

**TOWN OF
APPLE VALLEY, CALIFORNIA**

AGENDA MATTER

Subject Item:

CONFIRM ANNUAL SUPPORT OF THE TODAY'S WOMAN EXPO 2008

Summary Statement:

The Town has received a letter requesting support of this annual event. Last year we provided \$1000, which is allowable at the staff level as per pervious council action. There are sufficient funds in the PIO Community Support budget line item for this.

In addition to the cash support, they are asking for Council presence to introduce the keynote speaker, actress Dixie Carter, and present her with a resolution at the conclusion of her speech. This is outlined in the attached letter.

Last year's Expo was attended by over 2,700 women, and 400 free health screenings were provided. The event raised \$10,000 for the local American Cancer Society. This year the Expo has expanded to four pavilions hosting a diversity of programs focused on the whole health of Today's Woman.

Recommended Action:

Finding that this event meets the criteria established by the Council for community support, approve a donation of \$1000 to the Today's Woman Expo 2008.

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

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



A Non-Profit Foundation Supported By Choice Medical Group

August 27, 2008

Honorable Mayor Tim Jasper
Town of Apple Valley
14955 Dale Evans Parkway
Apple Valley, CA 92307

RE: TODAY'S WOMAN 8th ANNUAL EXPO

Dear Honorable Mayor Jasper & Town Council Members:

Please accept this letter of request for the Town's partnership with our 8th Annual Today's Woman Expo. The Expo will be held on Saturday, October 18, 2008, 9am-3pm at the San Bernardino County Fairgrounds, Victorville, CA. This year's Keynote Guest Speaker is Ms. Dixie Carter, actress and breast cancer survivor.

We are asking for the Town Council's approval and support with the following:

- ❖ One Thousand Dollars (\$1,000) sponsorship
- ❖ Congratulatory Ad in Printed Program
- ❖ Mayor to introduce our Keynote Speaker, Ms. Dixie Carter (Actress & Breast Cancer Survivor)
NOTE: We're also requesting a resolution and/or honorary citizen of Town Apple Valley presentation to Ms. Carter.
- ❖ "Getting the Word Out" within the Apple Valley community
- ❖ Police & Citizen Patrol

Last year's Expo was attended by over 2,700 women, 400 free health screenings were provided. Actress, Comedienne & Recording Artist Vicki Lawrence was our Guest Speaker and we donated \$10,000 to our local American Cancer Society. This year the Expo has expanded to four pavilions hosting a diversity of programs focused on the whole health of Today's Woman.

To date, we have received like support from neighboring cities, Adelanto, Barstow, Hesperia, and Victorville.

Your time, consideration and continued support is greatly appreciated.

Respectfully,

Regina Weatherspoon-Bell
Today's Woman 2008 Expo Chairperson

Cc: Anna Sugi
Linda Blakemore

C/o Choice Medical Group
18564 Highway 18, Suite 105 Apple Valley, CA 92307
(760) 242-7777 www.todayswoman.org
TAX ID#:37-1525296