

**MOORPARK CITY COUNCIL
AGENDA REPORT**

TO: The Honorable City Council

FROM: Jeremy Laurentowski, Parks and Recreation Director
BY: Stephanie Anderson, Recreation Superintendent

DATE: October 18, 2013 (CC Meeting of November 6, 2013)

SUBJECT: Consider 5K Fun Run and Fitness Challenge Event, a Resolution Amending the Fiscal Year 2013/14 General Fund Budget in the Amount of \$8,000.00 for the Event, and an Event Partnership with the American Cancer Society

BACKGROUND

On October 2, 2013, the City Council approved the conceptual plan for a recreational trail system at Arroyo Vista Community Park (AVCP) and adopted Resolution No. 2013-3230 amending the FY 2013/14 Budget to fund civil engineering and lighting consultant services. Staff will be applying for a Land and Water Conservation Fund (LWCF) grant from the State Parks Department in February, 2014, to help fund this project. An integral component of the LWCF grant application is the public input process, and staff recommended a fun run and exercise challenge along the future location of the loop trail as an opportunity to not only promote a new City event, but also involve the public in the development of the project. Staff proposed launching the project with a 5K fun run and exercise challenge at Arroyo Vista Community Park to be held sometime in December.

Additionally, on October 3, 2012, the City Council adopted Resolution No. 2012-3132, to become a Healthy Eating Active Living (HEAL) City. This resolution was initiated by the League of California Cities in an effort to collaborate with Local Government and the Cities, Counties, and Schools (CCS) Partnership, to promote wellness policies and make their cities healthier. The 5K event is consistent with the objectives of the HEAL City resolution, as it promotes a healthy lifestyle through exercise.

DISCUSSION

Staff has begun preparations for a 5K Fun Run and Fitness Challenge. The event is scheduled to be held on Saturday, December 14, 2013 from 9:00 a.m. to 1:00 p.m. at

AVCP. The event will feature a 5K competitive run, a 5K fun run, and a 1 mile fun run. The first mile of the 5K runs, and the entire 1 mile run, will roughly travel along the proposed recreational trail loop. In addition, the event will include a health and fitness fair, displays and information on the proposed recreational trail system at AVCP, and outdoor fitness equipment displays. The health and fitness fair will feature local businesses and organizations that promote active living and healthy lifestyles. Also included will be healthy food trucks and entertainment.

An event flyer (Attachment 1), sponsor letter (Attachment 2), exhibitor application (Attachment 3), race entry form (Attachment 4) and draft budget (Attachment 5) have been developed for the event.

Staff recommends a partnership with the American Cancer Society for this event. Partnering with the American Cancer Society will benefit both the City and the American Cancer Society. The American Cancer Society will provide a minimum of 20 volunteers to assist with event operations. They will also assist in promoting the event through their large volunteer organization. The City will provide the American Cancer Society with \$5 for each race registration received. The City has previously worked with the American Cancer Society on their Relay for Life event, which was held at Arroyo Vista Community Park in April of 2013.

If the 5K Fun Run and Fitness Challenge is successful, staff recommends including it as an annual City event.

FISCAL IMPACT

Although Council approved the conceptual design for the recreational trail and funding for certain services for the project, the 5K event itself is currently unfunded. Costs to produce the event will include fees for a professional timing company, the purchase of event supplies including race shirts and awards, contractual services such as emergency medical services, portable toilets, and sound equipment, and the contributions to the American Cancer Society as described in this report.

Revenue sources for the event will include race entry fees, sponsorships, and exhibitor fees. Race entry fees have been set at \$25 for the 5K runs and \$15 for the 1 mile run. Fees will increase for late registrants. Exhibitor booth fees have been set at \$50 for businesses; booth spaces for non-profits will be free of charge. Sponsorship opportunities range from the Premier Sponsor (\$500) to the Goody Bag Sponsor (\$50.) Approximately 40% of the target sponsorship funding has already been obtained at the time the report was prepared. Details on sponsorship opportunities are described in Attachment 2.

