleven years we have given away hundreds of bicycles and thousands of parents kids have attended in the cities of Victorville and Hesperia. The bikes are given to kid's preschool through high school to promote bicycling as a healthy alternative to doing drugs.

Here are a list of a few who supports us and participates: The Police Department's of Apple Valley, City of Victorville, and Hesperia, as well as Victorville Fire Dept, San Bernardino County Fire and District Attorney's Office; Victorville Dept of Recreation, and City Staff. Many community organizations; (MADD, Alpha Connection, Boys and Girls Club of Victor Valley, Home Depot for Kids, American Red Cross, San Bernardino County Public Health and First Five). Elected officials from, California State Assembly, and the California Legislature, Town of Apple Valley, Victorville, Barstow, Adelanto, Hesperia, Phelan, San Bernardino County have proclaimed this event as the "HIGH DESERT COMMUNITIES NO DRUGS AMERICA DAY" and we have been recognized by Governor Arnold Schwarzenegger.

A needs assessment done by Loma Linda University placed drugs and drug abuse as the number one concern of citizens here in the High Desert areas.

Drug and alcohol abuse cost California over \$44 billion dollars a yea. This number takes in consideration loss of productivity, health care costs, and prevention and treatment costs, criminal justice cost and looses due to crime. An as we all see in the news papers every day drug related crimes occur nearly daily high in our high desert.

We have held the event in the city of Victorville and Hesperia with those cities allowed us to use their park facilities at no cost to us, at all.

Therefore, we are asking you to waive the fee the Town of Apple has asked for of \$871.30 and become a co-sponsor No Drugs America Day, April 2015.

Your help will greatly help in our efforts to make a difference here in the high desert!

Prevention is the best treatment. Help our kids, "Say it Loud, I Need No Drugs".

Best Regards,

Frank Kelly,
Event Coordinator