

CITY OF OAKLAND
Interoffice Memorandum



Office of Parks and Recreation

TO: Jeffrey Taylor, Chair, Parks and Recreation Advisory Commission
FROM: Gail McMillon, Reservation Supervisor
DATE: July 8, 2009
SUBJECT: Request from the United Negro College Fund Inc. to Collect On-site Registration Fees and Donations at the Annual Walk-a-thon and Health and Education Fair at Lakeside Park on Saturday, September 26, 2009.

SUMMARY

Staff received a request from the United Negro College Fund (UNCF) for permission to collect registration fees at their 25th Annual Walk and Health and Education Fair at Lakeside Park on Saturday, September 26, 2009.

FISCAL IMPACT

There is no fiscal impact on the Office of Parks and Recreation.

BACKGROUND

The UNCF is a non-profit organization located at 220 Montgomery Street, Suite 1120, in San Francisco, California. This is the United Negro College Fund's 25th Annual Walk for Education held at Lakeside Park. The overall goal of the event is to engage community members in the event while promoting higher education for youth.

They have come before the Parks and Recreation Advisory Commission for the last four years and have been granted approval for collection of registration fees and donations on site from participants. The events have gone well and have been successful.

RECOMMENDATION

Staff recommends that the Parks and Recreation Advisory Commission approve the request for the collection of registration fees on site from participants at the United Negro College Fund's 25th Annual Walk for Education on Saturday, September 26, 2009. The contact person, Monica Sudduth, is aware that additional permits may be required for this event provided the request is granted.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "G. McMillon", written over a horizontal line.

Gail McMillon
Reservation Supervisor

Attachments: Request letter form United Negro College Fund
Facility Reservation Request
Facility Application

prac_item 12-E



Office of Parks and Recreation
250 Frank H. Ogawa Plaza, Suite 3330 Oakland,
CA 94612

Central Reservations Unit
PH (510) 238-3187 Fax (510) 238-2397

CITY of OAKLAND
OFFICE of PARKS & RECREATION

Park Use Rental Application

ATTENTION:

Application Date: March 6, 2009

*RESIDENCY IS DETERMINED ACCORDING TO ADDRESS INDICATED ON DRIVER'S LICENSE OR STATE IDENTIFICATION CARD

REQ No. _____	OFFICE USE ONLY	Receipt No. _____
RWP No. _____	Approved By/Date _____	Issued By/Date _____
Received By/Date <u>zk</u>		
Police Special Events Permit Required? <input type="radio"/> Yes <input type="radio"/> No	If required, Special Events Permit due to OPR by _____	

Application on behalf of: (Group, Individual, Organization) United Negro College Fund (UNCF)
 * Address: 220 Montgomery St City: San Francisco State: CA Zip 94104
 Individual responsible for event Name: MONICA SUDUTH *Address: 220 Montgomery St #1120
 City: San Francisco State: CA Zip 94104 Email: monica.suduth@uncf.org
 Home #: 510/724-2303 Work #: 415/956-1018 Fax #: 415/956-1862 Cell #: 510/499-5739
 To use (Name of Park): Lake Merritt Location: Sailboat House Parking Lot and Lake Merritt Bandstand
 On the following date (s) Saturday, September 26, 2009 General Public Allowed: Yes No Number of Participants: 500 Surrounding Areas
 Between the hours of: (Start Time/Setup) _____ (Actual Event Time) from _____ to _____ (End Time/Cleanup) _____

Type of Event/Purpose (be specific; i.e., Picnic, Walk/Run, Entertainment, Family Reunion, Rally, etc.)
25th Annual UNCF Walk for Education: Education Fair

Sound Amplification: Amplified Yes No Non-Amplified Yes No

Type of equipment to be used (i.e. jumpers, musical instruments, live band, cd player, amplifiers, microphones, etc.)

Disc Jockey and live band

Will food be served? Yes No (If yes, please list type(s) of food to be served.) Package lunch + hot dish - by licensed vendor. Food is free.

