



## PARKS AND RECREATION ADVISORY COMMISSION

City of Oakland

Wednesday, March 12, 2014

Lake Merritt Garden, 666 Bellevue Avenue

4:30pm

Agenda

1. CALL TO ORDER:
2. ROLL CALL:  
BELCHER, DU BOIS, FLORES, KADERA-REDMOND, MARSHALL, MILLER, PETERSON,  
ROSENBLOOM, SELNA, WU
3. DISPOSITION OF MINUTES:  
February 8, 2014 Minutes
4. SPECIAL ORDERS:
5. PRAC PENDING LIST:
  - PRAC Liaisons
  - PRAC Committees: Recap Status of Committees
  - City Slickers Farm Update
  - Land Use and Planning Issues
6. MODIFICATIONS TO THE AGENDA:
7. CONSENT NEW BUSINESS:
  - A. Request Approval from the Parks and Recreation Advisory Commission to Collect Registration Fees Receive Donations and Serve and Sell Alcoholic Beverages and Food, at the 5<sup>th</sup> Annual Oakland Running Festival Marathon at Snow Park on Sunday, March 23, 2014. The Office of Parks and Recreation received a request from Gene Brtalik, Oakland Running Festival Race Director, for permission to serve and sell alcoholic beverages (Beer & Wine) and food on-site at the Oakland Running Festival Marathon to be held at Snow Park on Sunday, March 23, 2014. Benefits for the collection of funds will go towards City and Local Charities. A portion of the alcohol beverage sales will go to the Fire Department's Random Acts Charity.
  - B. Request Approval From the Parks and Recreation Advisory Commission to Collect On-site Registration Fees and Receive Donations at the Rhodes Race 5k Run/Walk to Benefit the Leukemia and Lymphoma Society at Lakeside Park on Sunday, April 14, 2013. The Office of Parks and Recreation has received a request from Ms. Claire Blaney for permission to collect on-site registration/donation fees for the Rhodes Race 5K Walk/Run at Lakeside Park on Sunday, April 13, 2014, to benefit the Leukemia and Lymphoma Society (LLS). The fees are donated to the LLS. The minimum registration/donation fee is \$20 per person.

8. NEW BUSINESS:

**A. Request the Parks and Recreation Advisory Commission Provide Comments and Recommendations on the Draft West Oakland Specific Plan and Associated Draft Environmental Impact Report on Aspects Related to Parks and Public Open Space.**

Published in January 2014, the Draft West Oakland Specific Plan (Draft Plan) is the culmination of a comprehensive community engagement and planning effort over the last 2½ years. It is a planning tool that will help shape the future of West Oakland over the next 20-25 years, and as such, presents an extraordinary opportunity to guide the area in a direction that improves the quality of life for existing and future residents. The Draft Plan is designed to support existing businesses and industry, while encouraging new jobs and services.

**B. Request the Parks and Recreation Advisory Commission Approve the Solicitation of Entrance Fees, Food Concessions, and Sales of Alcoholic Beverages for the Burger Boogaloo 2 Annual - 2 Day Concert Event at Mosswood Park Amphitheater, July 5 and 6, 2014.**

This is Burger Boogaloo's 2<sup>nd</sup> annual 2 day music festival held at Mosswood Park Amphitheater on July 5-6, 2014. Last year's Burger Boogaloo event at Mosswood Park hosted over 2,000 patrons and visitors. Burger Boogaloo is requesting once again the approval of the sales for an onsite entrance fee in which proceeds will go to help cover cost of musicians, equipment, marketing, staffing, and facility usage. In addition Burger Boogaloo is requesting the approval of sales of food concessions and alcoholic beverages.

**C. Request the Parks and Recreation Advisory Commission Approve the Collection of On-site Funds from the Sale of Raffle Tickets, Art Objects and Donations at Lakeside Park for the Walk with Clausen House Event on Saturday, October 11, 2014.**

The Office of Parks and Recreation received a request from Clausen House, a non-profit organization, for permission to collect funds on site through the sale of raffle tickets, art sales and donations at Lakeside Park at the "Walk with Clausen House" event on Saturday, October 11, 2014. All proceeds raised from the Walk Event will support the mission of Clausen House.

**D. Request the Parks and Recreation Advisory Commission Approve the Collection of On-site Fundraising Donations for the Adult Congenital Heart Walk at Lakeside Park on Saturday, June 28, 2014.**

The Office of Parks and Recreation received a request from the Adult Congenital Heart Association, a non-profit organization, for permission to collect money on-site from fundraising efforts of the participants of the walk at the Congenital Heart Walk event at Lakeside Park on Saturday, June 28, 2014. The proceeds from the fundraising event will be used to support two national organizations that are dedicated to fighting Congenital Heart Disease, the Adult Congenital Heart Association and The Children's Heart Foundation

9. CONDITIONAL USE PERMITS:

- A. Public Work Agency Requests the Parks and Recreation Advisory Commission Review and Accept the Design of the Measure DD – Bellevue Avenue Improvement Project and Recommend the Minor Conditional Use Permit for Approval. Staff from the Public Works Agency (PWA) and the Office of Parks and Recreation request approval of the design and implementation of the Lakeside Park - Bellevue Avenue Improvement Project. The associated Conditional Use and Creek permits are pending. The project consists of improvements to Bellevue Avenue from the park entry at Grand Avenue, through the park to Perkins Street, including pavement overlay, parking layout revisions, the conversion of one drive lane to a bicycle lane, drainage modifications, and access controls.

10. COMMUNICATIONS:

11. PRAC COMMITTEE REPORT:

12. ADVISORY COUNCIL REPORTS:

13. UNFINISHED BUSINESS:

14. COUNCIL REFERRALS:

15. OPEN FORUM:

16. DIRECTOR'S REPORT:

- State of the City Address
- Public Safety Action Plan

17. ANNOUNCEMENTS:

18. ADJOURNMENT:

This meeting is wheelchair accessible. To request materials in alternative formats, or to request an ASL interpreter, or assistive listening device, please call the *Office of Parks and Recreation at (510) 238-7532* or **TDD (510) 615-5883** at least three working days before the meeting. Please refrain from wearing scented products to this meeting so attendees who may experience chemical sensitivities may attend. Thank you.

*Next Meeting:                      Wednesday, April 9, 2014, 4:30 p.m.  
    Lakeside Garden Center  
    666 Bellevue Ave, Oakland, CA*



PARKS AND RECREATION ADVISORY COMMISSION  
City of Oakland  
February 8, 2014, 9:00 A.M  
Lake Merritt Garden Center, 666 Bellevue, Oakland, CA

Minutes

1. CALL TO ORDER:

9:20am

2. ROLL CALL:

Present: Belcher, Du Bois, Kadera-Redmond, Marshall, Miller, Peterson  
Rosenbloom, Selna, Wu

Excused: Flores

Staff: Audree V. Jones-Taylor, Dana Riley, Gail McMillon, Diane Boyd, Mark Hall, Robert  
Robert Davila, Cathryn Cornelius

Speakers: Anne Woodell – Former PRAC Commissioner  
Deputy Chief Paul Figueroa, OPD  
Joe DeVries, City Administrator's office

3. DISPOSITION OF MINUTES:

January 8, 2014 Minutes

**Motion:** Commissioner Miller entertained a motion to approve the January 8, 2014 meeting minutes.

**Moved by:** Commissioner Peterson **Second by:** Commissioner Kadera-Redmond. **Motion Passed -**  
All Yes

4. SPECIAL ORDERS:

None

5. PRAC PENDING LIST:

None

6. MODIFICATIONS TO THE AGENDA:

None

7. CONSENT NEW BUSINESS:

None

8. NEW BUSINESS:

PRAC moved its regularly scheduled February meeting to Saturday, February 8, 2014 - 9 AM to 1  
PM in order to convene its annual retreat.

The following topics were scheduled to be covered.

A. Welcome – Chair Barry Miller

**B. Election of Chair and Vice Chair**

Commissioner Belcher nominated Commissioner Miller to serve as Chair to the Parks and Recreation Advisory Commission. **Motion Second** by Commissioner Wu **Motion Passed** – All Yes

Commissioner Belcher nominated Commissioner Wu to service as Vice Chair to the Parks and Recreation Advisory Commission. **Motion Second** by Commissioner DuBois **Motion Passed** – All Yes

**C. Roles and Responsibilities of PRAC**

Anne Woodell provided background information on the Parks and Recreation Advisory Commission and offered best practices for serving as a Commissioner. These suggestions included providing new Commissioner with an orientation; preparing ahead of each meeting; reviewing Roberts Rule of Order prepared by the League of Women Voters; working as an advisor and not to provide direction to staff, and to tour facilities and parks regularly.

**D. Meeting Protocol and Communication**

- Email sharing protocol was discussed as related to popular issues like the “Dog Park Play Area”. Should the Commission have a dedicated email address to communicate with the public? OPR staff will seek clarification and direction from the City Attorney’s Office on this issue.
- The agenda format will be reviewed and amended to add new or exclude obsolete categories. Commissioner Miller will present an alternative agenda at a future meeting

E. PRAC Committees: Recap Status of Committees – Move to March 12<sup>th</sup> meeting

F. PRAC Liaisons – Move to March 12<sup>th</sup> meeting

G. Public Safety: Discussion with Neighborhood Services about City Public Safety –Joe DeVries provided the Commission with copies of the City’s “Strategy for Total Community Action for Addressing Crime in Oakland - Zeroing Out Crime 2013”, prepared by the Strategic Policy Partnership, LLC. The plan calls for coordinated action and execution of city resources to meet the goal of reducing crime in Oakland.

- The geographic plan includes 5 areas across Oakland with 1 Captain supported by a Public Service Officer (PSO), Beat officers and an Investigative Unit

- The Commission received an Action Sheet which serves as a tool for tracking progress on predetermined and recorded areas of concern. The commission was tasked with determining priority actions and implementation time frames and assignments. Joe DeVries will return to hear commission feedback and comments. The City wants to have a plan in place by May 2014.
- Commissioner Wu asserted the nation is moving away from zero tolerance policies which victimize youth
- Commissioners Kadera-Redmond and Marshall expressed concern that the Administration does not recognize the connection between public safety and Parks and Recreation Programs
- The Commission discovered upon review of the Action Sheet that items listed on page 1 (one) fall under the jurisdiction of the Public Works Agency
- Deputy Chief Paul Figueroa reported that OPD has a staff of 670 patrol officer out of 717; 110 are participating in academy training; 54 new officers will be sworn in in April.
- Each of the 5 District Commanders has an Advisory Committee which serve as a direct line for Oakland Parks and Recreation, Oakland Unified School District and City Commissions.
- OPD and City council district maps do not match

H. The Future of the Office of Parks and Recreation

- Parks should be listed by Council District
- Commissioner Selna would like to continue conversation regarding a possible ballot measure for Oakland Parks and Recreation
- Oakland Parks and Recreation should consider working with the Public Works Agency to develop a Master Plan concept to maintain OPR assets.
- Trust for Public Land Master Plan funding possible match by the City Administrator Office

I. Marketing of Park and Recreation Services

- Oakland Parks and Recreation Annual Report should be presented to the community
- OPR Director's Report should be prepared to be posted on the website

J. Land Use and Planning Issues – Move to March 12<sup>th</sup> meeting

- PRAC “feedback” on informational reports from outside agencies: How can we make a difference?*
- What is Open Space and Conservation and Recreation “OSCAR” (level of service standards, etc.)?*
- Park Zoning and Use Permits: Quick recap/ Q&A*

K. What's New in Community Gardening and Urban Agriculture?

- Six (6) community gardens and other non-profit gardens supported by Oakland Parks and Recreation including Dover Street Park, Fitzgerald Park “City Slicker Farms”, King Estates, Marston Campbell, Stonehurst Edible Schoolyard and Tassafaronga

Urban Farm.

- Ten (10) personal food growth gardens rented at \$30.00 per plot including 130 registered gardeners.

L. Upcoming capital projects—what's on the horizon for PRAC? Move to future meeting

M. Upcoming dates and events: Council meetings, PRAC report to Life Enrichment Committee, Annual PRAC parks tour, upcoming Parks/Rec events. Dana will send updated information.

N. Parting Thoughts and Goals for 2014—How can PRAC do better?

9. CONDITIONAL USE PERMITS:

None

10. COMMUNICATIONS:

None

11. PRAC COMMITTEE REPORT:

None

12. ADVISORY COUNCIL REPORTS:

None

13. UNFINISHED BUSINESS:

None

14. COUNCIL REFERRALS:

None

15. OPEN FORUM:

No Speakers

16. DIRECTOR'S REPORT:

None

17. ANNOUNCEMENTS:

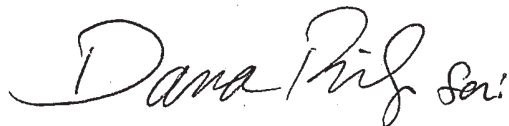
- Mark Hall will provide an update on City Slickers Farm at the March 12<sup>th</sup> meeting.
- Commissioner Miller will prepare the PRAC's Annual Report within the next two months for review by the Commission.
- Life Enrichment meeting on February 11<sup>th</sup>. Dana will send further information to the Commission.

18. ADJOURNMENT:

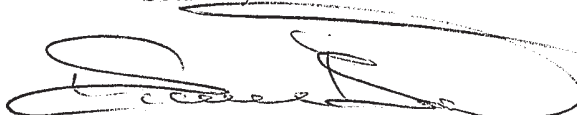
1:10pm

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Respectfully submitted,

A handwritten signature in cursive script that reads "Dana Prigby Sec".

Audree V. Jones-Taylor  
Secretary

A handwritten signature in cursive script that reads "Diane Boyd".

Diane Boyd  
Recording Secretary

*Next Meeting:*

*Wednesday, March 12, 2014, 4:30 p.m.  
Lakeside Garden Center  
666 Bellevue Ave, Oakland, CA*



CITY OF OAKLAND  
Interoffice Memorandum



**Office of Parks and Recreation**

**TO:** Barry Miller, Chair, Parks and Recreation Advisory Commission  
**FROM:** Gail McMillon, Central Reservation Supervisor  
**DATE:** March 12, 2014  
**SUBJECT:** **Request Approval from the Parks and Recreation Advisory Commission to Collect Registration Fees Receive Donations and Serve and Sell Alcoholic Beverages and Food, at the 5<sup>th</sup> Annual Oakland Running Festival Marathon at Snow Park on Sunday, March 23, 2014.**

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SUMMARY

The Office of Parks and Recreation received a request from Gene Brtalik, Oakland Running Festival Race Director, for permission to serve and sell alcoholic beverages (Beer & Wine) and food on-site at the Oakland Running Festival Marathon to be held at Snow Park on Sunday, March 23, 2014. Benefits for the collection of funds will go towards City and Local Charities. A portion of the alcohol beverage sales will go to the Fire Department's Random Acts Charity.

FISCAL IMPACT

There will be a positive fiscal impact to the Office of Parks and Recreation. The Oakland Running Festival will pay all fees associated with the rental of the park space.