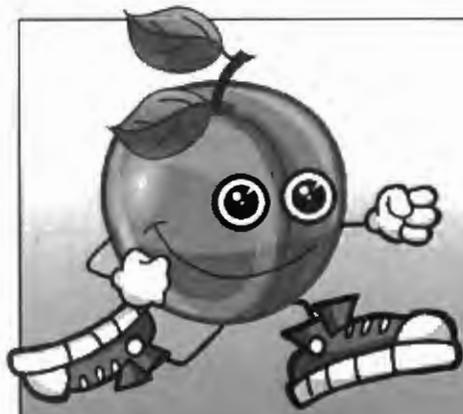
Staff anticipates between 100 and 300 race entries, 10 exhibitors, and at least 3 premier sponsors. Staff has estimated that the cost to run the 5K Fun Run and Fitness Challenge with 300 race entries will be approximately \$8,000.00. Staff is requesting a new appropriation from the General Fund (1000) in the amount of \$8,000.00 for this event. It is anticipated that all direct costs will be offset by revenue if at least 200 race entries, 10 exhibitors, and 3 premier sponsorships are received. Attachment 5 details anticipated costs and revenues based on 100, 200, and 300 race entries. In addition to the costs described in Attachment 5, it is estimated that the event will require approximately 200 full-time staff hours and 50 part-time staff hours.

STAFF RECOMMENDATION (ROLL CALL VOTE)

- 1) Approve staff recommendation to hold a 5K Fun Run and Fitness Challenge.
- 2) Approve event partnership with the American Cancer Society.
- 3) Adopt Resolution No. 2013-_____, amending the FY 2013/14 General Fund Budget in the amount of \$8,000.00 to fund the 5K Fun Run and Fitness Challenge.

Attachments:

1. 5K Fun Run and Fitness Challenge Flyer.
2. Sponsor Letter
3. Exhibitor Application
4. Race Entry Form
5. Draft Budget
6. Resolution No. 2013-_____



Attachment 1

1ST ANNUAL CITY OF MOORPARK 5K FUN RUN & FITNESS CHALLENGE



Run, Jog, or Walk the Course
Donate to the American Cancer Society

December 14, 2013 • 9:00 a.m. to 1:00 p.m.

Arroyo Vista Community Park • 4550 Tierra Rejada Road, Moorpark

Register Now

through moorparkca.gov/5K
\$25 5K pre-register
\$15 1M pre-register
Additional \$10 after November 30
(Registration includes a t-shirt)

Race Times

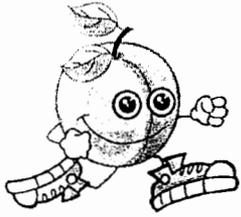
9 a.m. 5K Competitive Run
10 a.m. 5K Fun Run
10:30 a.m. 1 Mile Fun Run
10 a.m.-1 p.m. Health & Fitness Fair
11 a.m. Awards Ceremony

- Health & Fitness Fair • Healthy Food Trucks •
- Awards • Vendor & Display Booths •



For additional information,
please call (805) 517-6300
or visit www.moorparkca.gov





City of Moorpark
5 K Fun Run & Fitness Challenge

Saturday, December 14, 2013
9:00 a.m. – 1:00 p.m.
Arroyo Vista Community Park



Dear Prospective Sponsor:

Thank you for expressing an interest in sponsoring the 1st **Annual Moorpark 5K Fun Run and Fitness Challenge** benefiting the American Cancer Society. This Healthy Eating Active Living City Event will be held on Saturday, December 14, 2013 at Arroyo Vista Community Park. The course will begin in the park with a mile loop highlighting the future walking path/fitness trail that will be constructed at the park. During the mile loop participants will stop at fitness stations and complete the challenges before continuing the 5K run through the Arroyo and back into the park. After finishing the race, runners and their guests can attend the health fair, with food, drinks, music and other activities for the family.



