

Council Meeting of  
March 3, 2009

Honorable Mayor and Members  
Of the City Council  
City Hall  
Torrance, California

**Members of the Council:**

**SUBJECT: Community Services – Approve a request to subsidize fees associated with a special event at Charles H. Wilson Park.**

**Expenditure: \$1,190.50**

**RECOMMENDATION**

Recommendation of the Community Services Director that City Council subsidize fees in the amount of \$1,190.50 for the American Cancer Society's Relay for Life event to be held at Charles H. Wilson Park on April 24-26, 2009.

Funding

Funding of \$1,190.50 is available in the City Council's Community Events Support Budget. A total of \$5,222.75 out of an annual budget of \$10,000.00 remains in the budget for subsidy of community events for this fiscal year. The budget subsidy is split into two categories: 1) on-going events and 2) new events.

If approved, a total \$679.50 will be charged to the on-going events category for the use of the portable stage leaving a balance of \$2,043.25 for future on-going events. A total of \$511.00 will be charged to the new events category leaving a balance of \$1,989.00 for future events.

**BACKGROUND/ANALYSIS**

The American Cancer Society has requested permission to hold its Seventh Annual Relay for Life on April 24-26, 2009, at Charles H. Wilson Park. The event has typically been held at South Torrance High School, but due to renovation of the TUSD high school stadiums, organizers have been forced to find a new location for this year.

A letter requesting use of Wilson Park, including use of the Portable Stage, was received from Katie Holmes, the Co-Chair of the Torrance Relay for Life (Attachment A). The letter also asked that all fees associated with the event be waived so that all donations received could go directly to fight cancer. As the balance of funds in the City Council's Community Events Support Budget was drawing down, staff contacted the event organizers asking them to cover a

portion of the fees. Dr. John Schmitt, Co-Chair to the Torrance Relay for Life, agreed to cover approximately 50% of the costs, or \$1,200 (Attachment B).

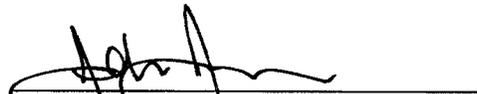
Staff have compiled all costs associated with hosting this event at Wilson Park. The cost breakdown is as follows:

Description	Cost
Ball field permit (2 @ \$15/hr x 45 hrs)	\$1,350.00
Ball field lights (2 fields @ 5 hours each)	\$136.00
Concession Stand	\$35.00
Portable Stage (drop off/pick up)	\$679.50
Amplified Sound Permit: Filing Fee	\$92.00
Amplified Sound Permit: Daily Fee (2 @ \$49.00)	\$98.00
<b>TOTAL</b>	<b>\$2,390.50</b>
Amount to be paid by Relay for Life	\$1,200.00
<b>Amount to be Waived</b>	<b>\$1,190.50</b>

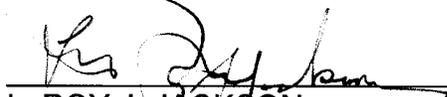
Over the past six years, this event has raised over \$1,015,200 for cancer research. In show of the Department's support of this collaborative effort to raise both awareness and funding in the fight against cancer, and to bring members of the Torrance Community together to support one another, the Community Services Director recommends your approval to subsidize the fees in the amount of \$1,190.50 for the 2009 Torrance Relay for Life.

Relay for Life organizers will provide overnight security on Friday and Saturday nights, and will work with regularly scheduled Park Rangers and Park Maintenance staff throughout the weekend to ensure a safe and successful event. With your approval, the Community Services Department will support the Relay for Life event for the seventh year in a row.

Respectfully submitted,

  
 John Jones  
 Community Services Director

CONCUR:

  
 LeROY J. JACKSON  
 City Manager

Attachments: A) Letter from Katie Holmes, American Cancer Society  
 B) E-mail from John Schmitt, Co-Chair Torrance Relay for Life

**ATTACHMENT A**

February 9, 2009

Mr. John Jones  
Community Services Director  
City of Torrance  
3031 Torrance Blvd  
Torrance, CA 90503



To Mr. Jones,

On behalf of the American Cancer Society California Division Inc and the 2009 Relay For Life of Torrance committee, we would like to request the use of a few City of Torrance services for our 7<sup>th</sup> Annual Relay For Life of Torrance. This event is normally held at South High School but we understand that all Torrance Unified High Schools will be undergoing significant modernization this spring making it necessary for us to seek a new site for this coming year.