BACKGROUND

This is the fifth year of the Oakland Running Festival Marathon in the City of Oakland. The Oakland Running Festival Marathon is a five race event which attracts people from all over the world to run through the streets of Oakland. In four years, the race has generated almost \$10 million for the City and raised \$1,000,000 for local charities such as Running for a Better Oakland, Ella Baker Center, and East Oakland Boxing Association.

The request for the Oakland Running Festival event came before the Parks and Recreation Advisory Commission in 2010, 2012 and 2013 for approval. The previous requests were granted and the events were extremely successful and went as planned. Attached is the Post Event Report for 2013. The Oakland Running Festival collected \$500 in donations. The registration fees were paid in advance and range from \$15 to \$260.

The Oakland Running Festival is a citywide event with the City Council Office, OPD Special Events Unit, City Administrator's Marketing Department and the Office of Parks and Recreation as supporters of the event.

Parks and Recreation Advisory Commission  
March 12, 2014

RECOMMENDATION

Staff recommends that the Parks and Recreation Advisory Commission approve the request for the Oakland Running Festival to serve and sell alcoholic beverages, sell food on-site and collect registration fees at Snow Park on Sunday, March 24, 2013. Gene Brtalik, Oakland Running Festival Race Director, is aware that additional permits are required provided the request is granted.

Respectfully submitted,

Gail McMillon  
Central Reservation Supervisor

Attachments: Exhibit A – Oakland Running Festival Request Letter  
Exhibit B – 2013 Post Event Report  
Exhibit C – Rental Application



Parks and Recreation Advisory Commission  
250 Frank H. Ogawa Plaza, Suite 3330  
Oakland, CA 94612

Dear Parks and Recreation Advisory Committee,

I would like to come before the board to request permission to serve and sell alcohol as well as food at Snow Park on March 23 as part of the Oakland Running Festival. The Oakland Running Festival, now in its fifth year, is a five-race event which attracts people from all over the world to through the streets of Oakland. In four years, the race has generated almost \$10 million for the City and raised \$1,000,000 for local charities (Running for a Better Oakland, Team in Training, Ella Baker Center, Calico, East Oakland Boxing Association are some of the few). A portion of the alcohol sales will go to the Fire Department's Random Acts charity, who will also have a tip jar for donations.

We also collect \$15 in registration fees on race day for the Kids' Fun Run.

I look forward to speaking with your further regarding this matter.

Sincerely,  
Gene Brtalik  
Oakland Running Festival Race Director



CITY OF OAKLAND  
PARKS AND RECREATION

## POST EVENT REPORT

Please complete and return the Post Event Report within 30 days after event date to Oakland Parks and Recreation Central Reservations Unit at 250 Frank H. Ogawa Plaza, 3<sup>rd</sup> Floor, Suite 3330, Oakland, CA 94612. If the event was held at a Recreation Center site, return the Post Event Report to the Site Supervisor at the Recreation Center.

### I. GENERAL INFORMATION

Name of Event: OAKLAND Running FESTIVAL  
 Location of Event: SNOW PARK / LAKE MERRITT  
 Date/Hours of Event: 3/24/13 5AM-4PM Permit No. 27570  
 Contact Person: Gene Batak Phone No. 510 371-5273  
 Contact Person Address: 1001 BROADWAY, OAKLAND, CA 94607

Is this a first time event at this location?  Yes  No If no, when was the event held previously?

1. Were Facility Rental/Set-up fees waived?  Yes  No  Not Applicable
2. Check other permits required for event?  
 OPD Special Events Permit  Food Handler's Permit  Seller's Permit  
 Charitable Solicitations Permit  Certificate of Insurance  Other - Please list

### II. ATTENDANCE/COLLECTION OF FUNDS

1. Total number in attendance: 10,000
2. Were registration or donation fees collected on-site for the event?  Yes  No  
 Not Applicable
3. If yes, how many people registered? 7,000 How many people made donations? 1,000
4. What was the cost for registration? \$15 - \$260
5. How much money was collected on site for registration fees? N/A
6. How much money was collected on site for donations? \$500

III. VENDOR INFORMATION

List all Vendors who participated at the event. (Attach additional sheets, if necessary).

Were all vendors in compliance per agreement?  Yes  No

Of no, why not? \_\_\_\_\_

Name of Vendor(s) (Attach additional sheets if necessary)	Non-Profit or For-Profit Orgz'n?	Food (Describe)	Craft (Describe)	Seller's Permit Y/N
FISTS OF FLOUR	FP	PIZZA		Y
STO BUBBLER	FP	BURGERS		Y
MEXICAN FOOD TRUCK	FP	TACOS, ETC		Y

IV. COMMENTS

List ways in which the Applicant desires to improve the event, in the future (Attach additional sheets, if necessary): (For example: changes or additional vendors, location, change of hours, etc.)

NO MAJOR CHANGES, EVENT WOULD GREAT IN 2013

List any problems, concerns, or, other comments about your satisfaction in the way the event turned out? (Attach additional sheets, if necessary):

NO PROBLEMS

Submitted by: \_\_\_\_\_

*[Signature]*

Date: \_\_\_\_\_

12/17/13

Approved by: \_\_\_\_\_

*[Signature]*

(OPR Staff)

Date: \_\_\_\_\_

Jan - 2014

Comments: \_\_\_\_\_



**CITY OF OAKLAND**  
Interoffice Memorandum



**Office of Parks and Recreation**

**TO:** Barry Miller, Chair, Parks and Recreation Advisory Commission  
**FROM:** Gail McMillon, Central Reservation Supervisor  
**DATE:** March 12, 2014  
**SUBJECT:** **Request Approval From the Parks and Recreation Advisory Commission to Collect On-site Registration Fees and Receive Donations at the Rhodes Race 5k Run/Walk to Benefit the Leukemia and Lymphoma Society at Lakeside Park on Sunday, April 14, 2013.**

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SUMMARY

The Office of Parks and Recreation has received a request from Ms. Claire Blaney for permission to collect on-site registration/donation fees for the Rhodes Race 5K Walk/Run at Lakeside Park on Sunday, April 13, 2014, to benefit the Leukemia and Lymphoma Society (LLS). The fees are donated to the LLS. The minimum registration/donation fee is \$20 per person.

FISCAL IMPACT

There will be a positive fiscal impact on the Office of Parks and Recreation. The Rhodes Race 5K will pay all fees associated with the rental of the park space.

BACKGROUND

This is Ms. Blaney's seventh year hosting the Rhodes Race 5k at Lakeside Park. As participants of The Leukemia & Lymphoma Society's Team In Training, the Rhodes Race 5K is responsible for fundraising a minimum of \$5400. Ms. Blaney will encourage participants to register and make donations in advance. They would like to accept donations/registration fees on the day of the event for those participants who have not already pre-registered.

Ms. Blaney has come before the Parks and Recreation Advisory Commission in the past for approval to collect on-site registration fees. The requests were granted and the events were successful and went as planned.

Attached is the 2013 Post Event Report. In 2013, 30 people registered on-site and with donations and registration fees, \$300 was collected on-site. Last year, the Rhodes Race 5K raised over \$13,000.

Parks and Recreation Advisory Commission  
March 12, 2014

RECOMMENDATION

Staff recommends that the Parks and Recreation Advisory Commission approve Claire Blaney's request for permission to collect on-site donations/registration fees at the Rhodes Race 5k Walk/Run that will benefit the Leukemia and Lymphoma Society at Lakeside Park on Sunday, April 13, 2014.

Respectfully submitted,

Gail McMillon  
Central Reservation Supervisor

Attachments: Exhibit A – Request Letter  
Exhibit B – 2013 Post Event Report  
Exhibit C – Park Use Application



February 5, 2014

Advisory Commission (PRAC)  
Office of Parks and Recreation  
250 Frank H. Ogawa Plaza, Suite 3330  
Oakland, CA 94612

Re: Proposal for special event exception to on site collection of donations

Dear Parks and Recreation Advisory Commission:

We are writing to request that we be permitted to accept donations, in the form of registration fees on site of our special event, this spring at Lake Merritt in Oakland. We are participants of The Leukemia & Lymphoma Society's Team In Training, Spring 2014 Team. As participants, we are responsible for fundraising a minimum of \$5400. To do that, we plan to have a 5k run/walk around Lake Merritt and the registration fees would be donated to The Leukemia & Lymphoma Society on behalf of our \$5400 fundraising pledge.

The basic event details are listed below:

*Name:* Rhodes Race 5k  
*Location:* Lake Merritt, Oakland  
*Date:* Sunday, April 13, 2014  
*Time:* 9:00am race start; 8:00am set up; clean up completed by 11:30 AM  
*Purpose:* A race to raise money for The Leukemia & Lymphoma Society

We will strongly encourage participants to register and donate prior to event day, but know that realistically, some will still show up to the event, without already having donated/registered. We would like to be granted permission to accept those monetary donations on site, at the event. The minimum donation/registration fee is \$20 per person (kids in strollers are free). Because the goal of this event is to raise as much money as possible for The Leukemia & Lymphoma Society, allowing flexibility with donations will undoubtedly result in more money to the cause. In past years we have collected About \$200 - \$300 in cash on site, and that has remained steady regardless of how much we fundraise overall; therefore, we anticipate a similar number in 2014.

This will be the 7<sup>TH</sup> year of Rhodes Race 5k and so far, it has been tremendously successful – last year we raised over \$13,000! We are looking forward to another successful event in 2014. As it has been, the event should be low key; about 200 people: friends, family, neighbors, non-competitively running or walking 1 loop around Lake Merritt in an effort to raise money for an important cause.

Thank you for your time and consideration.

Sincerely,

ATTACHMENT A



CITY of OAKLAND  
OFFICE of PARKS & RECREATION

## POST EVENT REPORT

Please complete and return the Post Event Report to the Office of Parks and Recreation, Central Reservation Unit, Attention: Central Reservations Supervisor, 250 Frank H. Ogawa Plaza, 3<sup>rd</sup> Floor, Suite 3330, Oakland CA 94612.

### I. GENERAL INFORMATION

Name of Event: Rhodes Race 5k ( a fundraiser for the Leukemia & Lymphoma Society)

Location of Event: Lake Merritt

Date/Hours of Event: Sun. April 14, 2013: 8am (set up) - 12:00pm (clean up complete)

Permit No. \_\_\_\_\_

Contact Person: Claire Blaney Phone No. 415-385-0484

Contact Person Address: 3921 Glen Park Rd, Oakland, CA

Is this a first time event at this location? NO

If no, when was the event held previously? April 2008, 2009, 2010, 2011, and 2012

1. Were Facility Rental/Set-up fees waived? NO (but since this is a fundraiser and all costs are from out of pocket, I would love to have the permit/rental fee waived.)
2. Check other permits required for event?  
 OPD Special Events Permit  
 Other - Not sure if it was a permit, but permission to accept cash (donations/registration) on site.

### II. ATTENDANCE INFORMATION

1. Total number in attendance: ~250
2. Were registration fees collected on-site for the event?  Yes
3. If yes (above), how many people registered? 30
4. What was the cost for registration? They were donations, so many made donations larger than the registration fee. Kids/Dogs \$5; Regular \$20; Headstart (30 secs) \$50; Headstart (1 min) \$100
5. How much money was collected on site for registration fees? ~\$300

III. VENDOR INFORMATION – N/A

List all Vendors who participated at the event. (Attach additional sheets, if necessary):

Were all vendors in compliance per agreement?  Yes  No

Of no, why not? \_\_\_\_\_

Name of Vendor(s) (Attach additional sheets if necessary)	Non-Profit or For Profit Orgz'n?	Food (Describe)	Craft (Describe)	Seller's Permit Y/N

IV. COMMENTS

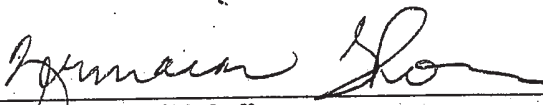
List ways in which the Applicant desires to improve the event, in the future (Attach additional sheets, if necessary): (For example: changes or additional vendors, location, change of hours, etc.)

We started timing our participants with a "chip timing system" which has really allowed our event to become much more professional and things ran more smoothly than ever before. We hope to continue to use the chip timing and continue to remove more kinks that allow the whole event to run smoothly from start to finish. Additionally, we continue to work to raise more money through this event, since the proceeds go to the non-profit, The Leukemia & Lymphoma Society.

List any problems, concerns, or, other comments about your satisfaction in the way the event turned out? (Attach additional sheets, if necessary):

Everything has gone really smoothly otherwise and we look forward to another successful event in 2014.

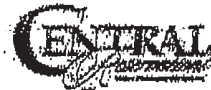
Submitted by: Claire Blaney Date: 2-5-14

Approved by:  Date: 2/27/14  
(OPR Staff)

Comments: \_\_\_\_\_



Office of Parks and Recreation
250 Frank H. Ogawa Plaza, Suite 3330, Oakland, CA 94612
Office: 510.238-3187; Facsimile: 510.238-2397



Rental Application

ATTENTION: Zermaine Thomas

Date of Application: 1/20/14

RESIDENCY IS DETERMINED ACCORDING TO ADDRESS INDICATED ON DRIVER'S LICENSE OR STATE IDENTIFICATION CARD. PHOTO ID IS REQUIRED.

Name of Business/Organization: Rhoda Neck Park
Address: 2781 Glen Park Rd Oakland 94612

Name of Contact Person: Claire Blaney

Phone Number: 415-375-0484 Fax Number: - E-mail: claire.blaney@yaho.com

Mailing Address: 2781 Glen Park Rd Oakland 94612

Facility/Park Name: Lake Merritt Lakeside Park - bird feeding area

Room(s)/Site(s)

EVENT INFORMATION

Date(s) of Event: Sunday, April 13, 2014

Time In/Prep 8:00 AM Event Time 9:00 AM Cleanup/Time Out 11:30 AM

Type of Event/Purpose: Walk/run to benefit The Leukemia & Lymphoma Society

General Public Allowed: Yes No Sound Amplification: Yes No Non-Amplified Sound: Yes No

Type of Equipment to be used: NONE

Notes: Charging admission, selling tickets or merchandise, or solicitation of money in any manner must be approved by the Parks and Recreation Advisory Commission 60 days or more in advance of event date.

Number of Participants (Total): 200 Approximate # of Adults 175 # of Teens 5 # of Children/Infants 20

Please provide below special accommodations/requests for your event. If no special accommodations required, please write NONE

Will you require a caterer for your event? Yes No

If yes, are you choosing a caterer from OPR's Approved Caterer's List? Yes No

Name of Approved Caterer:
If not using an OPR Approved Caterer, provide name of non-approved caterer:
(Note: An Opt-Out Fee is applicable to non-approved Caterers and non-Catered events. See Attached Regulations)

RENTAL FEES (The minimum rental requirement and deposit are required when the facility of your choice is reserved 30 days or more in advance.)

Permit Processing Fee: (Picnic & Related Events) A non-refundable permit processing fee of \$25 will be added to each application with 50 or more people.

For Park Use: (Special Events) A non-refundable permit processing fee of \$30 will be added to each application.