Please describe below special accommodations/requests required for your event. If no special accommodations/request required, write NONE.
Access to electrical outlet on bandstand, special event parking

Fees: for special guests and volunteers

Rent: <u>1090</u>	Deposit: <u>500</u>
Sound Use: <u>100</u>	Other Fees: <u>260</u> *Sailboat house parking lot
Total of ALL Fees PLUS Deposit: <u>2700</u> <u>1950.00</u>	

(Deposits are refunded 6-8 weeks AFTER event date, provided the facility is left in acceptable condition and the event goes as planned)

CANCELLATION FEES:	31 days or more notice:	Forfeit 1/2 Deposit
	30 days 11 days notice:	Forfeit Deposit PLUS 1/2 Rental Fee
	10 days or less notice:	Forfeit All Fees

* PLEASE INVITE (per previous arrangement)

Check Amount: \$ _____ Check #: _____ Cash: _____

Type of Credit Card (Visa or Master Card Only): _____

Credit Card #: _____ Expiration Date: _____

I authorize the Office of Parks and Recreation, Central Reservations Unit to charge my Visa or Master Card \$ _____ (Amount to be Charged)

for my reservation at _____ on _____ (Park) (Event Date)

(Signature Required) [Signature]

(Print Name) MONICA SUDUTH

(Driver License #/Expiration Date) C5298176

ATTENTION

- ✓ DID YOU REMEMBER TO SIGN THIS APPLICATION?
- ✓ DID YOU REMEMBER TO ATTACH A LEGIBLE COPY OF YOUR DRIVER'S LICENSE OR STATE IDENTIFICATION CARD?



UNCF

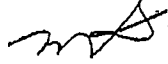
A mind is a terrible
thing to waste®

United Negro College Fund, Inc.
220 Montgomery Street
Suite 1120
San Francisco, CA 94104
T 415 956 1018
F 415 956 1862
www.uncf.org

Memorandum

Date: May 7, 2009

To: City of Oakland – Parks and Recreation Commission

From: Monica Sudduth, Development Director 
UNCF

Subj: 25th Anniversary – UNCF Walk for Education

UNCF will host its 25th Annual Walk for Education on **Saturday, September 26, 2009** at Oakland's Lake Merritt. UNCF is again requesting permission from OPRC for the following:

Collection of Donations – Each year, hundreds of walkers participate in the event. Many walkers anticipate collecting and turning in donations to UNCF at the Walk. UNCF provides staff and professional, licensed security to collect donations. UNCF processes the donations in a secure, off site location. Most of our revenue is collected the day of the event. UNCF recently introduced a local website that allows individuals to donate online; however many still prefer and are accustomed to submitting personal checks or cash payments. Any restrictions to collecting donations the day of the event would greatly impact our revenue. We are therefore seeking permission from OPRC to collect our donations at the event.

Parking – UNCF typically has 20 volunteers who arrive early to set up and assist staff during the event. Some volunteers require early pick up and delivery of event-related items. We are seeking permission to provide a list to the parking attendants to allow these volunteers and special guests free parking. In addition, Kaiser Permanente provides free shuttle service to and from the event site. We are also seeking permission for in and out privileges for our shuttle service.

Food Distribution – UNCF typically serves pre-packaged lunches to walk participants. This year, UNCF is seeking permission to invite licensed vendors who will serve hot food items for walk participants. All food is free to walk participants. UNCF understands all food handlers must obtain the appropriate County permit prior to the event.

UNCF has appreciated the cooperation and support from OPRC and looks forward to continuing a successful event at Lake Merritt.

