



PARKS AND RECREATION ADVISORY COMMISSION  
City of Oakland  
Wednesday, June 11, 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:

May 14, 2014

4. SPECIAL ORDERS:

5. PRAC PENDING LIST:

6. MODIFICATIONS TO THE AGENDA:

7. CONSENT NEW BUSINESS:

A. REQUEST FROM THE EAST BAY FRONT RUNNERS AND WALKERS FOR APPROVAL TO COLLECT REGISTRATION FEES AND SELL ONE MERCHANDISE ITEM DURING THE PRIDE RUN/WALK AT LAKESIDE PARK ON SATURDAY, OCTOBER 11, 2014.

Oakland Parks and Recreation received a request from the East Bay Front Runners and Walkers, a 501c3 non-profit organization, for approval to collect on-site registration fees and sell one merchandise item during the 5K and 10K Pride Run/Walk at Lakeside Park on Saturday, October 11, 2014. The limited merchandise is a pair of socks bearing the club's initials. Proceeds raised from the event will be donated to several local non-profit organizations. A Post Event Report from the 2013 Pride Run/Walk is attached.

8. NEW BUSINESS:

A. REQUEST FROM THE FRIENDS OF SAUSAL CREEK FOR APPROVAL TO HOLD A NATIVE PLANT SALE ON SUNDAY, OCTOBER 19, 2014 AT THE NATIVE PLANT NURSERY IN JOAQUIN MILLER PARK.

The Office of Parks & Recreation has received a request from the Friends of Sausal Creek for approval to hold a native Plant sale at the Native Plant nursery in Joaquin Miller Park on Sunday, October 19, 2014. The proceeds collected will be used to continue the various watershed programs sponsored by the Friends of Sausal Creek.

**B. REQUEST FROM THE ADULT CONGENITAL HEART ASSOCIATION FOR APPROVAL TO COLLECT FUNDS FOR DONATIONS AND REGISTRATION FROM PARTICIPANTS AT THE CONGENITAL HEART WALK AT LAKESIDE PARK ON SATURDAY, JUNE 28, 2014.**

Oakland Parks and Recreation received a request from the Adult Congenital Heart Association, a non-profit organization, for permission to collect funds from donations and registrations from participants of the walk at the Congenital Heart Walk event at Lakeside Park on Saturday, June 28, 2014. The request was originally placed on the March 12, 2014 agenda, but was pulled by Parks and Recreation staff due to non-representation by the organization. The proceeds from the fund raising 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.

**C. REQUEST FROM RUN FOR COURAGE FOR APPROVAL TO COLLECT REGISTRATION FEES, DONATIONS TO SELL HATS AND SHIRTS AT THE 5K/10K RUN/WALK AT LAKESIDE PARK ON SATURDAY, NOVEMBER 8, 2014**

Oakland Parks and Recreation received a request from the Run for Courage, a non-profit organization, requesting permission to collect registration fees, donations, and to sell hats and t-shirts at their fundraiser on Saturday, November 8, 2014 at Lakeside Park. Proceeds will benefit the organization's outreach efforts to bring awareness to and combat human trafficking.

9. CONDITIONAL USE PERMITS:

10. COMMUNICATIONS:

11. PRAC COMMITTEE REPORT:

12. ADVISORY COUNCIL REPORTS:

13. UNFINISHED BUSINESS:

14. COUNCIL REFERRALS:

15. OPEN FORUM:

16. DIRECTOR'S REPORT:

- A. Updates: Naming Rights  
Adult Recess
- B. Departmental Realignment
- C. Review Recreation Center Liaisons
- D. Upcoming Events

17. ANNOUNCEMENTS:

- A. OPR Cabinet Introductions

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, July 9, 2014, 4:30 p.m.*  
   *Lakeside Garden Center*  
   *666 Bellevue Ave, Oakland, CA*



**PARKS AND RECREATION ADVISORY COMMISSION**  
**City of Oakland**  
**Wednesday, May 14, 2014**  
**Lake Merritt Garden, 666 Bellevue Avenue**  
**4:30pm**  
**Minutes**