- (a) 40 x 4 = 160
(b) Administrative Service Fee
(c) Permit Processing Fee 30
(d) Deposit 0 (cell over)
(e) Setup/teardown
(f) Kitchen
(g) Caterer Opt Out Fee
(h) Sound Use Fee
(i) Other Charges

TOTAL: \$ 190 Less Advance Minimum Payment of \$ BALANCE DUE 30 DAYS BEFORE EVENT: \$

Please check payment type: Cash: Check #: Type of Credit Card: Visa or MasterCard

CANCELLATION FEE: 60 days or more notice: Forfeit 1/2 Deposit 30 days to 59 days notice: Forfeit Deposit 10 days or less notice: Forfeit All Fees

APPLICANT SIGNATURE: Claire Blaney DATE: 1/20/14

Please note: By submitting this application, other documents/permits may be initiated to finalize your reservation.

ATTACHMENT C

# CITY OF OAKLAND



## Interoffice Memorandum

**TO:** City of Oakland Parks and Recreation Advisory Commission  
**FROM:** Ed Manasse, Strategic Planning Manager, Planning and Building Department  
**DATE:** March 12, 2014  
**SUBJECT:** **Request the Parks and Recreation Advisory Commission Provide Comments and Recommendations on the Draft West Oakland Specific Plan and Associated Draft Environmental Impact Report on Aspects Related to Parks and Public Open Space.**

---

### SUMMARY

Published in January 2014, the Draft West Oakland Specific Plan (Draft Plan) is the culmination of a comprehensive community engagement and planning effort over the last 2½ years. It is a planning tool that will help shape the future of West Oakland over the next 20-25 years, and as such, presents an extraordinary opportunity to guide the area in a direction that improves the quality of life for existing and future residents. The Draft Plan is designed to support existing businesses and industry, while encouraging new jobs and services. It will serve as a roadmap for:

- ❖ *Attracting new, desired businesses & industries*
- ❖ *Addressing Crime*
- ❖ *Combating blight*
- ❖ *Improving area infrastructure*
- ❖ *Fostering the arts*
- ❖ *Enhancing transit*
- ❖ *Attracting more retail*
- ❖ *Preserving historic resources*
- ❖ *Retaining Industrial land and jobs*
- ❖ *Identifying preferred land use concepts*
- ❖ *Ensuring economic benefit to existing residents*
- ❖ *Fostering community health*
- ❖ *Enhancing residential neighborhoods*
- ❖ *Remediating contaminated sites*
- ❖ *Supporting affordable housing*
- ❖ *Retaining educational resources*
- ❖ *Encouraging open space*
- ❖ *Increasing residential development*
- ❖ *Augmenting design guidelines*
- ❖ *Establishing appropriate land use policies & regulations*

The Draft Environmental Impact Report (DEIR) for the West Oakland Specific Plan was also published in January of this year. The focus of this report is on the public open space aspects of the DEIR, particularly *Chapter 4.9: Public Services and Recreation (Attachment B)*, and on the proposed Open Space zoning changes in the Draft Plan *Chapter 8.3, Urban Open Space (Attachment A, and map*

**Attachment C).** The full draft Zoning and General Plan amendments will be presented at an upcoming Zoning Update Committee (ZUC) meeting in the spring of 2014 as described in the Next Steps section of this report.

The Draft Specific Plan can be viewed online at:

<http://www2.oaklandnet.com/Government/o/PBN/OurOrganization/PlanningZoning/OAK028334> (under the section called 'Documents') and then click on the various chapters under the *Draft Plan Chapters*.

The Specific Plan is also available at the City of Oakland Planning Department (250 Frank Ogawa Plaza, Suite 3315); and for review at the Oakland Public Library, Social Science and Documents, 125 14th Street, and at the West Oakland Library at 1801 Adeline Street. .

## **PLAN AREA BOUNDARY**

The 3 square mile (approximately 1,900-acre) West Oakland Specific Plan Area (Planning Area) is generally bound by Interstate 580 (MacArthur Freeway) to the north, Interstate 980 to the east, and Interstate 880 wrapping around to the south and west; as well as the Oakland portion of the East Bay Bridge Shopping Center above I-580, and the industrial area below I-880 centered on 3rd Street.

## **FISCAL IMPACT**

While the fiscal impact to the Office of Parks and Recreation (OPR) of adopting the Specific Plan has not yet been determined, it is the intention of the Specific Plan to not increase the City's maintenance and operations costs related to West Oakland's public open spaces.

## **BACKGROUND**

The West Oakland Specific Plan is principally funded by a grant from the U.S. Department of Transportation to prepare a Specific Plan and associated Environmental Impact Report (EIR) to encourage new, targeted economic development in West Oakland.

The Specific Plan establishes a long-term vision for West Oakland and identifies needed transportation and infrastructure improvements. It will also be a tool for attracting investment to key sites and recommends implementation strategies needed to develop those parcels. The Plan is intended to attract up to 22,000 new jobs to West Oakland, and 5,000 new residential units accommodating 7,500 - 11,000 new residents.

The community participation process for the Draft Plan has included a very robust public outreach effort highlighted by a number of major Community Workshops where ideas were shared with the general public, additional public input and suggestions were solicited, and community consensus achieved through a facilitated public process. Approximately 100-200 West Oakland stakeholders attended each workshop.

Additionally, periodic status reports have been provided to the Oakland City Planning Commission, the Landmarks Preservation Advisory Board (LPAB), West Oakland Project Area Committee, West Oakland Community Advisory Group, Neighborhood Crime Prevention Councils, Oakland Metropolitan Chamber of Commerce Committees, and various other neighborhood associations and community groups to offer these bodies opportunities to shape the Draft Plan.

Prior to this meeting before the Parks and Recreation Advisory Committee, two public hearings have been held to solicit comments on the Draft Environmental Impact Report (DEIR) and the Draft Specific Plan:

- On February 10, 2014 - before the Landmark Preservation Advisory Board (LPAB), and
- On February 24, 2014 - before the City Planning Commission.

The 45-day public review period on the Draft EIR began with its publication on January 29, 2014, and ends on March 17, 2014.

## PROJECT DESCRIPTION

The Draft Environmental Impact Report (DEIR) evaluates the potential environmental impacts of the Draft West Oakland Specific Plan (Draft Plan) and its concurrent components (including Design Guidelines, and General Plan and Planning Code amendments), which collectively constitute the Project. The concurrent Plan components will provide the regulatory framework to guide future land use and development decisions in Plan Area, and are described further in the sections below. It should be noted that the proposals for the concurrent components have not yet been reviewed by the City's various advisory boards and elected bodies, and are, therefore, subject to change.

The Draft Plan is intended to facilitate growth and development that is most likely to occur on many longstanding dormant and /or underutilized properties, sites available as a result of the relocated I-880 freeway, and additional sites expected to be vacated as their current uses relocate to the *Oakland Global Trade & Logistics Center* (the former Oakland Army Base). These sites are identified in the Draft Plan as "Opportunity Sites."

The Specific Plan groups the identified "Opportunity Sites" into larger geographic units termed "Opportunity Areas":

- **Opportunity Area 1** - which consists of the Opportunity Sites surrounding the West Grand and Mandela Parkway intersection –will be promoted as the major business and employment center for West Oakland. Land use recommendations here encourage a mix of business activities that will generate a range of jobs at varying skill and educational levels.
- **Opportunity Area 2** - which consists of the Opportunity Sites along the 7th Street corridor, near the West Oakland BART Station and along Pine Street near the I-880 Frontage Road- will integrate rich African-American cultural history of West Oakland into the storied 7th Street corridor, as well into new development on the surface parking lots surrounding the West Oakland BART Station.
- **Opportunity Area 3** – which consists of the Opportunity Sites along the 3rd Street corridor, near the Port of Oakland – will continue to support business activities and jobs, capitalizing on the area's proximity to the Port of Oakland, Jack London District, Downtown, and the adjacent regional freeway network.
- **Opportunity Area 4** - consisting primarily of the Opportunity Sites along the San Pablo Avenue corridor, between West Grand Avenue and the I-580 Freeway – is recommended for infill residential and commercial mixed-used development along this important neighborhood corridor.

Additionally:

- Existing open space resources are encouraged to be enhanced.
- Existing residential neighborhoods are expected to retain their current character.
- For the most part, existing commercial/industrial uses are expected to remain.
- Future manufacturing activities are to operate under provisions that minimize conflict with nearby sensitive uses.
- The Draft Plan recommendations are designed to work in conjunction with major development efforts already in process, such as redevelopment of the former Oakland Army Base and restoration of the historic 16th Street Train Station, and support these ongoing efforts.

### **PROPOSED GENERAL PLAN AMENDMENTS AND RE-ZONINGS**

There are a number of City-owned open space parcels within the West Oakland Planning Area that currently have General Plan land use designations and/or zoning that do not accurately reflect the open space use and intention for these properties. Chapter 7 (Section 7.2) of the Draft Plan spells out these proposed zoning and/or General Plan corrections in more detail, but include

- The City-owned park medians along the entire length of Mandela Parkway;
- Union Plaza Park and Fitzgerald Park in the Clawson Neighborhood, near the intersection of 34th Street, Peralta Street, and Haven Street;
- St. Andrews Park, located along San Pablo Avenue, where 32nd Street and Filbert Street meet; and
- The small, triangle-shaped mini-park site bounded by San Pablo Avenue, Brush Street and West Grand Avenue.

The Specific Plan also proposes several zoning and/or General Plan amendments that are intended to correctly designate existing commercial/industrial properties that are currently erroneously zoned as open space, including:

- A linear remnant of (former) Cypress Freeway right-of-way land bound by 34th Street, Mandela Parkway and 32nd St., along the eastern edge of Mandela Parkway, and currently a surface parking lot;
- The Caltrans property bound by the above-grade MacArthur Freeway (580) right-of-way, Mandela Parkway and 34th Street;
- The former Beach Street right-of-way along the western edge of Mandela Parkway between 32nd and 34th Street (now vacated as a street and the property is privately owned);

The Proposed General Plan and Zoning Amendments map (**Attachment C**) illustrates all of the Zoning and General Plan amendments included as part of the Draft West Oakland Specific Plan.

### **DRAFT DESIGN GUIDELINES**



The following is a summary of the proposed new Design Guidelines from Chapter 7 (Section 7.3) of the Draft Plan that specifically relate to open space.

*Site Planning*

Site Planning refers to the placement and relationship of buildings, open spaces, parking, and service areas on a site. The predominant character of an area can include block size, lot size, massing, building height, and the context of existing uses.

*Building Design*

Building design must respect the area's diversity, yet at the same time create a sense of cohesion. Regardless of the form, scale or character of new development, projects should respect the public realm: streets, block pattern, and open spaces.

**Design Guidelines Applicable to All Residential Areas:**

*Character-Defining Features. Site Planning-5: Open Space.* New projects should have front yards similar in scale and character to historical buildings in the immediate vicinity.

**Design Guidelines Applicable to All Opportunity Areas:**

*Site Planning-5: Open Space.* West Oakland's public streetscapes along with its parks need to be embraced, improved, and enriched as public open space elements. Any new open space located in public view should not be walled from the street by dense planting or a tall fence.

*Mandela Parkway. Mandela-5: Landscape.* Landscaping should be coordinated with that of Mandela Parkway and the planting and paving should be of a similarly high quality.

**Design Guidelines Specific to the 7th Street and San Pablo Avenue Opportunity Areas:**

*Neighborhood Commercial-8: Landscape.* Publicly accessible outdoor space areas should be comprehensively designed with high quality pavement, landscaping, and seating, and are encouraged at the following locations:

- Mandela and 7th Street
- San Pablo and West Grand Avenue
- San Pablo and 32nd Street

*Mandela Parkway/7th Street. Intent:* The intersection of Mandela Parkway and 7th Street, with an expanded West Oakland BART station, needs to establish an important civic focus.

*Mandela/7th-5: Landscape.* Landscaping should be coordinated with that of the Mandela Parkway and should include a similarly high quality of planting and paving.

**ENVIRONMENTAL REVIEW**

This section of the report describes the potential environmental impacts related to parks and recreational facilities of the Draft West Oakland Specific Plan (Draft Plan) included in the DEIR. A complete list of

potential environmental impacts in all topic areas, City Standard Conditions of Approval (SCAs) and mitigation measures are summarized in *Table 2-1* in the Executive Summary of the DEIR.

#### **Draft EIR Chapter 4.9: Public Services and Recreation**

*Impact PSR-4:* Development under the Specific Plan would generate a need for additional parkland, adding to the existing deficiency of parkland acreage, and would increase the use of existing parks and recreational facilities. No new public parks or recreational facilities are proposed as part of the Specific Plan. The increased demand would occur incrementally over the 20- to 25-year timeframe of the Specific Plan. Parks and recreational facilities may be required as part of new development projects and on-site useable open space or recreational facilities in new residential developments may offset some of the need. Parkland, recreational facilities and recreational trail links are proposed within and adjacent to the Planning Area as part of the planned Gateway Park. The Specific Plan would not be expected to increase the use of existing parks and recreational facilities such that substantial physical deterioration of such facilities may occur or be accelerated. Therefore, the parks and recreation impacts of the updated Specific Plan would be less than significant.

#### Cumulative Impacts

*Impact PSR-1:* Cumulative development would contribute to an increase in calls for police and fire service, additional students attending the Oakland Unified School District (OUSD), and a need for additional parkland, and would increase the use of existing parks and recreational facilities such that substantial physical deterioration of such facilities may occur or be accelerated... The cumulative impact on parks and recreational facilities may be significant. However, the increased demand would occur incrementally over the 20- to 25-year timeframe of the Specific Plan, on-site useable open space or recreational facilities in new residential developments may offset some of the need, and parkland, recreational facilities and recreational trail links will be provided within and adjacent to the Planning Area as part of the planned Gateway Park. Therefore, the Specific Plan would not be expected to increase the use of existing parks and recreational facilities such that substantial physical deterioration of such facilities may occur or be accelerated, and the contribution of the Specific Plan to the identified significant cumulative impact on parks and recreational facilities would be less than considerable and thus less than significant.

### **DRAFT PLAN AND OPEN SPACE**

#### **Draft Plan Chapter 8.3: Urban Open Space:**

The following is a summary of the open space-related information contained in Chapter 8 (*Section 8.3, Urban Open Space*) of the Draft West Oakland Specific Plan.

This section of the Specific Plan examines the urban open spaces which exist in West Oakland today, and the types of urban spaces recommended to better support the overall West Oakland community. It incorporates previous City parks and open space planning efforts, current plans and ideas of others, as well as presents new, individual urban open space design recommendations.

#### **Concurrent Urban Open Space Planning Efforts**

One of the purposes of the Draft Plan is to provide a consolidated list of information related to development of the Plan Area, derived from numerous planning efforts both prior to and concurrent with preparation of this document. The intent is to acknowledge the value of these other efforts and

incorporate them where applicable into the Draft Plan's recommendations. In that spirit, the following includes a short summary and major highlights of key urban open space planning efforts:

- The West Oakland Reforestation Plan,
- Gateway Park proposal,
- ADAPT Oakland, and
- West Oakland Walk.

These efforts were initiated by other parties independent of the Draft Plan, yet are important components of West Oakland's potential future urban open spaces.