This is the 1st ever City of Moorpark 5K Race Event and we are sure with your participation and sponsorship the event will be a success for years to come. The Moorpark 5K Fun Run and Fitness Challenge benefits the **American Cancer Society**. The American Cancer Society is the nationwide, community-based, voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer, through research, education, advocacy, and service.

To make this exciting event as special as possible, we'd like to include your company. We have many sponsorship opportunities and we are sure one will be right for you. By becoming a sponsor, you're not only helping the American Cancer Society, you're also benefiting the health and well-being of the community at large by getting them to take part in an active, healthy lifestyle. Please review our attached sponsorship package.

Together we can build this local race into an event that will be the pride of our community for years to come. Thanks for your thoughtful consideration.

Sincerely,

Jennifer Mellon
Public Information Officer
City of Moorpark

Daniela Barragan
Manager, Relay for Life California Division
American Cancer Society, Inc.

799 Moorpark Avenue Moorpark, CA 93021
805-517-6300

Sponsorship Opportunities

PREMIER SPONSOR - For a \$500.00 fee, sponsors will be listed as PREMIER SPONSOR on promotional material and on the website. Major Event Sponsors will get a 10 x 10 VIP booth space at the expo and have their booth listed in appropriate marketing materials for the event. Also these sponsors will be able to provide materials to be inserted in the goodie bag given to the participants. Promotional materials must be either an item or flyer with a coupon or incentive. Premier Sponsors may also place a banner near the finish line. Banner dimensions may not exceed 3' tall by 6' wide.

Fitness Station Sponsor - For a \$250.00 fee, Fitness Station Sponsors will receive recognition at one of the sponsored fitness stations on the course. Fitness Station Sponsors shall supply cash or in-kind donations (value to be mutually agreed upon by the sponsor and the event coordinator). Fitness Station Sponsors will get a 10 x 10 booth space at the expo and have their booth listed in appropriate marketing materials for the event. Also these sponsors will be able to provide materials to be inserted in the goodie bag given to the participants. Promotional materials must be either an item or flyer with a coupon or incentive.

Event/Booth Sponsor – For a \$100.00 fee, sponsors will get a 10 x 10 booth space at the expo and have their booth listed in appropriate marketing materials for the event. Also these sponsors will be able to provide materials to be inserted in the goodie bag given to the participants. Promotional materials must be either a promotional item or flyer with a coupon or incentive.

Goodie Bag Sponsor – For a \$50.00 fee, sponsors will be able to provide materials to be inserted into the goodie bag given to each and every participant upon race completion. Promotional materials must be either a promotional item or flyer with a coupon or incentive.

In Kind Sponsor – We will need various supplies for the racers. Items such as bottled water, energy bars, and drinks for before the race, at the aid stations on the course, and after the race. We will also accept in kind sponsors for services such as printing programs, t-shirts and banners, equipment rental and other essential services. The value of the in-kind sponsorship will be mutually agreed upon by the sponsor and the event coordinator.

Moorpark 5K Fun Run & Fitness Challenge
Arroyo Vista Community Park
December 14, 2013

Sponsorship Confirmation

Sponsor Level Premier Event/Booth Station Goody Bag

Sponsor Name _____

Sponsor Address _____

City _____ State _____ Zip _____

Contact Name _____ Phone _____

E-Mail Address _____

The undersigned hereby agrees to defend, indemnify, and hold harmless, the City of Moorpark and its officers, employees and agents and the American Cancer Society, Inc. from and against any and all liability charges and expenses (including attorney's fees) and costs which may arise by reason of participation in this program. (The producers do not provide accident, medical, liability, worker's compensation insurance or any other insurance for program participants.) I further agree to pay any and all costs incurred as a result of said treatment. I agree to fully inspect and satisfy for myself that the facilities provided are reasonably safe for their intended use. Once having conducted the inspection, I agree to expressly assume the risk of participating at the premises.