1. CALL TO ORDER: 4:35pm

2. ROLL CALL:

BELCHER, DU BOIS, FLORES, KADERA-REDMOND, MARSHALL, MILLER, PETERSON, ROSENBLOOM, SELNA, WU

Present: Belcher, Flores, Kadera-Redmond, Marshall, Miller, Selna,

Excused: Du Bois, Rosenbloom

Arrivals: Peterson (4:37pm), Wu (4:40pm)

Staff: Audree V. Jones-Taylor, Dana Riley, Gail McMillon, Diane Boyd, Frederick Morris, Melvin Landry, Mark Hall and Donte` Watson

Speaker: Barry Weiss – Board President, Friends of Oakland Parks and Recreation

3. DISPOSITION OF MINUTES:

April 9, 2014

**Motion:** Commissioner Miller entertained a motion to approve the April 9, 2014 meeting minutes.

**Moved by:** Commissioner Kadera-Redmond **Second by:** Commissioner Belcher **Motion Passed**

4. SPECIAL ORDERS:

5. PRAC PENDING LIST:

6. MODIFICATIONS TO THE AGENDA:

7. CONSENT NEW BUSINESS:

None

8. NEW BUSINESS:

**A. Land use and zoning**

Chairman Miller made a presentation and overview of Open Space Conservation and Recreation (OSCAR), the City's official document which provides directions for the management of open land, natural resources, and parks in Oakland. As part of the General Plan, OSCAR provides zoning regulations on what can and cannot be done on property. Commissioner Miller asserted that parks classifications and categories need to be updated.

OSCAR is available for review on the City Planning Departments website and a copy can be borrowed from Director Jones-Taylor.

## **B. Naming Rights**

Naming policies should be broad to include routine requests such as bench dedications to three (3) tiered corporate sponsorships.

Director Jones-Taylor and OPR's Capital Improvements coordinator, Mark Hall are working with the City Administrator's office to streamline the Gift in Place process.

The subcommittee will research naming rights policies and protocols of cities across the country with a possible presentation to the full commission before the summer break.

Director Jones-Taylor recommended that Commissioner Peterson ask Commissioner Rosenbloom to join the subcommittee and provide his planning expertise and support.

The committee would like to work with the Friends of Parks and Recreation (FOPR).

The Naming Rights subcommittee: Commissioner's Peterson (lead) Belcher and Marshall.

Commissioner will schedule a meeting with Director Jones-Taylor.

## **C. Park Safety**

The Commission relay feedback on park/public safety to Joe Devries of the Neighborhood Services Division.

Commissioner Kadera-Redmond continues to attend town hall meetings as an opportunity to speak up on behalf of Oakland Parks and Recreation's role as a partner in addressing issues of public safety. The Commissioner reported that OPR's is not invited to the conversation on public safety in the town hall process and its role and potential partnership in the solution is not always recognized by authorities. Cameras are needed at recreation centers and cooperation from OPW to improve lighting, signage, removal of weeds and graffiti is required. A comprehensive plan and solution through programming, funding and youth employment is necessary.

The Commission suggested the Park Safety be placed on the town hall meeting agendas.

Commissioner Miller pointed to OSCAR to aid in the discussion regarding park safety.

The Public Safety subcommittee will meet to have a discussion OPR's November focus groups agenda.

Commissioner Belcher suggested Joe Devries be invited back to PRAC.

## **D. Annual Report**

Chair Miller provided the commission with copies of the Draft Annual Report and requested the members review and make comments in preparation for the final draft which will be

presented at the June 11<sup>th</sup>, at which time he will seek approval to move the item to the Life Enrichment Committee in July. The Commission should look for an email on the subject for the Chair.