### **Urban Open Space Recommendations:**

#### *West Oakland Walk*

The West Oakland Walk is an urban design concept intended to leverage existing city assets into a "social circuit" for walking, biking, organic gardening, exercising and socializing, all activities that build sustainable communities. The West Oakland Walk would knit together the parks and public places of West and Central Oakland by improving a 4.5-mile loop of existing city streets and sidewalks into an urban greenway, running East to West from Lake Merritt at the center of the city to the 16th Street Train Station area at its western edge. Along this proposed greenway loop are 23 parks, the downtown, many of the city's most significant historic buildings, and four BART stops. The parks, the building and the streets exist now, so there is no significant capital investment needed for this idea to take shape.

Intent: Work with the creators of the West Oakland Walk concept to specifically assess what physical improvements are needed and how to best communicate and market the idea.

#### *Urban Open Space as Part of New Development*

New, larger-scale private development projects pursuant to this Specific Plan will incorporate publicly accessible open spaces into the fabric of West Oakland. The open space elements of new development projects are intended to be inviting to the public, and designed as lively gathering spaces, providing abundant and varied seating, sun and shade, trees and plantings with attractions and features that offer many different ways for visitors to enjoy the space. Accessible open spaces should promote the physical, social, and economic health of the larger community.

#### *City Parks Improvements*

Intent: Continue the renovation of existing public parks in West Oakland that provide recreational opportunities for local citizens, especially for children and youth.

#### *West Oakland Reforestation Plan*

The West Oakland Reforestation Plan envisions a thriving sustainable urban forest encompassing the area's streets, parks, other publicly owned facilities and private properties, composed of a wide spectrum of trees, shrubs, ground cover, and other vegetation that enhances environmental quality, community health, and social equity. To help achieve this vision, the Reforestation Plan provides mechanisms for improving area's landscaping and appearance by increasing the extent and quality of the tree population and other vegetation in West Oakland.

Intent: Implement in particular, the specific recommendations of the Reforestation Plan listed below throughout West Oakland, developing a thriving sustainable urban forest encompassing West Oakland's streets, parks, other publicly owned facilities and private properties.

## **NEXT STEPS**

The proposed Zoning and General Plan amendments included as part of the Draft West Oakland Specific Plan will be presented at an upcoming meeting of the Zoning Update Committee, which will provide comments unique to their area of purview. Comments received will help further shape the preparation of the final documents, including the (Final) West Oakland Specific Plan, Design Guidelines, Zoning and General Plan amendments, and the Final Environmental Impact Report. Once final documents are prepared, the formal adoption process will commence beginning with the Planning Commission and continuing onto the Community and Economic Development Committee of the City Council and full City Council in July 2014.

## **RECOMMENDATIONS:**

Staff requests the Parks and Recreation Advisory Commission review and provide comments and recommendations on the West Oakland Draft EIR and West Oakland Draft Specific Plan on aspects that relate to parks and public open space.

Respectfully submitted,

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ED MANASSE  
Strategic Planning Manager

## **ATTACHMENTS:**

- A. Draft Plan Chapter 8.3, Urban Open Space
- B. Draft EIR Chapter 4.9, Public Services and Recreation
- C. Proposed General Plan and Zoning Amendments map

The Draft Specific Plan can be viewed online at:

<http://www2.oaklandnet.com/Government/o/PBN/OurOrganization/PlanningZoning/OAK028334> (under the section called 'Documents') and then click on the various chapters under the *Draft Plan Chapters* such as *Chapter 8.3: Public Open Space*, *Chapter 10, Policy and Regulatory Planning Actions*, and *Chapter 7: Building to the Plan's Potential*. The Draft EIR *Chapter 4.9 Public Services and Recreation* is available on the same webpage.



**CITY OF OAKLAND**  
Interoffice Memorandum

**Office of Parks and Recreation**

**TO:** Barry Miller, Chair, Parks and Recreation Advisory Commission  
**FROM:** Elena Bermeo  
**DATE:** March 12, 2014  
**SUBJECT:** **Request the Parks and Recreation Advisory Commission Approve the Solicitation of Entrance Fees, Food Concessions, and Sales of Alcoholic Beverages for the Burger Boogaloo 2 Annual - 2 Day Concert Event at Mosswood Park Amphitheater, July 5 and 6, 2014.**

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SUMMARY

This is Burger Boogaloo's 2<sup>nd</sup> annual 2 day music festival held at Mosswood Park Amphitheater on July 5-6, 2014. Last year's Burger Boogaloo event at Mosswood Park hosted over 2,000 patrons and visitors. Burger Boogaloo is requesting once again the approval of the sales for an onsite entrance fee in which proceeds will go to help cover cost of musicians, equipment, marketing, staffing, and facility usage. In addition Burger Boogaloo is requesting the approval of sales of food concessions and alcoholic beverages. Best Beverage Catering Company will be contracted to facilitate all management and security of alcohol sales. Best Beverage Catering is reputable company that has managed such events as Outside Lands Music festival and Treasure Island Music festival in San Francisco. Burger Boogaloo has also secured National Construction Rentals to provide full fencing around perimeter of event, as well as, a secured designated alcohol zone. Local food concessions will be provided by Oakland merchants including Evert & Jones BBQ, Taco Oaxaca, and Souley Vegan.

FISCAL IMPACT

Mosswood will provide 3 staff to help monitor and supervise this event for a total fiscal impact of \$784. Burger Boogaloo will provide funds for lighting, sound, equipment, advertising, staffing, and security. Mosswood will benefit in the collection approximately \$5,000 for rental usage toward our self-sustaining budget. Mosswood is also requesting the charge of \$1 of each ticket sold to be added as donation fees.

PROJECT DESCRIPTION

Burger Boogaloo's goal is to showcase local musicians and to create positive and creative events in the San Francisco Bay Area. This festival is supported by Eastbay Express, SF Guardian and small merchants. This event will be held at Mosswood Amphitheater from 12pm-9pm on July 5 and 6. With the success of last year's event Burger Boogaloo hopes to make this an annual event with Oakland Parks and Recreation

## BACKGROUND

Burger Boogaloo was organized by Marc Ribak and Amy Caver, with the help of Sean Borhman Burger Records. Burger records features a lineup of over 100 fantastic Rock/Pop music acts. Of these acts, about 15-20 will be chosen to perform at this year's summer event. A new website is currently being created for this year's Burger Boogaloo, but in the meantime, information on Burger Records can be found at ([www.burgerrecords.org](http://www.burgerrecords.org))

## RECOMMENDATION

Staff recommends that the Park and Recreation Advisory Commission approve the request for solicitation of entrance fees, food concessions, and sales of alcoholic beverages for the Burger Boogaloo 2 Annual - 2 Day Concert Event at Mosswood Park Amphitheater, July 5 and 6, 2014.

Respectfully submitted,

*Elena Bermeo*  
*Recreation Center Director -Mosswood*

Attachments: Exhibit A- Post PRAC Report  
Exhibit B- Rental Application and Permit  
Exhibit C-Proposal letter  
Exhibit D- Event layout and map of concessions  
Exhibit E-Insurance  
Exhibit F- Best Beverage Catering proposal  
Exhibit G- Food vendor Information

PRAC – March 12, 2014

P# 27968



City of Oakland  
Office of Parks & Recreation

### POST EVENT REPORT

Please complete and return the Post Event Report within 30 days after event date to the Recreation Center Site Director or Supervisor where the event was held. If the event was held at a non-Recreation Center site, return the Post Event Report to the Office of Parks and Recreation, Central Reservations Unit, Attention: Central Reservation Supervisor, 250 Frank H. Ogawa Plaza, 3<sup>rd</sup> Floor, Suite 3330, Oakland, CA 94612.

#### I. GENERAL INFORMATION

Name of Event: Burger Boogaloo Music Festival

Location of Event: Mosswood Park, Oakland CA.

Date/Hours of Event: July 6-7, 2013 → noon - 9pm Permit No. 27968

Contact Person: Marc Ribak Phone No. 510 282 8504

Contact Person Address: 1024 Oxford St. Berkeley CA 94707

Is this a "first time" event at this location?  Yes  No If no, when was the event held previously?  
Thee Parkside Bar & Grill, San Francisco CA

1. Were Facility Rental/Set-up fees waived?  Yes  No  Not Applicable

2. Check other permits required for event?

- OPD Special Events Permit
- Food Handler's Permit
- Seller's Permit
- Charitable Solicitations Permit
- Certificate of Insurance
- Other - Please list
  - live sound permit
  - fire permits
  - health inspection

#### II. ATTENDANCE & COLLECTION OF FUNDS

1. Total number in attendance: approximately 2100 paid attendance } 2500 total attendance
2. Were registration or donation fees collected on-site for the event?  Yes  No
3. If yes, how many people registered? approx. 480 site How many people made donations? none
4. What was the cost for registration? \$25
5. How much money was collected on site for registration fees? \$12,000
6. How much money was collected on site for donations? none
7. money collected in advance for registration fees? \$40,000
8. money grossed from Bar/Food/Sponsorships? \$14,000
9. Expense total for production & entertainment? \$60,000
10. Total event gross? \$66,000
11. Total event profits? \$6,000

POST EVENT REPORT (Continued)

Page 2

III. VENDOR INFORMATION

List all Vendors who participated at the event. (Attach additional sheets, if necessary):

Were all vendors in compliance per agreement?  Yes  No

If no, why not? \_\_\_\_\_

Name of Vendor(s) (Attach additional sheets if necessary)	Non-Profit or For Profit Orgz'n?	Food (Describe)	Craft (Describe)	Seller's Permit Y/N
Subrosa Coffee	Profit	coffee + drinks	n/a	Y
Tantes	Profit	Hamburgers	n/a	Y
Voodoo Van	Profit	fried snacks	n/a	Y
Hella Vegan	Profit	Vegetarian/Vegan	n/a	Y

BBC Profit beer/drinks n/a Y  
IV. COMMENTS

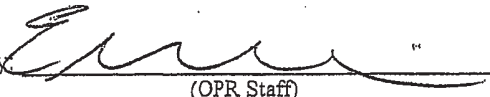
List ways in which the Applicant desires to improve or change the event, in the future (Attach additional sheets, if necessary): (For example: changes or addition of vendors, location, hours, etc.)

last years 21+ beer garden was a giant success.  
 Perhaps this year we could propose an 18+ smoking area?

List any problems, concerns, or other comments about your satisfaction in the way the event turned out? (Attach additional sheets, if necessary):

Not at all! Mosswood Staff was amazing to work with!  
 \*OPD & Fire only made it into budget 2-3 weeks prior to event.  
 - we ended up chalking that up as a learning experience.

Submitted by: \_\_\_\_\_ Date: 1/14/14

Approved by:  (OPR Staff) Date: 1/14/14

Comments: \_\_\_\_\_





250 Frank H. Ogawa Plaza, Suite 3330, Oakland, CA 94612  
Office: 510.238-3187; Facsimile: 510.238-2397



Rental Application

ATTENTION: \_\_\_\_\_

Date of Application: \_\_\_\_\_

\*RESIDENCY IS DETERMINED ACCORDING TO ADDRESS INDICATED ON DRIVER'S LICENSE OR STATE IDENTIFICATION CARD. PHOTO ID IS REQUIRED.\*

Name of Business/Organization: MARC RIBAK PRODUCTIONS

Address: 1024 OXFORD STREET, BERKELEY 94707  
Street Address City Zip Code

Name of Contact Person: MARL RIBAK

Phone Number: (510) 282 8504 Fax Number: N/A E-mail: MARC.RIBAK1@GMAIL.COM

Mailing Address: 1024 OXFORD STREET, BERKELEY 94707  
Street Address City Zip Code

Facility/Park Name: MOSSWOOD PARK

Room(s)/Site(s): MOSSWOOD PARK AMPHITHEATRE + SOME SURROUNDING AREAS

EVENT INFORMATION:

Date(s) of Event: SATURDAY + SUNDAY JULY 5TH + 6TH 2014

Time In/Prep: 6 AM Event Time: 12 NOON - 9 PM Cleanup/Time Out: 10:30 PM

Type of Event/Purpose: (be specific, i.e., Wedding Reception, Meeting, Birthday Party, Banquet, Picnic, BBQ, Walk, Run, Festival, Rally, Quinceanera, BarMitsvah/BatMitsvah, etc.)  
CONCERT

General Public Allowed:  Yes  No Sound Amplification:  Yes  No Non-Amplified Sound:  Yes  No

Type of Equipment to be used: (i.e., musical instruments, live band, cd player, amplifiers, microphones, etc.)  
MUSICAL INSTRUMENTS, LIVE BAND, AMPLIFIERS, MICROPHONES

Note: Charging admission, selling tickets or merchandise, or solicitation of money in any manner must be approved by the Parks and Recreation Advisory Commission 60 days or more in advance of event date.

Number of Participants (Total) 1600 Approximate # of Adults 650 # of Teens 300 # of Children/Infants 50

Please provide below special accommodations/requests for your event. If no special accommodations required, please write NONE.  
USE OF MOSSWOOD PARK PARKING LOT DURING HOURS OF EVENT 9AM-10:30PM

Will you require a caterer for your event?  Yes  No

If yes, are you choosing a caterer from OPR's Approved Caterer's List?  Yes  No

Name of Approved Caterer: BEST BEVERAGE CATERING (F3B ASSOCIATES)

If not using an OPR Approved Caterer, provide name of non-approved caterer: \_\_\_\_\_  
(Opt-Out Fee - See Attached Regulations)

RENTAL FEES (The minimum rental requirement and deposit are required when the facility of your choice is reserved 31 days or more in advance.)  
Permit Processing Fees (Picnic & Related Events) A non-refundable permit processing fee of \$15 will be added to each application with 50 or more people.  
For Park Use: (Special Events) A non-refundable permit processing fee of \$30 will be added to each application.

(1) \$36 x 9 HRS = \$324	(7) Alcoholic Beverage Fee = _____
(2) \$153 x _____ = _____	(8) Administrative Service Fee = _____
(3) Permit Processing Fee = \$30	(9) Caterer Opt Out Fee = _____
(4) Deposit = \$1000	(10) Sound Use Fee = \$200
(5) Setup/Teardown 8 HRS = \$288	(11) Other Charges = _____
(6) Kitchen = _____	

TOTAL: \$ \_\_\_\_\_ Less Advance Minimum Payment of \$ \_\_\_\_\_; BALANCE DUE 30 DAYS BEFORE EVENT: \$ \_\_\_\_\_  
(Deposits are refunded 6-8 weeks AFTER event date, provided the facility is left in acceptable condition and the event goes as planned.)

Please check payment type: Cash: \_\_\_\_\_ Check #: \_\_\_\_\_ Type of Credit Card: Visa or MasterCard:  (See attached Authorization for Credit Card Payment Form)

CANCELLATION FEE: 61 days or more notice: Forfeit 1/2 Deposit 30 days to 11 days notice: Forfeit Deposit Plus 1/3 Rental Fee  
31 to 60 days notice: Forfeit Deposit 10 days or less notice: Forfeit All Fees

APPLICANT SIGNATURE \_\_\_\_\_ DATE 12/18/13  
Please note: By submitting this application, other documents/permits may be initiated to finalize your reservation.