Sponsor Signature

Date

Moorpark 5K Fun Run & Fitness Challenge Representative

Date

Sponsors may be required to provide proof of liability insurance

Note: Event T-Shirts are not considered "promotional materials". Promotional materials typically include promotion in Online Advertisements as well as listing on the website sponsor page.

Moorpark 5K Fun Run & Fitness Challenge
Arroyo Vista Community Park
December 14, 2013

Payment Information

Check or money order enclosed (make checks payable to "City of Moorpark")

Charge my credit card: Card Number: _____ - _____ - _____ - _____

Expiration Date: ____/____ Visa or MasterCard

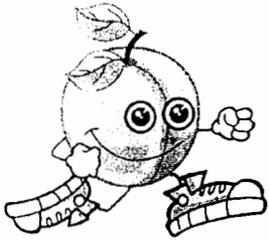
Name on card: _____

Signature: _____

MAIL COMPLETED APPLICATION AND PAYMENT TO:

Moorpark Recreation Division, 5K Sponsorships,
799 Moorpark Avenue, Moorpark, CA 93021

For questions or additional information, please call (805) 517-6300



City of Moorpark

5 K Fun Run & Fitness Challenge

Saturday, December 14, 2013

9:00 a.m. – 1:00 p.m.

Arroyo Vista Community Park



Dear Prospective Participant:

Thank you for your interest in exhibiting in the 2013 Moorpark 5K Fun Run & Fitness Challenge. Welcome to our event!

The Health & Fitness Fair will be held at Arroyo Vista Community Park. The Fair will be near the Start/Finish line at the east end of the park by the Peppertree Pavilion. This is the area where the spectators congregate before, during, and after the event.

To be an exhibitor, we must receive your completed application and booth fee before November 22, 2013. The application form is attached, and can also be downloaded from the City's website at www.moorparkca.gov.

Please note all exhibitors are required to provide proof of liability insurance, as described in the application. If you will be selling anything, a copy of your Seller's Permit is required.

General details about the event can be found at www.moorparkca.gov/5K. Please get familiar with the event website to help with basic questions. We will update the site with new information as it becomes available. Feel free to add this link to your website as you publicize your attendance at the event.

We hope you will join us this December in promoting health & fitness in the Moorpark Community!

Sincerely,

Jennifer Mellon
Public Information Officer
City of Moorpark

Daniela Barragan
Manager, Relay for Life California Division
American Cancer Society, Inc.



799 Moorpark Avenue Moorpark, CA 93021
805-517-6300

Moorpark 5K Fun Run & Fitness Challenge

Arroyo Vista Community Park

December 14, 2013

Check-In, Set-Up, and Take-Down

- All vendors will be assigned a space number. You will receive a confirmation packet with your booth space location about 1 week before the event.
- Your booth materials must be delivered the morning of the event (there is no delivery in the days prior to the event) and ready to receive visitors by 8:30 a.m. Please arrive between 6:00 and 7:00 a.m. **Driveways will CLOSE at 7:30 AM**, so if you need to unpack your car near your space, then you **MUST** arrive in time to do so and have your car removed from the event area before the driveways close at 7:30 a.m.
- The event ends at approximately 1:00 p.m. and we expect all the booths to be struck and removed by 2:00 p.m. Once the event starts, vehicle access won't be available until 1:00 p.m. Please don't plan on leaving, or using your vehicle in the event area, before that time.

Here are some other particulars and helpful advice for the day of the event:

- The event date is Saturday, December 14, 2013.
- There are three race times-
 - 9:00 a.m. – 5K Competitive Run
 - 10:00 a.m. – 5K Fun Run
 - 10:30 a.m. – 1M Fun Run
- The full schedule of events can be found at <http://www.moorparkca.gov/5K>
- Most exhibitors bring a pop-up tent, signage and merchandise displays to make their booth look appealing and professional. It can be windy, so please keep that in mind when planning your displays. All exhibitors must stake or weight their canopies. Exhibitors can rent a 6' table and 2 chairs for \$5.00.
- You are welcome to hand out literature from your booth, but we cannot allow any food or drink to be served and we discourage exhibitors from roaming the expo area to distribute literature.
- IT MAY BE COLD in the morning. Please wear layers. You may also want to bring gloves, a flashlight or headlamp and proper clothing to wear when the sun comes out and it warms up.
- We'll ask that you clean up around your booth when done and remove all trash to the designated area.