9. CONDITIONAL USE PERMITS:

None

10. COMMUNICATIONS:

Commissioner Kadera-Redmond – Attended Intimate Evening Planning Meeting and Mayor's Town Hall

11. PRAC COMMITTEE REPORT:

12. ADVISORY COUNCIL REPORTS:

Commissioner Belcher – Attended the Studio One Advisory Committee Open House

13. UNFINISHED BUSINESS:

14. COUNCIL REFERRALS:

15. OPEN FORUM:

16. DIRECTOR'S REPORT:

Director Jones-Taylor provided the Commission with an update on the Matier and Ross and Chip Johnson press coverage regarding the gift-in-place at Bushrod.

The Bushrod Field renovation project concept was developed without consultation with Oakland Parks and Recreation. The Oakland Athletics (Oakland A's) and North Oakland/South Oakland Little League (NOLL/SOLL) approached OPR on February 25, 2014 with a proposal to make improvements to the Bushrod Field via a gift-in-place of \$50,000.00 and requested sign off on the project happen within 10 working days the groundbreaking on March 17th. The 10 day deadline was not met as the proposal stalled in a department other than Parks and Recreation. An extension was granted until April 25, 2014. Performance and payment bonds were needed; however OPR learned that NOLL/SOLL extended the scope of work beyond that which was originally offered by the Oakland A's. The scope of work included reducing the size of the regulation size field to little league standards, thereby displacing 5000 other users and granting exclusive use to NOLL/SOLL.

Councilmember Kaplan has scheduled a meeting with OPR staff and Oakland A's on May 28<sup>th</sup> to discuss the project. OPR remains concerned that NOLL/SOLL does not understand that the department cannot grant them exclusive use.

OPR staff members Frederick Morris – Adult Sports, Mark Hall – Capital Improvements and Melvin Landry – Citywide Sports provided the commission with information regarding the project.

NOLL/SOLL is currently permitted to use Jefferson Field, a little league regulation size field which is also under-utilized. OPR spoke to the league over 18 months ago about the department's adopt-a-park program, and suggested they could adopt Jefferson and call it their home field. The offer was extended again two weeks ago. To date, OPR has not received a response from NOLL/SOLL.

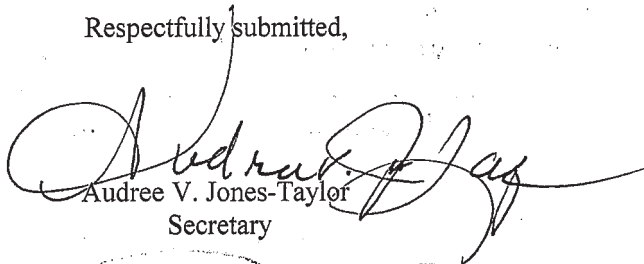
17. ANNOUNCEMENTS: 6:32pm

18. ADJOURNMENT:

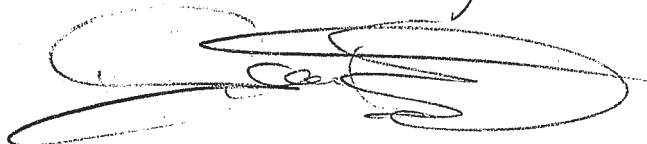
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*Next Meeting:*                    **Wednesday, June 11, 2014, 4:30 p.m.**  
**Lakeside Garden Center**  
**666 Bellevue Ave, Oakland, CA**

Respectfully submitted,



Audree V. Jones-Taylor  
Secretary



Diane Boyd  
Recording Secretary

CITY OF OAKLAND  
Interoffice Memorandum



Oakland Parks and Recreation

**TO:** Barry Miller, Chair, Parks and Recreation Advisory Commission  
**FROM:** Gail McMillon, Reservation Supervisor  
**DATE:** June 11, 2014  
**SUBJECT:** REQUEST FROM THE EAST BAY FRONT RUNNERS AND WALKERS FOR APPROVAL TO COLLECT REGISTRATION FEES AND SELL ONE MERCHANDISE ITEM DURING THE PRIDE RUN/WALK AT LAKESIDE PARK ON SATURDAY, OCTOBER 11, 2014

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**SUMMARY**

Oakland Parks and Recreation received a request from the East Bay Front Runners and Walkers, a 501c3 non profit organization, for approval to collect on-site registration fees and sell one merchandise item during the 5K and 10K Pride Run/Walk at Lakeside Park on Saturday, October 11, 2014. The limited merchandise is a pair of socks bearing the club's initials. Proceeds raised from the event will be donated to several local non-profit organizations. A Post Event Report from the 2013 Pride Run/Walk is attached.