# Mosswood Recreation Center

3612 Webster Street  
Oakland, CA 94609

(510) 597-5038



CITY of OAKLAND  
OFFICE of PARKS & RECREATION

Marc Ribak Production llc.  
1024 Oxford St  
Berkeley, CA 94707

## Facility Permit

Status: Approved

Customer Type: .Private

Authorized Agent: Marc Ribak

Home: (510) 282-8504

DATE/USER	PERMIT NUMBER	CHARGES	DISCOUNT	TAXES	REFUNDS & CREDITS	PAYMENTS	NEXT PAYMENT DUE	BALANCE DUE
01/21/2014 Adekemi Omotade	29993	\$6946.00	\$0.00	\$0.00	\$0.00	\$1600.00	06/05/2014	\$5346.00

### RESERVATIONS

EVENT NAME	FACILITY	CENTER
<b>Burger Boogaloo</b>	<b>Mosswood Amphitheater</b>	Mosswood Recreation Center 3612 Webster Street Oakland, CA 94609
Type: Park Special Event		
DATES RESERVED	HRS	DATES RESERVED
Saturday - 7/5/2014	06:00 AM to 11:00 PM	17
Sunday - 7/6/2014	09:00 AM to 11:00 PM	14
Total Number of Dates: 2		Total Number of Hours: 31

**NOTES:** \*\*\* PLEASE READ AND ADHERE TO ADDITIONAL CONDITIONS AND ATTACHED DISCLAIMERS \*\*\*

\*\*\*NON-EXCLUSIVE USE OF THE PARK.\*\*\*

\*\*\*THE GATES TO ALL SERVICE ROADS ARE NOT ACCESSIBLE TO THE PUBLIC.\*\*\*

\*\*\*Group requested autohization from PRAC for sell food, alcohool & on site admission, etc.,\*\*\*

\*\*\*Actual Event Time: From 12:00 pm to 09:00 pm.\*\*\*

\*\*\*Customer understands that the park must be left clean & clear of all garbage/debris in order to receive proper deposit refund.\*\*\*

\*\*\*An Administrative Service Fee (\$75.00) will be charge for a late payment, do not submit documents/permits on time or any changes to a permit less than 30 days before event date.\*\*\*\*

\*\*\*Sound Allowed.\*\*\*

EVENT NAME	FACILITY	CENTER
<b>Burger Boogaloo</b>	<b>Mosswood Outside Area</b>	Mosswood Recreation Center 3612 Webster Street Oakland, CA 94609
Type: Park Special Event		
DATES RESERVED	HRS	DATES RESERVED
Saturday - 7/5/2014	06:00 AM to 11:00 PM	17
Sunday - 7/6/2014	09:00 AM to 11:00 PM	14

Total Number of Dates: 2

Total Number of Hours: 31

EVENT NAME	FACILITY	CENTER
<b>Burger Boogaloo</b>	<b>Mosswood Park / Broadway Side</b>	Mosswood Recreation Center 3612 Webster Street Oakland, CA 94609
Type: Park Special Event		

DATES RESERVED	HRS	DATES RESERVED	HRS		
Saturday - 7/5/2014	06:00 AM to 11:00 PM	17	Sunday - 7/6/2014	09:00 AM to 11:00 PM	14

Total Number of Dates: 2

Total Number of Hours: 31

**NOTES:**

EVENT NAME	FACILITY	CENTER
<b>Burger Boogaloo</b> <b>Attendance: 50</b>	<b>Mosswood Little Gallery</b>	Mosswood Recreation Center 3612 Webster Street Oakland, CA 94609
Type: Park Special Event		

DATES RESERVED	HRS	DATES RESERVED	HRS		
Saturday - 7/5/2014	11:00 AM to 09:00 PM	10	Sunday - 7/6/2014	11:00 AM to 09:00 PM	10

Total Number of Dates: 2

Total Number of Hours: 20

**CHARGES**

CHARGE DESCRIPTION	FACILITY/EVENT	UNIT FEE	QTY	TAX	TOTAL CHARGED	DISCOUNTED/PAID	BALANCE DUE
CRU Sound Permit Fee	Mosswood Amphitheater - Burger Boogaloo	\$100.00	1.00	\$0.00	\$100.00	\$0.00	\$100.00
Deposit (Parks)	Mosswood Amphitheater - Burger Boogaloo	\$1000.00	1.00	\$0.00	\$1000.00	\$570.00	\$430.00
Mosswood Facility Rental Fee	Mosswood Amphitheater - Burger Boogaloo	\$156.00	18.00	\$0.00	\$2808.00	\$0.00	\$2808.00
Park Use Permit Fees	Mosswood Amphitheater - Burger Boogaloo	\$30.00	1.00	\$0.00	\$30.00	\$30.00	\$0.00
Sound Permit Fee	Mosswood Amphitheater - Burger Boogaloo	\$100.00	1.00	\$0.00	\$100.00	\$0.00	\$100.00
Mosswood Facility Rental Fee	Mosswood Outside Area - Burger Boogaloo	\$36.00	14.00	\$0.00	\$504.00	\$0.00	\$504.00
Mosswood Facility Rental Fee	Mosswood Park / Broadway Side - Burger Boogaloo	\$78.00	18.00	\$0.00	\$1404.00	\$0.00	\$1404.00
Mosswood Facility Rental Fee	Mosswood Little Gallery - Burger Boogaloo	\$50.00	20.00	\$0.00	\$1000.00	\$1000.00	\$0.00

**PAYMENTS AND REFUNDS**

RECEIPT NUMBER	DATE	CHARGE DESCRIPTION	FACILITY/EVENT	AMOUNT
1016119.032	01/22/2014	Mosswood Facility Rental Fee	Mosswood Little Gallery - Burger Boogaloo	\$1000.00
1016119.032	01/22/2014	Park Use Permit Fees	Mosswood Amphitheater - Burger Boogaloo	\$30.00
1016119.032	01/22/2014	Deposit (Parks)	Mosswood Amphitheater - Burger Boogaloo	\$570.00

# Central Reservations Unit

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

(510) 238-3187



CITY of OAKLAND  
OFFICE of PARKS & RECREATION

Marc Ribak Production llc.  
1024 Oxford St  
Berkeley, CA 94707

## Receipt

DATE / TIME	RECEIPT NUMBER USER NAME	CHARGES					PAYMENTS	BALANCE DUE
1/22/2014 2:44 PM	1016119.032 Adekemi Omotade	\$ 0.00					\$ 1,600.00	\$ 0.00

### PAYER INFORMATION

PAYER NAME	ADDRESS	PHONE #	PAYMENT TYPE INFORMATION	AMOUNT
Marc Ribak Production llc. Attn: Marc Ribak	1024 Oxford St Berkeley, CA 94707	Home: (510) 282-8504	CREDIT CARD No: *9920 Auth #871803 ID#: B6812773	\$ 1,600.00

### TRANSACTION(S)

CUSTOMER NAME	TRANSACTION INFORMATION	FEES/AMOUNT
Marc Ribak Production llc. # 5703	Made Payment for Permit #29993 Mosswood Little Gallery	Burger Boogaloo/Mosswood Little Gallery-Mosswood Facility Rental Fee \$ 1,000.00
Marc Ribak Production llc. # 5703	Made Payment for Permit #29993 Mosswood Amphitheater	Park Use Permit Fees \$ 30.00
Marc Ribak Production llc. # 5703	Made Payment for Permit #29993 Mosswood Amphitheater	Deposit (Parks) \$ 570.00

#### BALANCE OF PAYMENT PLANS PAID AGAINST ON THIS RECEIPT:

Receipt 3003997.024 Balance = \$5,346.00

CALIFORNIA STATE LAW: If your check bounces you could be liable for three times the amount of the check or \$100, whichever is more, plus the face value of the check and court costs. A minimum of \$25 will be charged for all returned checks.

Additional hours, mandatory setup/takedown fee, alcohol fee, and sound fee must be paid 30 days prior to date of event.

Cancellation fees are set and charged by the City of Oakland Master Fee Schedule. Fees vary by facility.

Telephone authorization of charges constitutes an oral agreement and confirms reservation.

1/18/2014

Dear Parks and Recreation Advisory Commission,

Marc Ribak Productions would like to propose the 2nd "Burger Boogaloo" to take place at the Mosswood Park Amphitheatre in Oakland CA. in July of 2014. This will be a concert event, where the organizers and sponsors will be working with Parks and Recreation to organize a community based gathering involving local business'. The previous Burger Boogaloo in July of 2013 was a huge success with 3000 attendees over the weekend and provided fun entertainment for music fans of all ages.

Since its conception, The Burger Boogaloo event has been organized by Marc Ribak and Amy Carver, with the help of Sean Borhman of Burger Records. Burger Records features a lineup of over 300 fantastic Rock/Pop acts. Of these acts 20 will be chosen to perform at this years Summer "Burger Boogaloo" Event. Information can be also be found online at ([www.burgerboogaloo.com](http://www.burgerboogaloo.com))

Mosswood Park in Oakland CA is located less than a quarter mile away from MacArthur BART station. The park features a historic outdoor amphitheatre where the Burger Boogaloo events would take place between the hours of Noon- 9PM July 5th & 6th, 2014

The preparation involved with an event of this nature is massive. Pro Audio, lighting, fencing, security, police, staffing, first aid, catering, vendors, recycling, waste removal, portable restrooms, washing facilities, permits, and entertainment acts are just a few of the things needed to make this event possible.

In order to properly prepare for this event, we would like to request to collect funds for advance ticket sales, on site ticket sales, as well as food and beverage sales. This will enable us to recoup the costs of the proposed two-day \$50,000+ Budget and enable us to financially benefit.

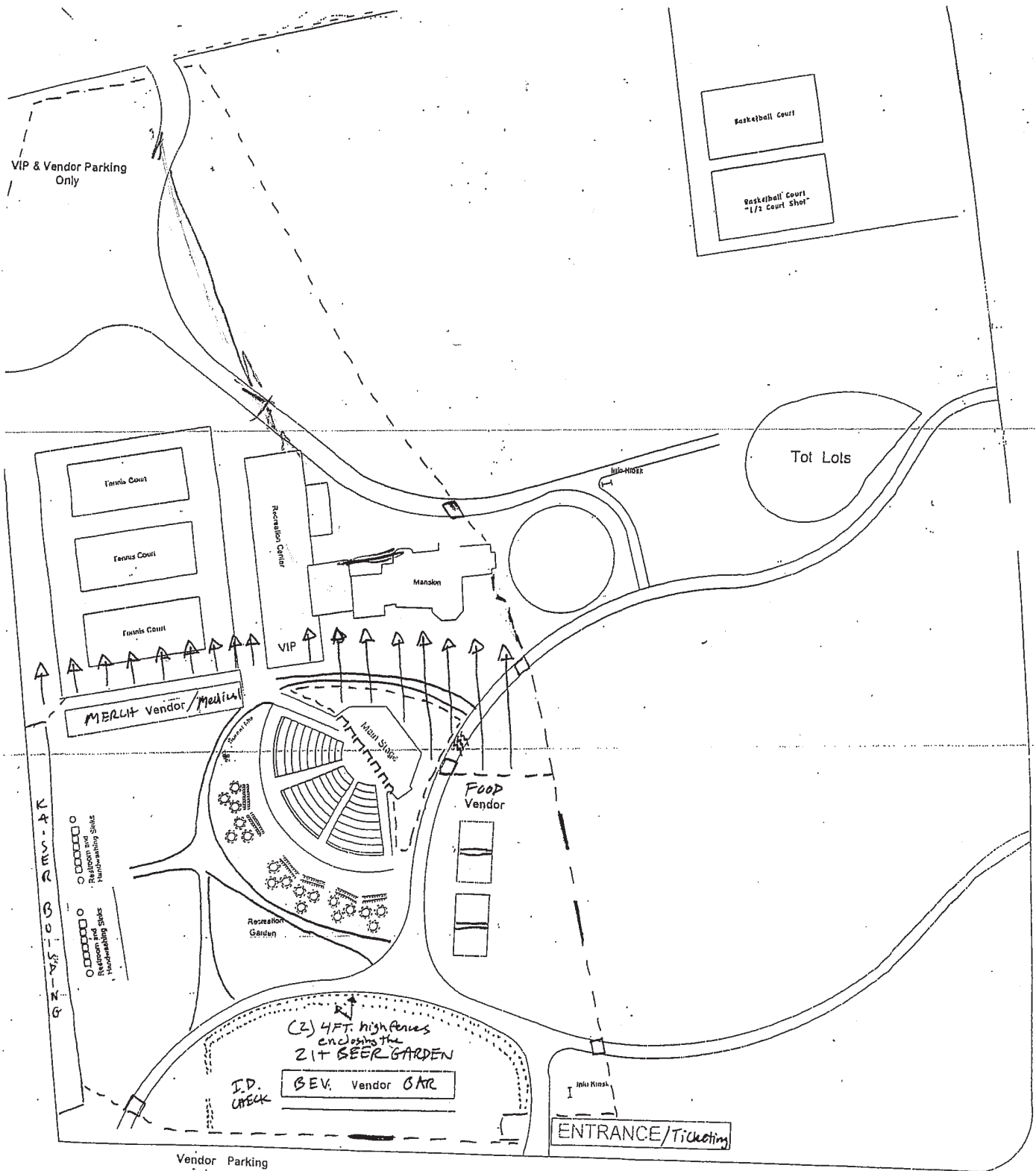
The collection of funds will make it possible for us to keep supporting Oakland Parks and the thriving music and arts community. It will also help this event grow in future years, and aid in earning funds to restore Mosswood park infrastructure. A yearly event like this at Mosswood will also boost local business revenues over a million dollars in the next 5-10 years.

If this proposed event is given a go-ahead, Marc Ribak Productions will strive to provide the Oakland community with a fresh, fun, safe, and unique experience for participants of all ages to enjoy.

Can't wait to see you in July! Let's Boogaloo!

Sincerely yours, Marc







Marc Ribak  
(510) 282-8504  
Burger Boogaloo 2013  
[marc.ribak1@gmail.com](mailto:marc.ribak1@gmail.com)  
Marc Ribak Productions LLC  
LLC Entity ID # 201305810039  
Employer ID Number (E.I.N.) 37-1718144  
Oakland Business Tax Certificate Account # 28037563



West MacArthur Blvd.

Broadway

KEY

-  PATHWAY
-  4FT HIGH FENCING
-  6FT HIGH FENCING
-  PATHWAY GATES
-  STAGE BARRICADES
-  CRACKED CONCRETE ON PATHWAY  
(AREA NOT OPEN TO THE PUBLIC)

# O S

INSURANCE SERVICES, INC.

5263 A. CLAREMONT AVE., OAKLAND, CA 94618

P: 510.655.8555, F: 510.655.8566

January 10, 2014

Ida Kemmy  
C/O Mosswood Parks and Recreation

Dear Ida Kemmy,

I am writing on behalf of Marc Ribak in reference to an event he is organizing for July 5-6, 2014 at your venue.

It is my understanding that one of the requirements for the approval of the event planning to move forward at your venue that Mr. Ribak would need to present a certificate of insurance. His application for insurance has been approved, but due to the event being so far in advance, I cannot produce a certificate of insurance until 90 days prior to the event.