5K Fun Run & Fitness Challenge

Health & Fitness Fair Exhibitor Application

(Excludes food vendors)

Business/Organization Name: _____

Contact Person: _____ Title: _____

Address: _____

City / State / Zip: _____

Phone: _____ Cell: _____

e-mail: _____

Check all that apply: Registrations Hands-On Activities Information Sales

Special Requests / Notes: _____

List all orders, registrations, activities with fees, and sales items	List all free items and activities	List all literature and forms to be distributed
1.	1.	1.
2.	2.	2.
3.	3.	3.
4.	4.	4.
5.	5.	5.
6.	6.	6.
7.	7.	7.
8.	8.	8.
9.	9.	9.
10.	10.	10.

Continued on page 2

Signature Required to Complete Application

I, the undersigned, and on behalf of all members, employees, volunteers, and all other persons associated with the referenced business or organization, am voluntarily participating in the 5K Fun Run & Fitness Challenge. I understand that such participation does not establish or imply an employer-employee or an agency relationship with the City of Moorpark. The City of Moorpark does not provide any insurance coverage of any kind, for any event participant. The City of Moorpark strongly recommends that appropriate insurance be obtained by each participant. I, the undersigned, in consideration of the request and permission to participate in the 5K Fun Run & Fitness Challenge, hereby assume full responsibility for all risk of injury or loss which may result from my participation in this activity and hereby AGREE TO DEFEND, INDEMNIFY, HOLD HARMLESS, RELEASE AND FOREVER DISCHARGE the City of Moorpark, from any and all acts of negligence and all claims and demands whatsoever, which the undersigned, any third person, or any persons acting under their behalf, have or may have against the City of Moorpark, by reason of any accident, illness, injury to or death of any person or persons, or damage to or loss or destruction of any property arising or resulting directly or indirectly from participation in the 5K Fun Run & Fitness Challenge and occurring during said participation, or any time subsequent thereto. The terms of this release will serve as a release and assumption of risk for my heirs, executors and administrators and for all of my family members. I, the undersigned, realize that all fees are non-refundable. I grant the City of Moorpark at its discretion and free of charge, permission to use still photography of myself or my organization members and/or employees participating in City sponsored recreation programs for the purpose of publicizing said programs. I understand that the City of Moorpark reserves the right to approve or reject any application. I further agree to abide by all terms and conditions as outlined in the Exhibitor information packet.