**FISCAL IMPACT**

There is a positive fiscal impact. The organization is paying all fees associated with the rental of the event.

**EVENT DESCRIPTION**

The East Bay Front Runners and Walkers (EBFR&W) Pride Run/Walk is an event consisting of 5K and 10K loops around Lake Merritt to encourage healthy recreation.

The following funds and items are being requested to collect on site:

- Registration costs – day of race \$25
- Socks \$7

**BACKGROUND**

Since 2005, the East Bay Front Runners and Walkers (EBFR&W) have held a Pride Run/Walk around Lake Merritt. The Pride Run/Walk is timed, and prizes are awarded to the winners in various categories. The EBFR&W's request for permission to collect on-site registration fees came before the PRAC in 2011, 2012 and 2013 and was granted approval of their request each year.

In 2013, 157 people registered for the Pride Run/Walk event. Out of the 157 people that registered, 36 people registered on-site. Approximately \$3,000 was raised for the event and donated to the following non-profit organizations:

- Running for a Better Oakland
- Pacific Center in Berkeley
- Oakland East Bay Gay Men's Chorus



Parks and Recreation Advisory Commission  
June 11, 2014

The EBFR&W is affiliated with Road Runners Club of America (RRCA), a nationwide organization that provides advice, support and liability insurance for recreational running club. Liability insurance for the Pride Run/Walks has been supplied through RRCA.

**RECOMMENDATION**

Staff recommends that the Park and Recreation Advisory Commission approve the East Bay Front Runners and Walkers request to collect on-site registration fees and sell one merchandise item during the 5K/10K Pride Run/Walk at Lakeside Park on Saturday, October 11, 2014. The organization is aware of additional permits that are required provided their request to collect on-site registration fees is granted.

Respectfully submitted,

Gail McMillon  
Central Reservation Supervisor

Attachments: Exhibit A – East Bay Front Runners and Walkers Request Letter  
Exhibit B – 501c3 Non-profit Status  
Exhibit C – Park Use Application  
Exhibit D – 2013 Post Event Report

January 16, 2014

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

Re: Request from East Bay Front Runners and Walkers to Collect On-Site Registration Fees and Sell Limited Merchandise during the 5K/10K Pride Run/Walk at Lakeside Park on Saturday, October 11, 2014

Dear Commissioners:

East Bay Front Runners and Walkers is a group of lesbians, gay men, bisexuals, transgenders, and friends who enjoy exercising outdoors. The club holds a run/walk every Saturday morning at a scenic location in the East Bay, including Lake Merritt, the Emeryville-Berkeley shoreline, and Bay Farm Island. The Saturday morning run/walks are non-competitive and very informal; participants simply meet at the announced location and then run or walk together.

Since 2005, the club has held an annual Pride Run/Walk consisting of 5K and 10K loops around Lake Merritt to encourage healthy recreation, particularly among those who are interested in a competitive event. The Pride Run/Walk is timed, and the winners in various categories are recognized. All participants receive simple refreshments (muffins, bagels, fruit, and juice) and a pair of EBFR&W socks bearing the club's initials. A few informational booths have been set up by a local chiropractor and a gym, but they sell no goods.

Net proceeds from the Pride Run/Walk event have been donated to several local nonprofit organizations, and we plan to continue doing this in future years. The club has endeavored to turn over all event proceeds after expenses to recipient organizations. (Ordinary club expenses are supported by annual membership dues and not by the Pride Run event.) The 2013 Pride Run/Walk event held by East Bay Front Runners and Walkers produced \$3,000 that was donated to the following organizations:

- Running for a Better Oakland, an organization that encourages 5th–12th grade Oakland students to develop healthy lifestyles through running.
- Pacific Center in Berkeley, which provides professional counseling and advocacy to enhance the well-being and self-respect of lesbian, gay, bisexual, and transgender individuals.
- Oakland East Bay Gay Men's Chorus, a 40 to 50 voice gay men's chorus that performs a wide variety of music each year in concert and in numerous church, community and outreach performances.