I'm hoping that this will not be a roadblock for the continued progress in the production of this event and will give you my assurance that a certificate can and will be provided for all of the requirements set forth in your contract with Mr. Ribak within 90 days of the event.

Please let me know if you have any questions or concerns, or if I can be of any other assistance.

Best regards,

Tawnua Seely  
President

X. PROPOSED BEVERAGE MENU

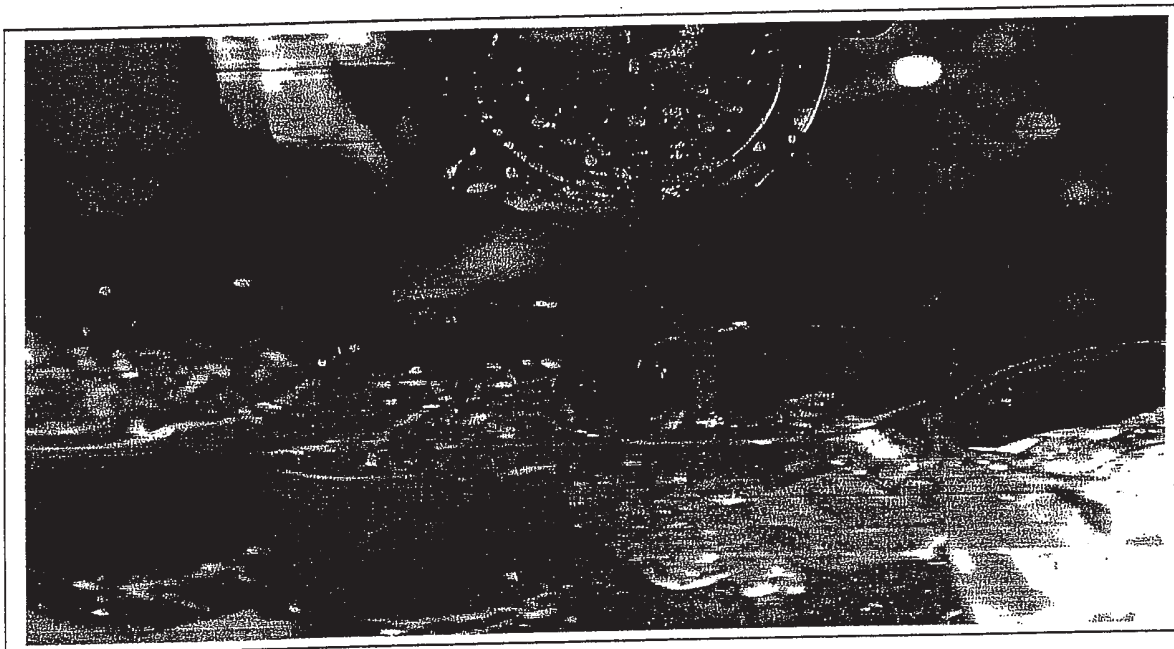
BASIC BAR & N/A PRICING GUIDELINES

• WATER	16.9oz	\$3.00
• SODA		\$4.00
• SPORTS DRINK		\$4.00
• REDBULL		\$5.00
• HOUSE WINES	7oz	\$6.00
• PREMIUM WINES	7oz	\$8.00
• REGULAR DOMESTIC BEER	12oz	\$5.00
• LARGE DOMESTIC BEER	16oz	\$7.00
• REGULAR IMPORT/PREM BEER	12oz	\$6.00
• LARGE IMPORT/PREM BEER	16oz	\$8.00
• COCKTAILS (WELL)	9oz	\$7.00
• COCKTAILS (PREMIUM)	9oz	\$8.00-\$14.00
• ADD REDBULL TO ANY COCKTAIL		\$2.00



SPECIALTY COCKTAIL MENU ITEMS (PRICING TBD)

- MODERN SEASONAL COCKTAILS
  - Bizarre Love Triangle:
    - Vodka, Absinthe, St. Germain Elderflower Liqueur, blackberries & lemon juice
  - Lime in the Coconut:
    - Vodka, house-made kaffir lime cordial, coconut water, mint & soda
- SIGNATURE CLASSICS
  - Dubstep Sidecar:
    - Jameson Irish Whiskey, Cointreau, lemon juice & Fee Bros. Rhubarb Bitters
  - Wild Buck:
    - Bourbon, Mixi's Handcrafted "True Fermentation" Ginger Beer, lemon juice, mint & Peychaud's Bitters







XI. BBC FINANCIALS

BBC Inventory Schedule Sample:

Daily Consumption Template								
Type:	Beer Gardens Friday	VIP Friday	Beer Gardens Saturday	VIP Saturday	Beer Gardens Sunday	VIP Sunday	Total Units	Total Cases
Stoli Elite								
Hendricks Gin								
Stoli Vodka								
Crown Royal								
Jack Daniels								
Dewars Scotch								
Milagro Tequila								
Sailer Jerry Rum								
Bombay Gin								
Jameson Whiskey								
Jagermeister								
Seagrams Vodka								
Seagrams Gin								
St. Germain Liqueur								
Crystolino Sparkling Wine								
Fernet								
Large Beer Cup								
Regular Beer Cup								
House White Wine								
House Red Wine								
Premium White Wine								
Premium Red Wine								
Water								
20oz Coke								
20oz Diet								
20oz Sprite								
Red Bull								
9oz Cups								
7oz Cups								
Pop Chips								



## XII. EVENT PROPOSAL

### Scope of Services

- BBC to provide & coordinate all food and beverage areas.
- BBC to serve only sponsor's products in their respective categories.
- BBC to provide and coordinate all food and beverage production. This includes but is not limited to electricity, tenting, décor, signage towers, production staff and clean-up staff for beverage areas.
- BBC will work with Burger Boogaloo to have adequate points of sale to cover food and beverage sales.
- BBC to work with Burger Boogaloo to present sponsor products professionally, meeting the expectations of the sponsors.
- BBC will work with Burger Boogaloo to make the event "green" by using compostable cups and service ware.

### Preplanning

- BBC will attend all production meetings deemed necessary.
- BBC will consult Burger Boogaloo regarding types of food and beverages served (see below sample menu). This menu will be updated and all products and prices to be charged are subject to Burger Boogaloo approval in writing)
- BBC will coordinate with sponsors.
- BBC will coordinate the liquor sales permitting.
- BBC will coordinate the health and fire department permitting.
- BBC will coordinate and staff required labor necessary for event.
- BBC will coordinate all necessary production and beverage equipment.
- BBC will coordinate signage in conjunction with Burger Boogaloo.
- BBC will provide Burger Boogaloo with inventory based accountability reports for approval by Burger Boogaloo, and any other accounting required by Burger Boogaloo.

### On-Site Management

- BBC will supervise all food and beverage staff.
- BBC will coordinate all logistics for distributors, ice trailers and product deliveries of our booths.
- BBC will supervise the set-up and breakdown of all food and beverage areas.
- BBC will maintain cleanliness of all food and beverage areas during the event.
- BBC will work with Burger Boogaloo to provide a recycling program during the event.
- BBC will coordinate the return of all products on consignment.
- BBC will use compostable cups for alcoholic beverage sales.



BBC will provide the proper General Liability insurance and Liquor Liability insurance (BBC has limits of 10 million dollars on each).



### CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)  
7/28/11

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER	Bonney & Binney LLC CA-Insurance Lic. UC03950 9171 Towne Centre Drive, Suite 500 San Diego, CA 92122 858-457-3414	CONTACT NAME: Nick Paxson PHONE (A/C No.): (858) 587-7523 FAX (A/C No.): Email: nickp@bonneyandbinney.com Address:
	INSURED	INSURER(S) AFFORDING COVERAGE
	Best Beverage Catering, T & B Associates, Inc. 4901 Morena Blvd., Suite 1107 San Diego, CA 92117 Client # 48203	INSURER A: Golden Eagle Insurance Corporation 10836 INSURER B: Liberty Surplus Insurance Corporation 10725 INSURER C: RSUI Indemnity Company 22314 INSURER D: INSURER E: INSURER F:

COVERAGES CERTIFICATE NUMBER: MST NUMBER: 19289 REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSTR	TYPE OF INSURANCE	ADD. COV'T	POLICY NUMBER	POLICY EFF. (MM/DD/YYYY)	POLICY EXP. (MM/DD/YYYY)	LIMITS
B	GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR		DGLSF1848166	7/24/2011	7/24/2012	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Per occurrence) \$ 50,000 MED EXP (Any one person) \$ Excluded PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000
A	AUTOMOBILE LIABILITY <input checked="" type="checkbox"/> ANY AUTO <input checked="" type="checkbox"/> ALL OWNED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS		BA8785288	7/24/2011	7/24/2012	COMBINED SINGLE LIMIT (Per accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
C	UMBRELLA LIAB EXCESS LIAB	<input checked="" type="checkbox"/> OCCUR <input checked="" type="checkbox"/> CLAIMS-MADE	NHA22860H	7/24/2011	7/24/2012	EACH OCCURRENCE \$ 10,000,000 AGGREGATE \$ 10,000,000
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH)					WC STATUTORY LIMITS EL EACH ACCIDENT \$ EL DISEASE - EA EMPLOYEE \$ EL DISEASE - POLICY LIMIT \$
D	Liquor Liability		DGLSF1848166	7/24/2011	7/24/2012	\$2,000,000 Each Cause \$2,000,000 Aggregate

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, additional Remarks Schedule, if more space is required)

CERTIFICATE HOLDER	CANCELLATION
PROOF OF INSURANCE ONLY	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.
	AUTHORIZED REPRESENTATIVE <i>Nick Paxson</i>

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## Expenses

BBC will pay for actual cost of our power.

Burger Boogaloo will handle the event's overall security. Including entrance and exits of permitted areas.

Burger Boogaloo is responsible for preventing attendees from bringing outside beverages into the site.

Burger Boogaloo will handle the event's overall clean up.

BBC will cover all production, and beverage costs. These costs include, but are not limited to vehicles, product, labor, and equipment.

BBC will manage ID Banding operation.

Burger Boogaloo will provide security to man the perimeters of the beer areas.

Burger Boogaloo will provide a secure spot near beverage and food operations for cash control.

Burger Boogaloo will provide an office trailer for cash control.

BBC will pay for its own security to man the cash control area.

Burger Boogaloo will provide all fencing required.

## Concessions Sales Revenue

BBC proposes to compensate Burger Boogaloo / Event as follows:

*Alcoholic Beverage	40% of gross sales less sales tax
BBC Food	25% of gross sales less sales tax
Subcontracted Vendors	flat fees or 15% - 20% of gross sales less sales tax

\* These percentages are flexible based on volume and price points.



BBC Concessions Statement Sample:

Location	Festival Day 1	Festival Day 2	Total Gross	Less Sales Tax	Adjusted Gross	Percentage	Commission Due
Bar	\$ 1.00	\$ 100.00	\$ 101.00	\$ 8.53	\$ 92.47	35%	\$ 32.36
Bar	\$ 2.00	\$ 200.00	\$ 202.00	\$ 17.06	\$ 184.94	35%	\$ 64.73
Bar	\$ 3.00	\$ 300.00	\$ 303.00	\$ 25.59	\$ 277.41	45%	\$ 124.83
Food Vendor	\$ 4.00	\$ 400.00	\$ 404.00	\$ 34.12	\$ 369.88	25%	\$ 92.47
Food Vendor	\$ 5.00	\$ 500.00	\$ 505.00	\$ 42.65	\$ 462.35	25%	\$ 115.59
Food Vendor	\$ 6.00	\$ 600.00	\$ 606.00	\$ 51.19	\$ 554.81	30%	\$ 166.44
Food Vendor	\$ 7.00	\$ 700.00	\$ 707.00	\$ 59.72	\$ 647.28	30%	\$ 194.19
Food Vendor	\$ 8.00	\$ 800.00	\$ 808.00	\$ 68.25	\$ 739.75	30%	\$ 221.93
Food Vendor	\$ 9.00	\$ 900.00	\$ 909.00	\$ 76.78	\$ 832.22	30%	\$ 249.67
Food Vendor	\$ 10.00	\$ 1,000.00	\$ 1,010.00	\$ 85.31	\$ 924.69	30%	\$ 277.41
Food Vendor	\$ 11.00	\$ 1,100.00	\$ 1,111.00	\$ 93.84	\$ 1,017.16	35%	\$ 356.01
Food Vendor	\$ 12.00	\$ 1,200.00	\$ 1,212.00	\$ 102.37	\$ 1,109.63	30%	\$ 332.89
<b>TOTALS</b>	\$ 78.00	\$ 7,800.00	\$ 7,878.00	\$ 665.41	\$ 7,212.59	\$ -	\$ 2,228.50
<b>TOTAL DUE</b>							\$ 2,228.50



OAKLAND POLICE DEPARTMENT  
Special Events Permit Application  
TF-807-3 (Jul 10)

APPLICANT INFORMATION

Applicant Name: <b>MARC RIBAK</b>	Date of Birth: <b>8/9/80</b>	Contact No.: <b>510 282 8504</b>	Alternate Contact No.: <b>909 633 6032</b>
Applicant's Address: <b>1024 OXFORD ST. BERKELEY CA 94707</b>		City: <input type="checkbox"/> Oakland	Zip Code: _____

AMY CARVER

EVENT INFORMATION

Date of Application: <b>1/18/14</b>	Type of Event: <b>CONCERT</b>	Other Event (Describe): _____
Location/Address of Event: <b>MOSSWOOD PARK OAKLAND CA</b>	Date of Event: <b>7/5/14 &amp; 7/5/14</b>	Time/Start-End: <b>12PM - 9PM</b>
No. Persons Expected: <b>1500+</b>	Persons Allowed: <b>1500</b>	Ticket Sales: <b>YES</b>
No. of Monitors/Security: <b>20+</b>	Security Company: <b>National Event Staffing</b>	Telephone No.: <b>(916) 652-2100</b>
Type of Music: <b>ROCK MUSIC</b>	Other Music (Describe): _____	Will food/drink be sold: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

PERMIT INFORMATION

HAVE YOU EVER BEEN DENIED A PERMIT?  Yes  No

Applicant agrees to abide by Oakland Municipal Code Dance Hall Regulations, Section 5-4.03

HOLD HARMLESS AGREEMENT

The Special Event applicant or president of designee of the sponsoring organization(s) (hereafter called "permittee") agrees to reimburse the City of Oakland (hereafter called "City") for all losses incurred by it in repairing or replacing damage to City Property proximately caused by the permittee, its officers, employees, agents, monitors, or any other persons or forming the special event, who were, or should have been, under the permittee's control. Persons who merely attend or join in a special event are not considered by that reason alone to be "under the control" of the permittee.

The permittee further agrees to defend without costs, indemnify, and hold harmless the City, its officers, agents, and employees from any liability to any persons, damages, losses, or injuries arising out of or alleged to arise out of the permitted special events, which was proximately caused by the actions of the permittee, its officers, employees, agents, including monitors, or any other persons attending or joining in the special event who were, or reasonably should have been under the control of the permittee. Persons who merely attend or join in a special event are not considered by that reason alone to be "under the control" of the permittee.

