

**TOWN OF
APPLE VALLEY, CALIFORNIA**

AGENDA MATTER

Subject Item:

FEE WAIVER REQUEST FOR THE AMERICAN CANCER SOCIETY RELAY FOR LIFE ON MAY 1 AND 2, 2009.

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 is the seventh year this event has been held in Apple Valley, and the second time at a Town facility (Civic Center Park). An employee team raises money and participates in the walk annually while Council comes to the opening ceremonies. We've issued proclamations each year. This year, Sierra Webb, our Public Relations Specialist, is serving as Chair of the event and would like to hold meetings here at Town Hall in a conference room once or twice per month after business hours from October-April.

The fees come to \$3,700.80. It is an overnight event, so it's based on amphitheater rental of \$93.20 per hour for 36.5 hours. No "all day" fee has been established. ACS is working on getting all appropriate signatures for the Facility Use Agreement, Special Event Permit and Certificate of Liability.

Recommended Action:

For good cause shown, and finding a waiver will serve a public purpose, approve the waiver of the Facility Rental Fee of \$3,651.80 and Special Event Permit fee of \$49 for the American Cancer Society, totaling \$3,700.80. In addition, give staff permission to host Apple Valley Relay for Life meetings 1-2x per month in a conference room that will not impede any Town business.

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.

September 16, 2008

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

Dear Mr. Jasper:

Let me take this opportunity to thank you again for the Town's support of the 2008 Relay for Life in the beautiful Civic Center Amphitheatre.

Following this year's success in raising over \$58,000 toward cancer research, education, advocacy and service we come to you again to request the Town's support.

We ask that two fees be waived for this year's event if at all possible in addition to use of a Town meeting room under the supervision of Sierra Webb, Public Relations Specialist. The total rental facility fees are \$3,651.80. In addition there is the Special Event Permit fee of \$49 for a total of \$3,700.80. 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. The American Cancer Society is already working on the facility use agreement and special event permit for May 1-2, 2009.

We would also like to use whichever conference room is available here at Town Hall once per month through February, twice in March and April. The meetings are tentatively scheduled for the second Tuesday of the month at 6:30 p.m. and generally have an attendance of 10-20 people. Staff member Sierra Webb will take responsibility for any set-up & clean up.

Holding the Relay in the amphitheater has brought increasing attention to the facility and provides another opportunity for our neighborhood to gather together in support of one another. 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.

Last but not least, 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,

A handwritten signature in black ink, appearing to read "Jennifer Dodson".

Jennifer Dodson, Relay For Life Manager

Visit www.RelayForLife.org