

**MOORPARK CITY COUNCIL  
AGENDA REPORT**

**TO:** Honorable City Council

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

**PREPARED BY:** Stephanie Anderson, Senior Management Analyst 

**DATE:** November 4, 2014 (CC Meeting of 1/21/15)

**SUBJECT:** Consider Request from Relay for Life to Co-Sponsor the 2015 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 and 2014.

For the past two years, the City Council has been asked to consider a request from the American Cancer Society's Relay for Life to co-sponsor the Moorpark event. This included waiving park rental fees and allowing AVCP to remain open overnight. This request has been 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 co-sponsoring both the 2013 and 2014 events. This request is also brought before Council this year because staff has not had an opportunity to develop a policy pertaining to City co-sponsorships. Staff intends to develop a policy for Council consideration that will standardize rental fees, the type of equipment that may be loaned, reimbursement costs for staff time, permit

fees and direct cost reimbursement related to the event, if any. This will be brought before the City Council for their consideration at a future date.

## **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 2015 Moorpark event, which will be held on April 25th and 26th, 2015. The request includes waiving park rental fees for the event, allowing the AVCP to remain open overnight during the event, using the City's four portable light towers, and waiving fees for use of meeting rooms at the Arroyo Vista Recreation Center for event meetings.

Staff recommends allowing use of the east end of the park (fields 5-8, the Peppertree Pavilion, restrooms, and parking lot) and waiving associated rental fees for the 2015 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 does not recommend allowing Relay to use the City's portable light towers. Light towers are available for rent from several local vendors. The approximate one-day cost for four light towers, including transportation, is \$700. Should the City Council authorize Relay to use the City's light towers, it should be with the stipulation that Relay shall cover the direct costs associated with the staff time to transport and install the light towers, not to exceed 4 hours. The billable rate for Parks Maintenance Workers, the staff that would transport, set-up, and take down the light towers, is \$65/hour. It should be noted that even with reimbursement for the City's staff costs, performing this service for Relay, or any other organization, will detract Parks staff from their regularly assigned duties.

Staff does not recommend waiving fees for use of meeting rooms for event meetings. Community groups have historically paid regular rental rates for the use of indoor facilities for meetings.

Any other condition or request by Relay 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 \$25/hour. One part time staff person will be assigned to this event from 8:00 a.m. to 8:00 p.m. on Saturday and from 8:00 a.m. to noon on Sunday.
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.

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. Staff does not recommend allowing the use of the City's light towers or waiving fees for the use of meeting rooms.

### **FISCAL IMPACT**

The City will waive the regular park rental fees and absorb overhead and management staff costs associated with use of City facilities, as well as processing of the use permit. It should be noted that waiving the rental fees for the use of athletic fields 5-8 and the Peppertree Pavilion for this 24-hour event, will result in a loss of revenue totaling \$2,650.

The American Cancer Society will reimburse the City for the direct costs associated with this event, such as part-time staffing during the event.

### **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 4/25/15 to 6:00 a.m. on 4/26/15, as a condition of the rental permit for Relay for Life's event.

Attachment: Moorpark Relay for Life Proposal



**Celebrate.**

**Remember.**

**Fight Back.**

## Moorpark Relay For Life Proposal Arroyo Vista Park April 25-26, 2015

### 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 15<sup>th</sup> year in 2015. So far, our community has raised over \$1.6 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, April 25th through Sunday, April 26th. 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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