I have read and I understand the Hold Harmless Agreement and I declare under penalty of perjury that the information provided in this application is true and correct.

Permittee's Signature:  Date: **1/18/14**

Police Overtime cost Attached:  Yes  No      Application Fees Paid:  Yes  No

ABC Endorsement:  Approved  Denied      Verified By: \_\_\_\_\_  
Special Events Personnel      Serial No. \_\_\_\_\_

Pursuant to OMC §9.52:080, a Special Events Permit is conditionally approved in order for the applicant to obtain additional required documentation.

Signature of Special Events Coordinator \_\_\_\_\_ Serial No. \_\_\_\_\_ Date Signed \_\_\_\_\_

A Permit is Hereby  Approved  Denied - Pursuant to OMC Section 9:52.090 Subsection (Select Appropriate Subsection)

Signature of Chief of Police Designee \_\_\_\_\_ Serial No. \_\_\_\_\_ Date Signed \_\_\_\_\_

*Final*  
1/24/13  
12:30

CITY OF OAKLAND  
Interoffice Memorandum



**Office of Parks and Recreation**

**TO:** Barry Miller, Chair, Parks and Recreation Advisory Commission  
**FROM:** Gail McMillon, Central Reservation Supervisor  
**DATE:** March 12, 2014  
**SUBJECT:** **Request the Parks and Recreation Advisory Commission Approve the Collection of On-site Funds from the Sale of Raffle Tickets, Art Objects and Donations at Lakeside Park for the Walk with Clausen House Event on Saturday, October 11, 2014.**

---

SUMMARY

The Office of Parks and Recreation received a request from Clausen House, a non-profit organization, for permission to collect funds on site through the sale of raffle tickets, art sales and donations at Lakeside Park at the "Walk with Clausen House" event on Saturday, October 11, 2014. All proceeds raised from the Walk Event will support the mission of Clausen House.

FISCAL IMPACT

There will be a positive fiscal impact on the Office of Parks and Recreation.

EVENT DESCRIPTION

The "Walk with Clausen House" event is scheduled on October 11, 2014 from 9 a.m. to 12 noon at the Bandstand and surrounding area in Lakeside Park. Clausen House will provide information about what they do, serve food, and sell their client's art. They will conclude with a brief walk around a short perimeter of the park.

The purpose of the walk event is to raise awareness about developmental disability and raise money to support Clausen House's mission. The requested plan to collect monies on site from the activities will be through the sale of raffle tickets, sale of handmade artwork and small donations. The anticipated dollar amounts will be:

- Raffle tickets: \$1 per ticket
- Art sales: \$5 per piece
- Donations: \$5 and up

BACKGROUND

Clausen House was founded in 1967 as a charitable 501c3 institution that provides housing, wellness programs and advocacy for developmentally disabled adults in Oakland and the surrounding East Bay area. Their clients are adults challenged by autism, cerebral palsy, Down syndrome, and other intellectually disabling conditions.

Clausen House celebrates 46 years of direct support to over 200 adults with development disabilities, and indirect support to approximately 625 family members in Oakland and Alameda County. They have a dedicated staff of over 60 members that deliver services to include housing, independent and supported living, supported employment, adult education and social recreation.

Parks and Recreation Advisory Commission  
March 12, 2014

RECOMMENDATION

Staff recommends that the Parks and Recreation Advisory Commission approve the Clausen House to collect onsite funds through the sale of raffle tickets, art items, and donations at the "Walk with Clausen House" event at Lakeside Park on Saturday, October 11, 2014. Clausen House is aware that additional permits may be required for this event provided the request is granted.

Respectfully submitted,

Gail McMillon  
Reservation Supervisor

Attachments: Exhibit A – Clausen House Request Letter  
Exhibit B – Non-Profit Status  
Exhibit C – Rental Application





**clausen house**

Helping adults with developmental disabilities since 1967.

BOARD OF DIRECTORS January 15, 2014

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PRESIDENT

Edwin Clausen

1ST VICE-PRESIDENT

Luiz D'Souza

SECRETARY

Curt Engelhard

CFO

Edward Kohl

Andreas Neyer

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Jaynette Underhill, MA

DIRECTOR OF PROGRAMS SERVICES

Michael A. Scott, MNA

DIRECTOR OF DEVELOPMENT

Alla Ayshel

DIR. OF FINANCE & ADMINISTRATION

PROGRAMS

Adult Education

Independent Living

Residential

Supported Employment

Supported Living

INFORMATION

88 Vernon Street

Oakland, California 94610

info@clausenhouse.org

PHONE 510 839 0050

DEV. OFFICE 510 839 1114

FAX 510 444 5790

www.clausenhouse.org

Parks and Recreation Advisory Commission  
Office of Parks and Recreation  
250 Frank Ogawa Plaza, Suite 3330  
Oakland, CA 94612

Dear Commissioners,

Founded in 1967, Clausen House is a charitable 501(c)(3) institution that provides housing, wellness programs and advocacy for developmentally disabled adults in Oakland and the surrounding East Bay area. Our clients are adults challenged by autism, cerebral palsy, Down syndrome and other intellectually disabling conditions. We celebrate 46 years of direct support to over 200 adults with developmental disabilities, and indirect support to approximately 625 family members in Oakland and Alameda County. We deliver a life-enhancing array of services that enables our clients to live, work, socialize and thrive to their fullest potential. Our dedicated staff of over 60 members delivers services that include housing, independent and supported living, supported employment, adult education, and social recreation.

The purpose of "Walk with Clausen House" is to raise awareness about developmental disability and raise money to support Clausen House's mission. The event is scheduled for 10/11/14 from 9 a.m to Noon at the Edoff Bandstand in Lakeside Park. We will provide information about what we do, serve food, showcase and sell our client's art. We will conclude by conducting a brief walk around a short perimeter.

Clausen House respectfully requests permission to collect funds on-site through a Charitable Solicitation Permit.

If approved, we plan to collect monies from the following activities: sale of raffle tickets, sale of handmade artwork and small donations. The anticipated dollar amounts for the monies requested on-site are as follows:

- Raffle tickets: \$ 1 per ticket
- Art sales: \$15 per piece
- Donations: \$ 5 and up

These funds will be collected on-site to take advantage of the opportunity to engage our donors/supporters and benefit from their donations.

100% of all funds collected will benefit Clausen House, a charitable institution.

Thank you for considering the Clausen House application to request funds during the 2014 Walk with Clausen. Please feel free to contact me with any questions at 510-839-1114 or michael.scott@clausenhouse.org

Best regards,

Michael A. Scott  
Development Director

All gifts and bequests to Clausen House are tax deductible, as permitted by law.

Clausen House is a 501(c)(3) nonprofit organization, federal tax ID: 94-1639361.

INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: JUN 01 2005

CLAUSEN HOUSE INC  
88 VERNON ST  
OAKLAND, CA 94610

Employer Identification Number:  
94-1639361  
DLN:  
17053099770015  
Contact Person:  
THOMAS C KOESTER ID# 31116  
Contact Telephone Number:  
(877) 829-5500  
Public Charity Status:  
170(b)(1)(A)(vi)

Dear Applicant:

Our letter dated SEPTEMBER 1967, stated you would be exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code, and you would be treated as a public charity, rather than as a private foundation, during an advance ruling period.

Based on the information you submitted, you are classified as a public charity under the Code section listed in the heading of this letter. Since your exempt status was not under consideration, you continue to be classified as an organization exempt from Federal income tax under section 501(c)(3) of the Code.

Publication 557, Tax-Exempt Status for Your Organization, provides detailed information about your rights and responsibilities as an exempt organization. You may request a copy by calling the toll-free number for forms, (800) 829-3676. Information is also available on our Internet Web Site at [www.irs.gov](http://www.irs.gov).

If you have general questions about exempt organizations, please call our toll-free number shown in the heading.

Please keep this letter in your permanent records.

Sincerely yours,



Lois G. Lerner  
Director, Exempt Organizations  
Rulings and Agreements

Letter 1050 (DO/CG)



**Rental Application**

**ATTENTION:** \_\_\_\_\_

Date of Application: 1-8-2014

\*RESIDENCY IS DETERMINED ACCORDING TO ADDRESS INDICATED ON DRIVER'S LICENSE OR STATE IDENTIFICATION CARD. PHOTO ID IS REQUIRED.\*

Name of Business/Organization: Clausen House

Address: 88 Vernon Street Oakland 94610  
Street Address City Zip Code

Name of Contact Person: Michael A. Scott

Phone Number: 510.839.1114 Fax Number: 510.839.1434 E-mail: \_\_\_\_\_

Mailing Address: 88 Vernon Street Oakland 94610  
Street Address City Zip Code

**Facility/Park Name:** Edoff Bandstrand

Room(s)/Site(s) \_\_\_\_\_

**EVENT INFORMATION:**

Date(s) of Event: Saturday, October 11, 2014

Time In/Prep 8 a.m. Event Time 9 a.m. to Noon Cleanup/Time Out Noon to 1 p.m.

Type of Event/Purpose: *(be specific, i.e., Wedding Reception, Meeting, Birthday Party, Banquet, Picnic, BBQ, Walk, Run, Festival, Rally, Quinceanera, BarMitsvah/BatMitsvah, etc.)*  
WALK

General Public Allowed:  Yes  No Sound Amplification:  Yes  No Non-Amplified Sound:  Yes  No

Type of Equipment to be used: *(i.e., musical instruments, live band, cd player, amplifiers, microphones, etc.)*  
Amplifiers, microphone

Note: Charging admission, selling tickets or merchandise, or solicitation of money in any manner must be approved by the Parks and Recreation Advisory Commission 60 days or more in advance of event date.

Number of Participants (Total) 150 Approximate # of Adults 130 # of Teens 10 # of Children/Infants 10

Please provide below special accommodations/requests for your event. If no special accommodations required, please write NONE.  
NONE

Will you require a caterer for your event?  Yes  No

If yes, are you choosing a caterer from OPR's Approved Caterer's List?  Yes  No

Name of Approved Caterer: Not Applicable

If not using an OPR Approved Caterer, provide name of non-approved caterer: Not Applicable  
 (Opt-Out Fee – See Attached Regulations)

**RENTAL FEES** (The minimum rental requirement and deposit are required when the facility of your choice is reserved 31 days or more in advance.)

Permit Processing Fees (Picnic & Related Events) A non-refundable permit processing fee of \$15 will be added to each application with 50 or more people.

For Park Use: (Special Events) A non-refundable permit processing fee of \$30 will be added to each application.

(1) <u>130</u> x <u>2</u> = <u>260</u> <small>(Hourly Rate) (# of hours)</small>	(7) Alcoholic Beverage Fee = <u>0</u>
(2) <u>60</u> x <u>3</u> = <u>180</u> <small>(Hourly Rate) (# of hours)</small>	(8) Administrative Service Fee = <u>0</u>
(3) Permit Processing Fee = <u>30</u>	(9) Caterer Opt Out Fee = <u>0</u>
(4) Deposit = <u>300</u>	(10) Sound Use Fee = <u>50</u>
(5) Setup/Teardown = <u>0</u>	(11) Other Charges = <u>0</u>
(6) Kitchen = <u>0</u>	

TOTAL: \$ 820 Less Advance Minimum Payment of \$ \_\_\_\_\_; BALANCE DUE 30 DAYS BEFORE EVENT: \$ \_\_\_\_\_  
(Deposits are refunded 6-8 weeks AFTER event date, provided the facility is left in acceptable condition and the event goes as planned.)

Please check payment type: Cash: \_\_\_\_\_ Check #: 22194 Type of Credit Card: Visa or MasterCard  
 (See attached Authorization for Credit Card Payment Form)

**CANCELLATION FEE:** 61 days or more notice: Forfeit 1/2 Deposit 30 days to 11 days notice: Forfeit Deposit Plus 1/2 Rental Fee  
 31 to 60 days notice: Forfeit Deposit 10 days or less notice: Forfeit All Fees

APPLICANT SIGNATURE [Signature] DATE 1-8-2014

Please note: By submitting this application, other documents/permits may be initiated to finalize your reservation.



**Rental Application**

ATTENTION: \_\_\_\_\_

Date of Application: 1-8-2014

**\*RESIDENCY IS DETERMINED ACCORDING TO ADDRESS INDICATED ON DRIVER'S LICENSE OR STATE IDENTIFICATION CARD. PHOTO ID IS REQUIRED.\***

Name of Business/Organization: Clausen House  
 Address: 88 Vernon Street Oakland 94610  
Street Address City Zip Code

Name of Contact Person: Michael A. Scott  
 Phone Number: 510.839.1114 Fax Number: 510.839.1434 E-mail: \_\_\_\_\_  
 Mailing Address: 88 Vernon Street Oakland 94610  
Street Address City Zip Code

Facility/Park Name: Edoff Bandstand surrounding area

Room(s)/Site(s) \_\_\_\_\_

**EVENT INFORMATION:**

Date(s) of Event: Saturday, October 11, 2014

Time In/Prep 8 a.m. Event Time 9 a.m. to Noon Cleanup/Time Out Noon to 1 p.m.

Type of Event/Purpose: *(be specific, i.e., Wedding Reception, Meeting, Birthday Party, Banquet, Picnic, BBQ, Walk, Run, Festival, Rally, Quinceanera, BarMitsvah/BatMitsvah, etc.)*  
Walk

General Public Allowed:  Yes  No Sound Amplification:  Yes  No Non-Amplified Sound:  Yes  No  
 Type of Equipment to be used: *(i.e., musical instruments, live band, cd player, amplifiers, microphones, etc.)*  
Amplifiers, microphone

Note: Charging admission, selling tickets or merchandise, or solicitation of money in any manner must be approved by the Parks and Recreation Advisory Commission 60 days or more in advance of event date.

Number of Participants (Total) 150 Approximate # of Adults 130 # of Teens 10 # of Children/Infants 10

Please provide below special accommodations/requests for your event. If no special accommodations required, please write NONE.

Will you require a caterer for your event?  Yes  No  
 If yes, are you choosing a caterer from OPR's Approved Caterer's List?  Yes  No  
 Name of Approved Caterer: Not Applicable  
 If not using an OPR Approved Caterer, provide name of non-approved caterer: Not Applicable  
 (Opt-Out Fee – See Attached Regulations)

**RENTAL FEES** (The minimum rental requirement and deposit are required when the facility of your choice is reserved 31 days or more in advance.)  
 Permit Processing Fees (Picnic & Related Events) A non-refundable permit processing fee of \$15 will be added to each application with 50 or more people.  
 For Park Use: (Special Events) A non-refundable permit processing fee of \$30 will be added to each application.

(1) <u>40</u> x <u>5</u> = <del>200</del> <u>200</u>	(7) Alcoholic Beverage Fee = <u>0</u>
(Hourly Rate) (# of hours)	
(2) <del>150</del> x <u>3</u> = <del>450</del>	(8) Administrative Service Fee = <u>0</u>
(Hourly Rate) (# of hours)	
(3) Permit Processing Fee = <del>30</del>	(9) Caterer Opt Out Fee = <u>0</u>
(4) Deposit = <u>0</u>	(10) Sound Use Fee = <u>0</u>
(5) Setup/Teardown = <u>0</u>	(11) Other Charges = <u>0</u>
(6) Kitchen = <u>0</u>	

TOTAL: \$ ~~200~~ 200 Less Advance Minimum Payment of \$ \_\_\_\_\_; BALANCE DUE 30 DAYS BEFORE EVENT: \$ \_\_\_\_\_  
 (Deposits are refunded 6-8 weeks AFTER event date, provided the facility is left in acceptable condition and the event goes as planned.)