Insurance Requirements: Exhibitors shall procure, and thereafter maintain in full force and effect at Exhibitor's sole cost and expense, the following types and amounts of insurance: 1. A general liability insurance policy written with a company acceptable to City and authorized to do business in the State of California. Such policy shall provide for a minimum coverage of One Million Dollars (\$1,000,000.00) for bodily injury or death of any person or persons in any one occurrence, and One Million Dollars (\$1,000,000.00) for loss by damage or injury to property in any one occurrence and shall include automobile coverage. The policy shall contain a provision providing for a broad form of contractual liability, including Product Liability coverage if food and beverages are dispensed on Premises. The policy or policies shall be written on an occurrence basis. The policy shall name Exhibitor as the insured and the City of Moorpark, its officials, employees, and agents as an additional insured. The policy shall also provide that the City shall be notified in writing, at least thirty (30) days prior to any termination, amendment cancellation or expiration thereof. Exhibitor shall furnish City evidence of all insurance policies required by this Agreement in the form of a Certificate of Insurance and additional insured endorsement. It is acknowledged by the parties of this Agreement that all insurance coverage required to be provided by Exhibitor or any subcontractor, is intended to apply first and on a primary, non-contributing basis in relation to any other insurance or self-insurance available to the City. 2. Business Auto Coverage on ISO Business Auto Coverage form CA 00 01 including symbol 1 (Any Auto) or the exact equivalent. Limits are subject to review, but in no event to be less than State statutory limits per accident. If Exhibitor owns no vehicles, this requirement may be satisfied by a non-owned auto endorsement to the general liability policy described above. If Exhibitor or Exhibitor's employees, subcontractors, or volunteers will use personal autos in any way in performing the services under this Agreement, Exhibitor shall provide evidence of personal auto liability insurance for each such person. 3. Workers' Compensation on a state-approved policy form providing statutory benefits as required by law with employer's liability limits no less than one million dollars (\$1,000,000) per accident or disease. A Workers' Compensation Insurance Certificate shall be filed with City before beginning work, unless Exhibitor submits a written certification that no one other than Exhibitor, or subcontractors, are performing any services under this Agreement.

SELLER'S PERMIT: If selling any items, exhibitors are required to submit a copy of their seller's permit with the application. Exhibitors are also required to obtain a sub-permit for this event. To register for and obtain a sub-permit, contact the State Board of Equalization at (800)-400-7115 or your local BOE office. For a list of offices, visit <http://www.boe.ca.gov/info/phone.htm>.

SIGNED: _____ DATE: _____

PRINT NAME: _____ TITLE: _____

Complete payment information on next page

PAYMENT INFORMATION:

Booth Space Fee (10X10 space): \$ _____

Please Indicate:

Non-Profit Organization: **\$0** (501(C) (3) number: _____)

Business / For-Profit: **\$50**

Table & Chair Rental (One 6" table and 2 folding chairs: \$5.00) \$ _____

Sales Fee (Required if selling anything, \$25.00) \$ _____

Additional Booth Space (number of spaces _____ @ \$25 each) \$ _____

TOTAL AMOUNT DUE: \$ _____

Check or money order enclosed (make checks payable to "City of Moorpark")

Charge my credit card: Card Number: _____ - _____ - _____ - _____

Expiration Date: _____ / _____ Visa or MasterCard

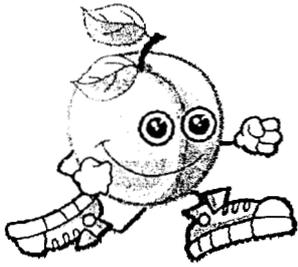
Name on card: _____

Signature: _____

MAIL COMPLETED APPLICATION AND PAYMENT TO:

Moorpark Recreation Division, 5K Applications,
799 Moorpark Avenue, Moorpark, CA 93021

Application Deadline is November 22, 2013!



Moorpark 5K Fun Run & Fitness Challenge

Saturday, December 14, 2013

Arroyo Vista Community Park



Race Times

8 a.m.	Race check-in opens
9 a.m.	5K Competitive Run
10 a.m.	5K Fun Run
10:30 a.m.	1 Mile Fun Run
10 a.m.-1 p.m.	Health & Fitness Fair
11 a.m.	Awards Ceremony

Entry Fees

Registrations received by 11/30:

\$25 5K /\$15 1M

Registrations received after 11/30

\$35 5K /\$25 1M

Race Day Registration:

\$45 5K /\$35 1M

(Registration fee includes a t-shirt; t-shirt not guaranteed for late or race day registrants)

5K Awards

Overall 1st, 2nd, and 3rd male/female

1st place and runner-up male & female age divisions:

- 12 & under
- 13 to 19
- 20 to 29
- 30 to 39
- 40 to 49
- 50 to 59
- 60+

Course Info

5K Competitive Run

Course begins with an approximate 1 mile loop through Arroyo Vista Park (grass and/or asphalt) and continues along the Arroyo Simi (unimproved roadway), returning to the park.

