



TOWN OF APPLE VALLEY

TOWN COUNCIL STAFF REPORT

To: Honorable Mayor and Town Council **Date:** September 27, 2016

From: Kathie Martin, Marketing & Public Affairs **Item No:** 13
Officer, Public Information Department

Subject: DONATION TO THE VICTOR VALLEY BICYCLE TOUR

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

RECOMMENDED ACTION:

Approve the donation of \$2,500.00 in support of the Victor Valley Bicycle Tour, planned for Saturday, October 29, 2016.

SUMMARY:

Thurston "Smitty" Smith, a board member for the Victor Valley Bicycle Tour, has requested \$2,500.00 in support for their 2016 event. The majority of proceeds from this year's event will be used to promote bicycle safety, as well as raise awareness of the new "Give 'em 3" bicycle law, which requires drivers to give riders at least three feet of clearance when sharing the road.

BACKGROUND:

The Town of Apple Valley has provided various levels of support to this event, in its different iterations, over the last few years. Financial donations, as well as in-kind support through the provision of rider aid stations and logistical support from Town staff has helped bring this popular sport to Apple Valley and the entire region.

FISCAL IMPACT:

\$2,500.00 will be taken from the Town Council budget line 1001-1010-7241-0000.

ATTACHMENT:

Letter of request from Victor Valley Bicycle Tour.



Victor Valley Bicycle Tour
PO. Box 402225
Hesperia, CA 92340-2225
(760) 553-5047
www.victorvalleybicycletour.com

August 17, 2016

Mayor & Town Council
Town of Apple Valley
14955 Dale Evans Parkway
Apple Valley, CA 92307

Dear Madame Mayor & Town Council:

The Victor Valley Bicycle Tour (VVBT) is preparing to launch its 2nd Annual cycling event to be held **Saturday, October 29, 2016.**

Thank you once again for supporting this successful event in 2015!

The event planners are respectfully requesting that the Town of Apple Valley serve as an event sponsor once again. Your donation of \$2,500 will provide your facility with prominent recognition on all event material. The proceeds from this event will be used to promote the new, "Give 'em 3" bicycle law throughout the Victor Valley.

The VVBT Board is comprised of high desert community leaders, as follows:

Doug Robertson, City Manager
City of Victorville

Todd Matthews,
Hesperia Community Member

Michelle Rivas,
City of Victorville

Christine Plasting
Victor Valley Transit Authority

Thurston "Smitty" Smith
Desert Valley Hospital & Medical Group
Community Board Member

Promoting bicycle safety is paramount to our community leaders. More than 80% of the event's proceeds will be directly administered to fund bicycle safety programs in the greater Victor Valley. We legally operate under a 501(c)(3) 41-2180626.

I can be reached at (760) 553-5047 should you have any questions.

On behalf of the VVBT Board Members, thank you for your consideration!

Sincerely,

Thurston "Smitty" Smith, Chair
Victor Valley Bicycle Tour

cc: Frank Robinson, Town Manager