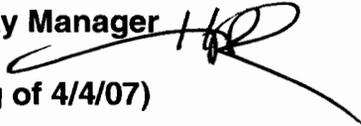


**MOORPARK CITY COUNCIL
AGENDA REPORT**

TO: Honorable City Council

FROM: Hugh R. Riley, Assistant City Manager 

DATE: March 26, 2007 (CC Meeting of 4/4/07)

SUBJECT: Request from Relay for Life Event Committee to Use City Marquee Signs

DISCUSSION:

The annual American Cancer Society Relay For Life will be held on June 2 and 3 at the Moorpark High School Athletic Stadium. The Event Committee has requested the use of the City's marquee signs to advertise the event. A copy of the request addressed to Mayor Hunter is attached.

In the past the City has allowed the use of these signs on a limited basis for non-city events that are co-sponsored by the City such as Country Days and the Apricot Festival. This use is typically limited to a two-week or less time period prior to the event and sign locations provided are selected so that there is sufficient opportunity for the promotion of city activities.

The City has supported the Relay for Life Event in the past in a variety of ways including organizing a relay team, providing barricades for traffic control and other equipment such as portable lighting fixture trailers.

Although the city is not an official co-sponsor, staff recommends that the special nature of this event and the broad base of participation from the community it achieves each year, it would be appropriate to allow the use of two marquee signs as described in this report.

STAFF RECOMMENDATION

Authorize use of two marquee signs for the Relay for Life Event as described in this report.

ATTACHMENT: Letter from Event Committee Chair

RECEIVED

MAR 09 2007

CITY CLERK'S DIVISION
CITY OF MOORPARK



March 8, 2007

Honorable Mayor Patrick Hunter
Moorpark City Hall
799 Moorpark Avenue
Moorpark, CA 93021

Dear Mayor Hunter:

The American Cancer Society's Relay For Life will be held on June 2 – 3, 2007, 10:00 A.M. to 10:00 A.M., at Moorpark High School Stadium. The 2007 Planning Committee would like your support by allowing us to utilize the City marquees to advertise the event.

Relay For Life is the American Cancer Society's signature event, happening in more than 4,200 communities across the country. In California, more than 270 communities will host Relay For Life events. Relay For Life empowers communities to take part in the fight against cancer while honoring survivors and remembering those lost to the disease. Funds raised go to the American Cancer Society's patient service programs, cancer research, advocacy and community education.

Relay For Life is a fun and unique 24-hour event to increase cancer awareness in Moorpark while raising much-needed funds for the American Cancer Society's programs and services. Teams composed of up to 12 people formed by local businesses, community groups and individuals raise funds prior to the event. At the Relay, team members take turns walking or running around a track, relay-style and enjoy fun activities and entertainment off the track.

If you need further information, please contact the 2007 Moorpark Relay For Life Chair, Doc Dewberry, at (805) 529-8385, (805) 368-3031 (cell), (805) 523-9322 (fax), or by e-mail at doc@docdewberry.com. For information and services visit www.cancer.org. For event information visit www.acsevents.org/relay/ca/moorpark.

Join the Fight!

A handwritten signature in black ink that reads "Doc Dewberry".

DOC DEWBERRY, Chairperson
2007 Moorpark Relay For Life