5K Fun Run

Course begins with an approximate 1 mile loop through Arroyo Vista Park (grass and/or asphalt), including several fitness challenges along this section, and continues along the Arroyo Simi (unimproved roadway), returning to the park.

1 Mile Fun Run

Course is 1 mile loop through Arroyo Vista Park (grass and/or asphalt), including several fitness challenges. Note: *This run is not chip timed and awards are not given.*

Race Restrictions

Please be aware the following are not allowed on the race course: Strollers, rollerblades, skates, skateboards, bikes, scooters, and dogs/animals (except service animals for the disabled.)

How To Enter

Complete the entry form, and submit with payment (make checks payable to City of Moorpark) to the Arroyo Vista Recreation Center, or mail to City of Moorpark, 5K Entries, 799 Moorpark Avenue, Moorpark, CA 93021.

You can enter by phone by calling the Arroyo Vista Recreation Center at (805) 517-6300 (credit card payment required)

You can also enter on-line at www.moorparkca.gov/5k

All participants will be required to sign a waiver on race day.

A parent/guardian must be present to sign for minors.

Timing

Timing services provided by RoyalResults.



5K FUN RUN & FITNESS CHALLENGE ENTRY FORM

Family Last Name: _____

Address: _____ City: _____ Zip: _____

Primary e-mail: _____ Primary phone: (_____) _____

Runner #1 Name: _____ DOB: ____/____/____

EVENT: 5K Competitive 5K Fun 1M Fun GENDER: F M

SHIRT SIZE: Yth Med Yth Large Small Med Large XL

Runner #2 Name: _____ DOB: ____/____/____

EVENT: 5K Competitive 5K Fun 1M Fun GENDER: F M

SHIRT SIZE: Yth Med Yth Large Small Med Large XL

Runner #3 Name: _____ DOB: ____/____/____

EVENT: 5K Competitive 5K Fun 1M Fun GENDER: F M

SHIRT SIZE: Yth Med Yth Large Small Med Large XL

Runner #4 Name: _____ DOB: ____/____/____

EVENT: 5K Competitive 5K Fun 1M Fun GENDER: F M

SHIRT SIZE: Yth Med Yth Large Small Med Large XL

PAYMENT INFORMATION

TOTAL AMOUNT DUE: \$ _____

Check or money order enclosed (make checks payable to "City of Moorpark")

Charge my credit card: Card Number: _____ - _____ - _____ - _____

Expiration Date: ____/____ Visa or MasterCard

Name on card: _____

Signature: _____

MAIL COMPLETED APPLICATION AND PAYMENT TO:

City of Moorpark, 5K Entries,
799 Moorpark Avenue, Moorpark, CA 93021

OR DROP OFF AT:

Arroyo Vista Recreation Center
4550 Tierra Rejada Road, Moorpark CA 93021

5K Fun Run & Fitness Challenge: Draft Budget

Budget based on 100 entries, 10 exhibitors, 3 premier sponsors			
<i>Expenses</i>		<i>Revenue</i>	
VENDOR	AMOUNT	REVENUE	
RoyalResults (timing company)	\$ 1,200.00	Vendor fees	\$ 500.00
Bibs	\$ 175.00	Sponsorships	\$ 1,500.00
Entertainment	\$ 600.00	Entry Fees	\$ 2,500.00
Portable Toilets	\$ 550.00	TOTAL	\$ 4,500.00
EMS (ambulance)	\$ 675.00		
Shirts (\$8 each x 100)	\$ 800.00		
Awards (\$5.00 each x 40)	\$ 200.00		
Misc. Supplies	\$ 500.00		
ACS Donation (\$5 x 100)	\$ 500.00		
Total Direct Costs	\$ 5,200.00		

