

**MOORPARK CITY COUNCIL  
AGENDA REPORT**

**TO:** Honorable City Council

**FROM:** Hugh R. Riley, Assistant City Manager

**PREPARED BY:** Stephanie Anderson, Recreation Superintendent   
Jeremy Laurentowski, Parks and Landscape Manager

**DATE:** July 5, 2012 (CC Meeting of 7/18/12)

**SUBJECT:** Consider Request from Relay for Life to Co-Sponsor the 2013 Relay for Life Event

**DISCUSSION**

The City Council is being asked to consider a request from the American Cancer Society's Relay for Life to co-sponsor the Moorpark event, which would include waiving park rental fees and allowing the Arroyo Vista Community Park to remain open overnight during the event. This request is being brought before the Council because: 1) It is not eligible for a fee waiver under Council Policy 6.2: Non-Profit Organization Annual Facility Reservation Policy (this policy applies only to events of twelve (12) hours or less in duration, and the Relay for Life runs for twenty-four (24) hours); and 2) The event would require the park to remain open overnight (per MMC 12.16.020, Hours of operation, the park is closed between 10:00 p.m. and 6:00 a.m.)

As described on Relay for Life's website (relayforlife.org), the Relay for Life is an "event that helps communities across the globe celebrate the lives of people who have battled cancer, remember loved ones lost, and fight back against the disease." The Relay is an overnight relay-style event where teams of participants spend the night around a pre-determined course to keep the relay going for a twenty-four hour period. Individual members of each team take turns walking around the course for the duration of the event. The event includes food, games, entertainment and fundraising opportunities. In addition, the event features a cancer survivor's lap and a luminaria ceremony, where the relay course is lined with illuminated luminara bags to remember loved ones lost, and honor those who have battled the disease.

Over the last several years, the Moorpark Relay for Life event was held at the Moorpark High School stadium. However, Moorpark Unified School district is currently installing

artificial turf in the stadium and will not be able to accommodate the event. According to local Moorpark Relay for Life organizers, a long term solution will need to be determined as the Moorpark High School stadium will not be an option in future years. The new artificial turf field is not manufactured to sustain the impact from shade canopies, tents and other temporary structures required for the event. Local Relay for Life event organizers have requested the use of Arroyo Vista Community Park athletic fields #5, 6, 7, and 8, as well as the Peppertree picnic pavilion to hold this event in 2013. As noted on the attached letter, Relay for Life originally requested the dates of May 18 and 19, but later changed the request to April 27 and 28, 2013 via e-mail.

Staff feels that the event can be accommodated at the east end of Arroyo Vista Community Park as requested by Relay for Life. The event should not interfere with other scheduled activities, such as Moorpark Girls' Softball, American Youth Soccer Organization (AYSO) or the City's turf maintenance program. In addition, Relay for Life will be required to maintain a minimum of ten volunteer staff during all hours of the event, contract with a local security company to oversee the event during the evening hours, and will be required to provide extra trash service. The co-sponsorship will not allow Relay for Life access to City signs, such as the electronic marques. Relay for Life will be required to follow the City's sign ordinance for any temporary signage required for this event. Any other condition or request by Relay for Life will need to be submitted in writing and approved by the City Manager or his designee, and any staff time resulting from such a request will result in the direct cost reimbursement to the City. Relay for Life will also be required to provide the City with proof of general liability insurance coverage, and name the City as additional insured, per our standard contract agreement.

Staff recommends waiving regular park rental fees for this community event, and recouping only the City's direct costs, if any. Staff also recommends allowing the park to remain open overnight to accommodate the 24-hour event.

### **FISCAL IMPACT**

The City will absorb overhead and full-time staff costs associated with use of City facilities and processing of the use permit.

### **STAFF RECOMMENDATION**

- 1) Approve the request from Relay for Life to co-sponsor the event, and waive park rental fees associated with the Relay for Life, subject to direct cost reimbursement.
- 2) Authorize City Manager to approve modified hours of operation for Arroyo Vista Community Park from 10:00 p.m. on 4/27/13 to 6:00 a.m. on 4/28/13, as a condition of the rental permit for Relay for Life's event.

Attachments: A. Letter from Relay for Life dated 5/30/12.