Dr. Michael L. Lomax
President and CEO

Jack L. Stahl
Chair, Board of Directors

Frederick D. Patterson
Founder

COLLEGES & UNIVERSITIES

Allen University
Columbia, SC

Benedict College
Columbia, SC

Bennett College
Greensboro, NC

Bethune-Cookman University
Daytona Beach, FL

Clafflin University
Orangeburg, SC

Clark Atlanta University
Atlanta, GA

Dillard University
New Orleans, LA

Edward Waters College
Jacksonville, FL

Fisk University
Nashville, TN

Florida Memorial University
Miami, FL

Huston-Tillotson University
Austin, TX

Interdenominational
Theological Center
Atlanta, GA

Jarvis Christian College
Hawkins, TX

Johnson C. Smith University
Charlotte, NC

Lane College
Jackson, TN

LeMoyné-Owen College
Memphis, TN

Livingstone College
Salisbury, NC

Miles College
Birmingham, AL

Morehouse College
Atlanta, GA

Morris College
Sumter, SC

Oakwood University
Huntsville, AL

Paine College
Augusta, GA

Paul Quinn College
Dallas, TX

Philander Smith College
Little Rock, AR

Rust College
Holly Springs, MS

Saint Augustine's College
Raleigh, NC

Saint Paul's College
Lawrenceville, VA

Shaw University
Raleigh, NC

Spelman College
Atlanta, GA

Stillman College
Tuscaloosa, AL

Talladega College
Talladega, AL

Texas College
Tyler, TX

Tougaloo College
Tougaloo, MS

Tuskegee University
Tuskegee, AL

Virginia Union University
Richmond, VA

Voorhees College
Denmark, SC

Wilberforce University
Wilberforce, OH

Wiley College
Marshall, TX

Xavier University
New Orleans, LA

Central Reservations Unit

250 Frank H. Ogawa Plaza Ste 3330
Oakland, CA 94612

(510) 238-3187



United Negro College Fund, Inc.
220 Montgomery Street
Suite 1120
San Francisco, CA 94104

Reservation Request

Status: In-Process

Customer Type: Non-Profit

Authorized Agent: Monica Sudduth

Work: (415) 956-1018 Home: (415) 956-1018

DATE/USER	REQUEST NUMBER	CHARGES	DISCOUNT	TAXES	REFUNDS & CREDITS	PAYMENTS	REQUEST EXPIRES	BALANCE DUE
05/06/2009 Zermaine Thomas	9003091	\$1950.00	\$0.00	\$0.00	\$0.00	\$0.00	09/26/2009	\$1950.00

RESERVATIONS

EVENT NAME	FACILITY	CENTER
Walk-A-Thon & Educational Fair Type: Park Run/Walk	Lakeside Park Bandstand	Lakeside Park Lake Merritt Oakland, CA 94610

DATES RESERVED	HRS
Saturday - 9/26/2009	07:30 AM to 02:00 PM 6.5

Total Number of Dates: 1

Total Number of Hours: 6.5

NOTES: ***ATTENTION*** PLEASE READ AND ADHERE TO ATTACHED DISCLAIMERS
 NOTE CUSTOMER SCHEDULED TO GO BEFORE PRAC WEDNESDAY, JULY 8, 2009
 ~-500 IN ATTENDANCE~

SOUND USE: LIVE BAND / DJ
 GROUP MUST ADHERE TO SOUND AMPLIFICATION POLICY: OMC 12.64.080 AND POLICY REQUIREMENT DISCLAIMERS

FOODS TO BE SERVED: VENDOR SERVING HOT FOODS / PACKAGED SANDWICHES

ACTUAL TIME OF EVENT: 9:00AM-1:00PM

FOLLOWING PERMITS REQUIRED:
 ~CERTIFICATE OF INSURANCE
 ~APPROVED OPD SPECIAL EVENT PERMIT (RECEIVED 3/9/09)
 ~CHARITABLE SOLICITATION PERMIT
 ~TEMPORARY FOODS HANDLERS PERMIT
 ~PORTABLE TOILET CONTRACT

EVENT NAME	FACILITY	CENTER
Walk-A-Thon & Educational Fair Type: Park Run/Walk	Lakeside Park Near Bandstand	Lakeside Park Lake Merritt Oakland, CA 94610

DATES RESERVED	HRS