Relay For Life is a very special community event that honors cancer survivors and families that have lost loved ones to cancer. It is a 24-hour event where the community comes together and shows their support for this cause for the full 24hours, because cancer never sleeps. The event will take place on April 25<sup>th</sup>-26<sup>th</sup> 2009. We would like to request the use of Wilson Park to host our Relay For Life event. The committee will pass out letters to the neighbors on the Jefferson St. side of the park, one week prior to the event to notify and invite them to the event. Prior to the Relay, the Relay For Life of Torrance committee solicits donations as well as plans entertainment and food for the full 24 hours. The following services are being requested from the City of Torrance:

**City Supplies and Support:**

**Wilson Park-** we would like to request the use of Wilson Park to host our 2009 Relay For Life event. Specifically, we would like use of the baseball diamonds east of Crenshaw immediately in front of the gymnasium, the bathroom facilities, picnic area, and the multipurpose room. We would like to reserve the baseball fields starting Friday, April 24<sup>th</sup> at 3pm- Sunday April 26<sup>th</sup> at Noon. We are also requesting fees associated be waived so that the community's donations can go directly to the cause. In return, we would like to give the City of Torrance a higher sponsorship level and received added benefits as an Event Sponsor.

**Sprinklers turned off-** we would like to request that the sprinklers on the baseball fields east of Crenshaw be turned off starting 3pm on the Friday before our event (April 24<sup>th</sup> 2009) and remain off until Noon on April 26<sup>th</sup>.

\*We have an excellent logistics chair that will be in charge of keeping everything in excellent shape so to remain the way it was when we entered.

**City Logo Permission-** we would like permission to use the City of Torrance logo to put on the back of all participant t-shirts and thank you banners to recognize the City for their support and sponsorship of our event.

**City Stage-** we are requesting the use of the city stage for our day of entertainment and that the City continues to waive associated fees as they have generously done for our past Relay For Life events.

**Relay For Life of Torrance Proclamation-** we are requesting a proclamation from the City of Torrance on the April 21<sup>st</sup> City Council Agenda for the Relay For Life of Torrance on April 25<sup>th</sup>-26<sup>th</sup> 2009. We will provide a model for your consideration.

**Amplified Sound-** we ask that a permit be issued for the amplified noise from 9am to 10pm as well as movies to be shown from midnight to 6am. Sound will be directed away from adjacent residential areas.

**Police Dept-** we would like the police department's continued support of our event by returning as a team and camping out. If possible we would also like to request the police make frequent voluntary drive by's for additional safety, but not as to pay for these police stops.

**Fire Dept-** to help provide a safe and enjoyable community event as well as add to the community support of this event, again also voluntary as to not be paying for these services.

**Lights-** the approval from the city to have the walkway lights stay on for the full 24 hours to provide extra safety to the walkers at night.

**Special Events Permit and Fees Waived-** we would like to request that the special events permit be approved by the city and any associated fees be waived so that the money being raised by the community will go directly to the cause.

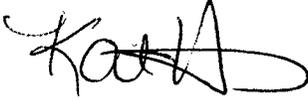
**Calendar of Events-** we would like to request a spot on the City website in the calendar of events section to invite all Torrance residents to our event.

Thank you to the City of Torrance for your amazing support in our Relay For Life of Torrance each year, helping to raise more than \$1 million dollars since our first year's relay and reaching out to all those affected by cancer in our community.

Relay For Life of Torrance is coordinated by a group of very dedicated volunteers who are anxious to get things up and running. The Event Chair for the 2009 Relay For Life of Torrance is John Schmitt (424) 634-2435 . Your support in providing the services listed above for the 2009 Relay For Life of Torrance will help to support the community effort in fighting this disease and further the mission of the American Cancer Society. Your support will also help us reach our 2009 goals for the Relay For Life of Torrance: 177 survivors, 77 teams, 70 committee members, and \$230,000.

If you have any questions, or need additional information, please do not hesitate to call me at (310) 256-0582.

Sincerely,

A handwritten signature in black ink, appearing to read 'Katie Holmes', with a large, sweeping flourish extending to the right.

Katie Holmes  
Community Development Manager  
American Cancer Society  
[Katie.Holmes@cancer.org](mailto:Katie.Holmes@cancer.org)

**Minter, Jason**

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**From:** John Schmitt [johnbschmitt@gmail.com]  
**Sent:** Tuesday, February 24, 2009 10:52 AM  
**To:** Minter, Jason  
**Subject:** Relay For Life

Thank you for your thoughtful consideration of our request to use Wilson Park for the 2009 Relay For Life on April 24-26. We appreciate your efforts to minimize expenses so that we might donate more to the American Cancer Society. We would be able to assume a cost of \$1200.00 as our contribution if this would help.

Sincerely,  
John Schmitt, Chairperson  
Torrance Relay For Life