## AMERICAN CANCER SOCIETY RELAY FOR LIFE

**Celebrate.****Remember.****Fight Back.**

May 30, 2012

Steven Kueny  
 City of Moorpark  
 799 Moorpark Avenue  
 Moorpark, CA 93021

RE: Proposal for Moorpark Relay for Life  
 May 18-19, 2013

Dear Mr. Kueny,

Attached, please find our proposal for the Presenting Event Sponsorship for the City of Moorpark for the 2013 Moorpark Relay for Life. I would love the opportunity to work with the city as a Presenting Event Sponsor, using Arroyo Vista Park as our venue.

I understand that certain decisions regarding the use of the park might need to be approved by City Council, and so I would appreciate you forwarding this letter and the attached proposal to them, if needed. We are looking to use Arroyo Vista as our venue for the 2013 event for the entire 24 hours spanning May 18-19. Any assistance the City of Moorpark can grant us will be greatly appreciated.

As you know, Relay For Life is a very special event in Moorpark that honors cancer survivors and supports families that have lost loved ones to cancer. It is especially important to me to honor my beloved family members that have lost their battle with cancer. That is why I have poured all my efforts into making our Moorpark Relay so successful and meaningful to the City of Moorpark.

If you have any questions, or need additional information, please do not hesitate to call me at 805-208-8437.

Sincerely,

Doug Ridley  
 Relay For Life Co-Chair  
[Doug@MoorparkRelay.org](mailto:Doug@MoorparkRelay.org)  
 805-208-8437



**Celebrate.**

**Remember.**

**Fight Back.**

## Moorpark Relay For Life Proposal Arroyo Vista Park May 18-19, 2013

### I. Objective

To Partner with the City of Moorpark as Presenting Event Sponsor for the American Cancer Society's 2013 Moorpark Relay For Life. To utilize Fields 5-8 and the Pepper Tree Pavilion at Arroyo Vista Park as the site for the event.

### II. Event Summary

Relay For Life is a unique, challenging, and fun way to raise money to fight against cancer through the American Cancer Society. Relay raises awareness of the impacts of cancer, supports and celebrates cancer survivors, and helps to promote the work of the American Cancer Society.

The event brings together teams of around ten people each from corporations, hospitals, civic groups, and families. These team members take turns walking around the event for 24 hours in the Relay. At least one team member is moving at all times during the event, by walking, jogging, or running. The first lap honor cancer survivors and caregivers, and then the teams begin the Relay.

During Relay, a community/party atmosphere is created by team members camping out on the site and by enjoying entertainment, food, games, and camaraderie. Awards are given for spirited campsites as well as top fundraisers. A special Luminaria Ceremony after dark honors those who have survived, and remembers those who have not.

Moorpark's Relay for Life will be celebrating its 13<sup>th</sup> year in 2013. So far, our community has raised over \$1.3 million to battle against cancer.

### III. Benefits for *City of Moorpark*

- ★ Identified as PRESENTING EVENT SPONSOR
- ★ Featured in all collateral and promotional material as Presenting Event Sponsor
- ★ Featured and recognized in all media coverage as Presenting Event Sponsor
- ★ Central role in bringing together all civic and community groups in Moorpark
- ★ Assisting American Cancer Society, largest volunteer health agency in the world



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#### IV. Facility Agreement

The City of Moorpark would become the Presenting Event Sponsor for the Moorpark Relay for Life on Saturday, May 18 through Sunday, May 19. The City of Moorpark will provide the usage of Arroyo Vista Park at no cost to the American Cancer Society for this event. The City of Moorpark will assist in the promotion of the event as a “city-sponsored” event.

ACS will use Arroyo Vista Park:

- ★ Exclusive use of Fields 5-8 and the Peppertree Pavilion
- ★ Parking lots for the fields
- ★ Use of restroom facilities at Peppertree Pavilion
- ★ 24 hour, overnight access to the facilities
- ★ Use of Luminaria bags around “track” for Saturday ceremony using votive candles

#### V. American Cancer Society Responsibilities

- ★ Insurance coverage
- ★ All manpower required to set-up, implementation, and clean-up for event
- ★ Public Relations/Promotions

Thank you for your consideration of this proposal. The most successful Relays in our area are those in which the city government works hand in hand with the local Relay. We look forward to working with you and making Arroyo Vista Park the new home for Moorpark Relay for Life.

#### CONTACTS:

Doug Ridley, Co-Chair, Moorpark Relay for Life  
805-208-8437  
[doug@moorparkrelay.org](mailto:doug@moorparkrelay.org)

Daniela Barragan, Manager, Relay for Life  
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[Daniela.Barragan@cancer.org](mailto:Daniela.Barragan@cancer.org)