

**MOORPARK CITY COUNCIL
AGENDA REPORT**

TO: Honorable City Council

FROM: Jeremy Laurentowski, Parks and Recreation Director *SL*

PREPARED BY: Stephanie Anderson, Recreation Superintendent *SA*

DATE: November 4, 2013 (CC Meeting of 11/20/13)

SUBJECT: Consider Request from Relay for Life to Co-Sponsor the 2014 Relay for Life Event

BACKGROUND

Relay for Life is an event that celebrates the lives of people who have battled cancer, remembers loved ones, and fights back against the disease. The Relay is an overnight event in which teams of participants spend 24-hours walking around a pre-determined course. The event also includes food, games, entertainment, and fundraising opportunities. In addition, the event features a cancer survivor's lap and a luminaria ceremony.

Prior to 2013, the Relay for Life event was held at the Moorpark High School stadium. However, with the installation of artificial turf in the stadium, the venue was no longer able to accommodate the event. Relay for Life event organizers requested the use of Arroyo Vista Community Park (AVCP), to hold this event in 2013.

The City Council was asked to consider a request from the American Cancer Society's Relay for Life to co-sponsor the 2013 Moorpark event. This included waiving park rental fees and allowing AVCP to remain open overnight. This request was brought before the Council because: 1) It was 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 required 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.) The Council approved the request at its July 18, 2012 meeting, including the fee waiver for use of the park and extended park hours. The 2013 event was held on April 27 and 28 at AVCP.

DISCUSSION

The City Council is being asked to consider a request from the American Cancer Society's Relay for Life (Relay) to co-sponsor the 2014 Moorpark event, which will be held on May 3 and 4, 2014. The request includes waiving park rental fees for the event, and allowing the AVCP to remain open overnight during the event. They are also requesting the use of the City's four portable light towers.

Last year the event was held at the east end of AVCP, utilizing athletic fields 5-8, along with the Peppertree Pavilion, restrooms, and parking lots C and D. The area was able to accommodate the event, and staff received positive feedback from the Relay about the venue. The Relay is requesting the same area this year. Two concerns with the location observed last year include: 1) The proximity to the hillside on the east side of the park, which affected nearby residents; and 2) The lack of lighting in the parking lot and field areas of the east end of the park. Last year, arrangements were made to use the City's portable light towers in order to provide a safe event area. Staff recommends allowing use of the City's four light towers to provide overnight lighting again this year.

Staff recommends allowing use of the east end of the park (fields 5-8, the Peppertree Pavilion, restrooms, and parking lot) for the 2014 event, with the stipulation that the Parks and Recreation Director must approve the event site map to ensure the impact on nearby residents is minimized. Staff recommends moving the course north towards the arroyo and aligning the south side of the course with the Peppertree Pavilion to provide an adequate buffer from adjacent neighbors.

In addition to the request for use of AVCP facilities, the Relay initially requested a waiver of fees for use of Arroyo Vista Recreation Center meeting rooms. However, the Relay withdrew this request via e-mail, as they have located another meeting location.

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.

Conditions that the Relay will be required to meet include the following:

1. Relay will be required to maintain a minimum of ten volunteer staff during all hours of the event.
2. Relay must contract with a local security company to oversee the event during the evening hours.
3. Relay must designate security guards and/or volunteers to monitor the top gate at AVCP. The gate must be manned from 10:00 p.m. until 6:00 a.m.
4. Relay must provide extra trash service.
5. Relay must follow the City's sign ordinance for any temporary signage required for this event.

6. Relay must provide the City with proof of general liability insurance coverage, and name the City as additional insured, per the City's standard contract agreement.
7. Relay shall pay the direct costs associated with the part-time staffing needs during Relay's use of AVCP, not to exceed \$30/hr. One part time staff person will be assigned to this event for an eight hour shift on both days of the event.
8. Amplified sound shall be maintained at a noise level that is in compliance with Moorpark Municipal Code Chapter 17.53 (Noise), and will not be permitted from 10:00 p.m. to 6:00 a.m.
9. Relay shall install four portable light towers that shall remain on from dusk to dawn. An exception shall be given for the duration of the luminaria ceremony, in which case only the lights directed towards the parking lot shall be required to remain on. The final locations of the light towers shall be approved by the Parks and Recreation Director. Should Relay choose to utilize the City's portable light towers, Relay shall cover the direct costs associated with the staff time to transport and install the light towers, not to exceed 4 hours.

In summary, staff recommends waiving regular park rental fees for this community event and recouping only the City's direct costs, including the part-time and full-time staff costs described above. Staff also recommends allowing the park to remain open overnight to accommodate the 24-hour event, and allowing use of the City's portable light towers for the event.

FISCAL IMPACT

The City will waive the regular park rental fees and absorb overhead and full-time management staff costs associated with use of City facilities, as well as processing of the use permit. The American Cancer Society will reimburse the City for the direct costs associated with this event, such as part-time staffing during the event and the full-time staff costs associated with the installation of the City's light towers.

STAFF RECOMMENDATION

- 1) Approve the request from Relay for Life to co-sponsor the event as described in this report, and waive park rental fees associated with the Relay for Life, subject to reimbursement of City's direct costs.
- 2) Authorize City Manager to approve modified hours of operation for Arroyo Vista Community Park from 10:00 p.m. on 5/3/2014 to 6:00 a.m. on 5/4/2014, as a condition of the rental permit for Relay for Life's event.

Attachments: A. Letter from Relay for Life dated 7/24/13
B. Moorpark Relay for Life proposal



AMERICAN CANCER SOCIETY RELAY FOR LIFE

Celebrate.

Remember.

Fight Back.

July 24, 2013

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

RE: Proposal for Moorpark Relay for Life
May 3-4, 2014

Dear Mr. Kueny,

Attached, please find our proposal for the Presenting Event Sponsorship for the City of Moorpark for the 2014 Moorpark Relay for Life. We would love the opportunity to work with the city as a Presenting Event Sponsor, using Arroyo Vista Park as our venue.

We understand that certain decisions regarding the use of the park might need to be approved by City Council, and so we 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 2014 event for the entire 24 hours spanning May 3-4 as well as using meeting rooms at Arroyo Vista to have committee meetings to prepare for the event. 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. If you have any questions, or need additional information, please do not hesitate to call me at 805-208-8437.

Sincerely,

A handwritten signature in black ink that reads "Doug H. Ridley". The signature is written in a cursive, flowing style.

Doug Ridley
Moorpark Relay City Liaison
Doug@MoorparkRelay.org
805-208-8437



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**Moorpark Relay For Life Proposal
Arroyo Vista Park May 3-4, 2014**

I. Objective

To Partner with the City of Moorpark as Presenting Event Sponsor for the American Cancer Society's 2014 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 14th year in 2014. So far, our community has raised over \$1.5 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



AMERICAN CANCER SOCIETY RELAY FOR LIFE

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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 3rd through Sunday, May 4th. 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 the City’s light trees during the event
- ★ Use of Luminaria bags around “track” for Saturday ceremony using votive candles
- ★ Use of the meeting rooms at Arroyo Vista Park for monthly meetings leading up to the event, and bi-monthly meetings in March and April

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:

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