Budget based on 200 entries, 10 exhibitors, 3 premier sponsors			
<i>Expenses</i>		<i>Revenue</i>	
VENDOR	AMOUNT	REVENUE	
RoyalResults (timing company)	\$ 1,300.00	Vendor fees	\$ 500.00
Bibs	\$ 175.00	Sponsorships	\$ 1,500.00
Entertainment	\$ 600.00	Entry Fees	\$ 5,000.00
Portable Toilets	\$ 550.00	TOTAL	\$ 7,000.00
EMS (ambulance)	\$ 675.00		
Shirts (\$8 each x 200)	\$ 1,600.00		
Awards (\$5.00 each x 40)	\$ 200.00		
Misc. Supplies	\$ 500.00		
ACS Donation (\$5 x 200)	\$ 1,000.00		
Total Direct Costs	\$ 6,600.00		

Budget based on 300 entries, 10 exhibitors, 3 premier sponsors			
<i>Expenses</i>		<i>Revenue</i>	
VENDOR	AMOUNT	REVENUE	
RoyalResults (timing company)	\$ 1,400.00	Vendor fees	\$ 500.00
Bibs	\$ 175.00	Sponsorships	\$ 1,500.00
Entertainment	\$ 600.00	Entry Fees	\$ 7,500.00
Portable Toilets	\$ 550.00	TOTAL	\$ 9,500.00
EMS (ambulance)	\$ 675.00		
Shirts (\$8 each x 300)	\$ 2,400.00		
Awards (\$5.00 each x 40)	\$ 200.00		
Misc. Supplies	\$ 500.00		
ACS Donation (\$5 x 300)	\$ 1,500.00		
Total Direct Costs	\$ 8,000.00		

RESOLUTION NO. 2013-_____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MOORPARK, CALIFORNIA, AMENDING THE FISCAL YEAR 2013/2014 BUDGET BY APPROPRIATING \$8,000 FROM THE GENERAL FUND (1000) TO THE 5K FUN RUN AND FITNESS CHALLENGE (1000.7630.7648.9244)

WHEREAS, on June 19, 2013, the City Council adopted the Operating and Capital Improvement budget for Fiscal Year (FY) 2013/2014; and

WHEREAS, on October 2, 2013 the City Council adopted Resolution No. 2013-3230 appropriating \$85,000 from Fund 2001 for civil engineering services and \$15,000 from Fund 2100 for lighting consultant services for a pedestrian/bicycle pathway at Arroyo Vista Community Park; and

WHEREAS, a staff report has been presented to City Council recommending a 5K Fun Run and Fitness Challenge event to launch the pathway project; and

WHEREAS, in the same staff report, staff is requesting an appropriation of \$8,000 from the General Fund (1000) to fund this event; and

WHEREAS, Exhibit "A", attached hereto and made a part hereof describes said budget amendment and its resultant impacts to the budget line item.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF MOORPARK DOES HEREBY RESOLVE AS FOLLOWS:

SECTION 1. A budget amendment in the amount of \$8,000 from the General Fund (1000) as more particularly described in Exhibit "A" attached hereto, is hereby approved.

SECTION 2. The City Clerk shall certify to the adoption of the resolution and shall cause a certified resolution to be filed in the book of original resolutions.

PASSED AND ADOPTED this 6th day of November, 2013.

Janice S. Parvin, Mayor

ATTEST:

Maureen Benson, City Clerk

Exhibit A – Budget Amendment

EXHIBIT A

**BUDGET AMENDMENT FOR
GENERAL FUND
FOR 5K FUN RUN AND FITNESS CHALLENGE
FY 2013/2014**

FUND BALANCE ALLOCATION:

Fund Title	Fund-Account Number	Amount
General Fund	1000-5500	\$ 8,000.00
Total		\$ 8,000.00

EXPENDITURE APPROPRIATION:

Account Number	Current Budget	Revision	Amended Budget
1000.7630.7648.9244	\$ -	\$ 8,000.00	\$ 8,000.00
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
Total	\$ -	\$ 8,000.00	\$ 8,000.00

Finance Approval: 