Please check payment type: Cash: \_\_\_\_\_ Check #: \_\_\_\_\_ Type of Credit Card: Visa or MasterCard: \_\_\_\_\_  
 (See attached Authorization for Credit Card Payment Form)

CANCELLATION FEE: 61 days or more notice: Forfeit 1/2 Deposit 30 days to 11 days notice: Forfeit Deposit Plus 1/2 Rental Fee  
 31 to 60 days notice: Forfeit Deposit 10 days or less notice: Forfeit All Fees

APPLICANT SIGNATURE [Signature] DATE 1-8-2014  
 Please note: By submitting this application, other documents/permits may be initiated to finalize your reservation.

CITY OF OAKLAND  
Interoffice Memorandum



Office of Parks and Recreation

**TO:** Barry Miller, Chair, Parks and Recreation Advisory Commission  
**FROM:** Gail McMillon, Central Reservations Supervisor  
**DATE:** March 12, 2014  
**SUBJECT:** Request the Parks and Recreation Advisory Commission Approve the Collection of On-site Fundraising Donations for the Adult Congenital Heart Walk at Lakeside Park on Saturday, June 28, 2014.

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SUMMARY

The Office of Parks and Recreation received a request from the Adult Congenital Heart Association, a non-profit organization, for permission to collect money on-site from fundraising efforts of the participants of the walk at the Congenital Heart Walk event at Lakeside Park on Saturday, June 28, 2014. The proceeds from the fundraising event will be used to support two national organizations that are dedicated to fighting Congenital Heart Disease, the Adult Congenital Heart Association and The Children's Heart Foundation.

FISCAL IMPACT

There is a positive fiscal impact on the Office of Parks and Recreation. The Adult Congenital Heart Association will pay all fees associated with the rental of the park space.

BACKGROUND

Adult Congenital Heart Association (ACHA) was founded in 1998 by a group of adult congenital heart defect survivors and their families as a national 501c3 organization. Its Board of Directors consists primarily of those living with heart defects. The Congenital Heart Walk is a national event that takes place across the country.

The ACHA held the walk event last year at Lakeside Park and did not collect money on-site. Families who are affected by congenital heart disease gather at the event and in addition to the walk, the ACHA provide family friendly activities such as crafts and yoga.

This year, ACHA would like to collect money on-site from the fundraising efforts of the walkers. A typical Walk event brings in \$2,000 to \$5,000 on the day of the walk. Most of the other fundraising efforts will be conducted online prior to the event. The funds will be used by the organization to support the ACHA's mission of funding cutting edge research, advocacy and patient programs.

Parks and Recreation Advisory Commission  
March 12, 2014

RECOMMENDATION

Staff recommends that the Parks and Recreation Advisory Commission approve the Adult Congenital Heart Association's request to collect fundraising donations at the Adult Congenital Heart Disease Walk on Saturday, June 28, 2014 at Lakeside Park.

The group is aware that additional permits are required by the organization provided their request is granted.

Respectfully submitted,

Gail McMillon  
Central Reservations Supervisor

Attachments: Exhibit A – Adult Congenital Heart Association Letter  
Exhibit B – Non-Profit Status  
Exhibit C – Rental Application



January 8, 2014

Parks and Recreation Advisory Commission  
250 Frank H. Ogawa Plaza  
Suite 3330  
Oakland, CA 94612

To whom it may concern:

I am writing to request permission to use the bandstand and surrounding areas of Lakeside Park for a special event we would like to hold on June 28, 2014. The name of our event is the Congenital Heart Walk and our goal is to raise awareness of congenital heart defects (CHD)—the most prevalent birth defect in the U.S. The event raises money for two national organizations dedicated to fighting CHD, the Adult Congenital Heart Association and The Children's Heart Foundation. Although this event is a partnership, the official applicant and permit holder of the event is the Adult Congenital Heart Association.

The Congenital Heart Walk takes place across the country. Our event took place in Lakeside Park last year on June 15, 2013. Families who are affected by congenital heart disease gather at our event and in addition to the walk, we provide family friendly activities such as crafts and yoga.

This event is a fundraiser and we do intend to collect money on-site given we obtain permission from the Parks and Recreation Advisory Commission. The money would be collected from the fundraising efforts of the walkers and would be placed in envelopes. A typical Walk event brings in \$2000-\$5000 on the day of the walk. Most of the other fundraising efforts will be conducted online prior to the events. These funds will be used by the organizations to support their mission of funding cutting edge research, advocacy and patient programs.

Thank you very much for considering our request. The necessary forms are attached. If you have any questions please let me know. I can be reached at 215-243-9255 or [mike@congenitalheartwalk.org](mailto:mike@congenitalheartwalk.org).

Sincerely,

*Mike Fox*

Mike Fox

INTERNAL REVENUE SERVICE  
P. O. BOX 2500  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: MAY 08 2003

Employer Identification Number:

04-3447959

DIN:

17053081706033

Contact Person:

ERIC J. BERTELSEN

ID#: 31323

Contact Telephone Number:

(877) 629-5500

Our letter dated:

January 1999

Addendum Applies:

no

ADULT CONGENITAL HEART ASSOCIATION

INC

273 PERHAM ST

WEST ROXBURY, MA 02132

Dear Applicant:

This modifies our letter of the above date in which we stated that you would be treated as an organization that is not a private foundation until the expiration of your advance ruling period.

Your exempt status under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(2) is still in effect. Based on the information you submitted, we have determined that you are not a private foundation within the meaning of section 509(a) of the Code because you are an organization of the type described in section 509(a)(2) and 170(b)(1)(A)(vi).

Grantors and contributors may rely on this determination unless the Internal Revenue Service publishes notice to the contrary. However, if you lose your section 509(a)(1) status, a grantor or contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act, or the substantial or material change on the part of the organization that resulted in your loss of such status, or if he or she acquired knowledge that the Internal Revenue Service had given notice that you would no longer be classified as a section 509(a)(1) organization.

You are required to make your annual information return, Form 990 or Form 990-EZ, available for public inspection for three years after the later of the due date of the return or the date the return is filed. You are also required to make available for public inspection your exemption application, any supporting documents, and your exemption letter. Copies of these documents are also required to be provided to any individual upon written or in person request without charge other than reasonable fees for copying and postage. You may fulfill this requirement by placing these documents on the Internet. Penalties may be imposed for failure to comply with these requirements. Additional information is available in Publication 557, Tax-Exempt Status for Your Organization, or you may call our toll free number shown above.

If we have indicated in the heading of this letter that an addendum applies, the addendum enclosed is an integral part of this letter.

Letter 1050 (DO/CG)



FROM : JAMES & KAREN

FAX NO. :

Mar. 01 2004 04:38PM P3

-2-

ADULT CONGENITAL HEART ASSOCIATION

Because this letter could help resolve any questions about your private foundation status, please keep it in your permanent records.

If you have any questions, please contact the person whose name and telephone number are shown above.

Sincerely yours,



Lois G. Lerner  
Director, Exempt Organizations  
Rulings and Agreements

Letter 1080 (10/09)



Office of Parks and Recreation  
 250 Frank H. Ogawa Plaza, Suite 3330, Oakland, CA 94612  
 Office: 510.238-3187; Facsimile: 510.238-2397



**Rental Application**

ATTENTION: \_\_\_\_\_

Date of Application: 1/7/2014

\*RESIDENCY IS DETERMINED ACCORDING TO ADDRESS INDICATED ON DRIVER'S LICENSE OR STATE IDENTIFICATION CARD. PHOTO ID IS REQUIRED.\*

Name of Business/Organization: Adult Congenital Heart Association  
 Address: 6757 Greene Street, Ste. 335 Phila. PA 19119

Name of Contact Person: MIKE FOX  
 Phone Number: 215 243 9255 Fax Number: 215 849 1261 E-mail: \_\_\_\_\_  
 Mailing Address: (same as above)

Facility/Park Name: Lakeside Park  
 Room(s)/Site(s): Bandstand and surrounding area

EVENT INFORMATION:  
 Date(s) of Event: 6/28/2014  
 Time In/Prep: 7:00 AM Event Time: 8:00 AM Cleanup/Time Out: 1:00 PM

Type of Event/Purpose: (be specific, i.e., Wedding Reception, Meeting, Birthday Party, Banquet, Picnic, BBQ, Walk, Run, Festival, Rally, Quinceanera, BarMitzvah/BatMitzvah, etc.)  
Walk

General Public Allowed:  Yes  No Sound Amplification:  Yes  No Non-Amplified Sound:  Yes  No

Type of Equipment to be used: (i.e., musical instruments, live band, cd player, amplifiers, microphones, etc.)  
DJ, amp, microphone

Note: Charging admission, selling tickets or merchandise, or solicitation of money in any manner must be approved by the Parks and Recreation Advisory Commission 60 days or more in advance of event date.  
 Number of Participants (Total) 250 Approximate # of Adults 100 # of Teens 50 # of Children/Infants 75

Please provide below special accommodations/requests for your event. If no special accommodations required, please write NONE.  
a source of electricity to plug amp into

Will you require a caterer for your event?  Yes  No

If yes, are you choosing a caterer from OPR's Approved Caterer's List?  Yes  No

Name of Approved Caterer: \_\_\_\_\_  
 If not using an OPR Approved Caterer, provide name of non-approved caterer: \_\_\_\_\_

(Opt-Out Fee - See Attached Regulations)

RENTAL FEES (The minimum rental requirement and deposit are required when the facility of your choice is reserved 31 days or more in advance.)  
 Permit Processing Fees (Picnic & Related Events) A non-refundable permit processing fee of \$25 will be added to each application with 50 or more people.  
 For Park Use: (Special Events) A non-refundable permit processing fee of \$30 will be added to each application.

(1) <u>156</u> x <u>6</u> = <u>936</u> <u>Bandstand</u>	(7) Alcoholic Beverage Fee = _____
(Hourly Rate) (# of hours)	
(2) <u>48</u> x <u>6</u> = <u>288</u>	(8) Administrative Service Fee = _____
(Hourly Rate) (# of hours)	
(3) Permit Processing Fee = <u>30</u>	(9) Caterer Opt Out Fee = _____
(4) Deposit = <u>300</u>	(10) Sound Use Fee = <u>50</u>
(5) Setup/Teardown = _____	(11) Other Charges = _____
(6) Kitchen = _____	

TOTAL: \$ 1604 Less Advance Minimum Payment of \$ 1104; BALANCE DUE 30 DAYS BEFORE EVENT: \$ 500  
 (Deposits are refunded 6-8 weeks AFTER event date, provided the facility is left in acceptable condition and the event goes as planned.)

Please check payment type: Cash: \_\_\_\_\_ Check #: \_\_\_\_\_ Type of Credit Card: Visa or MasterCard: \_\_\_\_\_  
 (See attached Authorization for Credit Card Payment Form)

CANCELLATION FEE: 61 days or more notice: Forfeit 1/2 Deposit 30 days to 11 days notice: Forfeit Deposit Plus 1/2 Rental Fee  
 31 to 60 days notice: Forfeit Deposit 10 days or less notice: Forfeit All Fees

APPLICANT SIGNATURE Mike Fox DATE 1/7/2014  
 Please note: By submitting this application, other documents/permits may be initiated to finalize your reservation.

**CITY OF OAKLAND**  
Interoffice Memorandum



**Office of Parks and Recreation**

**TO:** Barry Miller, Chair, Parks and Recreation Advisory Commission  
**FROM:** Dana Banks, CIP Coordinator, Project Delivery Division, Public Works Agency, City of Oakland  
**DATE:** March 12, 2014  
**SUBJECT:** **Public Work Agency Requests the Parks and Recreation Advisory Commission Review and Accept the Design of the Measure DD – Bellevue Avenue Improvement Project and Recommend the Minor Conditional Use Permit for Approval**

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SUMMARY

Staff from the Public Works Agency (PWA) and the Office of Parks and Recreation request approval of the design and implementation of the Lakeside Park - Bellevue Avenue Improvement Project. The associated Conditional Use and Creek permits are pending. The project consists of improvements to Bellevue Avenue from the park entry at Grand Avenue, through the park to Perkins Street, including pavement overlay, parking layout revisions, the conversion of one drive lane to a bicycle lane, drainage modifications, and access controls.

FISCAL IMPACT

There will be no fiscal impact to the Office of Parks and Recreation. The estimated construction cost is \$1,200,000. The improvements will be funded by Measure DD - the Oakland Trust for Clean Water and Safe Parks plus any additional funds obtained, such as grants.

PROJECT DESCRIPTION

The Bellevue Avenue Improvement Project is located in Lakeside Park, from the entry at Grand Avenue through the Park to Perkins Street. The project will provide:

- Pavement Overlay and restriping;
- Conversion of one travel lane to a bike lane with buffer;
- Water quality improvements (including runoff controls and areas of permeable paving);
- Improved access and egress controls at entry and exit points of Bellevue Ave.;
- Replacement of the 41 'Sailboat House' spaces that will be eliminated to create additional shoreline improvements;
- Improved parking along Bellevue with no net loss (achieved by reducing red curbs, upgrading Accessible Parking Zone spaces, reducing the no-parking zone at the Junior Science Center and providing a small off-street overflow lot (with permeable paving) near the Sailboat House);
- Way finding signage;

Parks and Recreation Advisory Commission

March 12, 2014

- Upgrade of the kiosk;
- Addition of bollards as required to control vehicular access to pathways behind Fairyland;  
and
- Fence realignment at the Palm Garden.

The existing lighting will remain in place.

No trees will be removed.

The project will be confined to the existing Bellevue Avenue footprint (curb to curb) with the exception of creating a small overflow lot near the Sailboat House.

New code compliant ADA parking will also be provided.

The project has been vetted and received support from the DD Coalition which includes Friends of the Lakeside Park and Pedestrian and Bicycle Coalition, and Park Staff.

### BACKGROUND

Bellevue Avenue provides the majority of parking within Lakeside Park. Additionally, the Lake Merritt Master Plans calls for moving off street parking away from the lake and onto Bellevue Avenue.

When plans for improvements to the Sailboat House Shoreline Improvements were prepared, 41 spaces were eliminated and designated for replacement on Bellevue Avenue.

This mandate created the opportunity to address a number of improvements on Bellevue Avenue, as detailed above.

This project will not only improve the appearance and functionality of Bellevue Avenue, but will add necessary bicycle transportation and water quality improvements.

### RECOMMENDATION

Staff recommends that the Parks and Recreation Advisory Commission endorse the design of the Bellevue Avenue Improvement Project and recommend approval to the Planning Commission for the Conditional Use Permit.

Respectfully submitted,



Dana Banks  
CIP Coordinator, Project Manager  
Public Works Agency, Project Delivery Division

Attachments: Exhibit A – Site Plan