

**TOWN OF
APPLE VALLEY, CALIFORNIA**

AGENDA MATTER

Subject Item:

FEE WAIVER REQUEST FOR THE AMERICAN CANCER SOCIETY RELAY FOR LIFE ON JUNE 25-26, 2011.

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 will be the ninth year this event has been held in Apple Valley, and the third time it is being held at Civic Center Park. The Town has been very involved in this event each year. We have an employee team that raises money and participates in the walk. Council comes to the opening ceremonies. We've issued proclamations each year.

The fees come to \$2,657. (\$49 special event fee, \$2608 rental fees)

ACS has submitted all necessary permit applications and have received and agree to the conditions of approval.

Recommended Action:

For good cause shown, and finding a waiver will serve a public purpose, approve the waiver of the Facility Rental Fee of \$2608 and Special Event Permit fee of \$49 for the American Cancer Society, totaling \$2657.

Proposed by: Ralph Wright _____ **Item Number** _____

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



AMERICAN CANCER SOCIETY RELAY FOR LIFE

Celebrate.

Remember.

Fight Back.

April 19, 2011

Scott Nassif
Mayor
Town of Apple Valley
1955 Dale Evans Parkway
Apple Valley, Ca 92307

Dear Mr. Nassif,

Every hour about 16 Californians receive a cancer diagnosis, over one hundred and fifty thousand new cases of cancer in our state in 2010 alone.

Has your life been touched by cancer? Have you wondered what you can do to help?

The American Cancer Society is proud to hold our annual Relay for Life at the Town of Apple valley's Civic Center Amphitheater June 25-26, 2011. 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.

I write to you today to request that 2 fees be waived for this year's event if at all possible. The total rental facility fees are \$ 2,608.05. In addition, there is the special event fee of \$49.00 for a total of \$2,657.05. This waiver would also give the Town of Apple Valley Silver Sponsorship level benefits including the town's logo on the event T-Shirt and recognition in the program.

Every dollar we can save is money that can go toward research, education, advocacy and service.

We look forward to utilizing the beautiful facility the Town has worked so hard to build where we can draw more volunteers and participation due to location and appeal. Holding the relay in the amphitheatre will bring increasing attention and provide another opportunity for our neighborhood to gather together in support of one another. The Town has had a team in the Relay nearly every year since the event began and has a history of fundraising awards. We're excited to see that we already have commitment that the Town of Apple Valley Employees will have a team again this year for our Relay for Life Event.

In addition, 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,
Monica D. Navarro
(Relay for Life Chairperson)