Recipient organizations in 2014 have not yet been determined.

The number of participants each year has varied a little, but has remained at about 150 including those who ran or walked and those who volunteered on race day. In 2013, 157 persons registered, although some did not participate on race day. Runners and walkers were encouraged to pre-register

using the club's website ([www.eastbayfrontrunners.org](http://www.eastbayfrontrunners.org)). As planned, most participants in the 2013 event registered in advance. Participants were encouraged to do so: advance registration was \$20, while same-day registration was \$25. The number of registrants and monies collected were as follows:

Pre-registered, prepaid:	126	(\$20 each, \$2,520 total)
Registered/paid on-site:	36	(\$25 each, \$900 total)

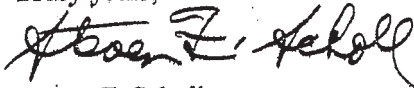
In 2014, East Bay Front Runners and Walkers hopes to maintain or expand the reach of its annual Pride Run/Walk, both in the number of participants and in the funds raised for donation to worthy organizations. To assist in meeting this goal, the club requests permission to accept registration fees on race day at the event in Lakeside Park on October 11, 2014. Pre-registration will continue to be encouraged, using the club's website. As in 2013, we anticipate that most participants will pre-register, even if given a choice to register on-site, but having the ability to accept on-site registration enhances the event's appeal and increases the number of participants. We hope to reach a goal of approximately 200 registrants in 2014, with fees collected on-site to be no more than about \$1,000.

In 2014, no on-site donations will be solicited either for East Bay Front Runners and Walkers or for the recipient organizations. No sale of food items will take place. We do request permission to sell one merchandise item on-site. The EBFR&W club produces socks bearing the club's initials, and one pair of socks is given to each participant in the run/walk. We request permission to sell additional pairs of socks to any participants who might want them (we sold 6 pairs of socks at the 2013 Pride Run/Walk). Socks would be sold approximately at cost (about \$7 per pair), not as a fund-raising measure but simply as a convenience to participants.

East Bay Front Runners and Walkers is a nonprofit organization with 501(c)(3) status and is affiliated with Road Runners Club of America ([www.rrca.org](http://www.rrca.org)), a nationwide organization that provides advice, support, and liability insurance for recreational running clubs. Liability insurance for East Bay Front Runners and Walkers' Pride Run/Walks is supplied through RRCA.

Thank you for your consideration, and please do not hesitate to let me know if I can provide additional information. Members of our club will be more than willing to attend a Parks and Recreation Advisory Commission meeting and answer any questions.

Truly yours,



Steven F. Scholl  
Member, Pride Run Committee  
1620 Visalia Avenue  
Berkeley, CA 94707  
510-524-0609  
[scholl99@sbcglobal.net](mailto:scholl99@sbcglobal.net)



Rental Application

ATTENTION: Zermaine Thomas

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: East Bay Front Runners and Walkers  
Address: PO Box 71722 Oakland 94612

Name of Contact Person: Steve Scholl / Terry Hudson

Phone Number: 510-524-0609 Fax Number: \_\_\_\_\_ E-mail: scholl99@sbcglobal.net

Mailing Address: 1620 Visalia Ave Berkeley, CA 94707

Facility/Park Name: Lakeside Park / Sailboat House Area

Room(s)/Site(s): Ellita at Bellevue grassy area

EVENT INFORMATION:

Date(s) of Event: Sat. Oct. 11, 2014

Time In/Prep 8:00 am Event Time 9:00 am Cleanup/Time Out NOON

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 and Run (5K and 10K)

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.)  
Hand-held bull horn

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) 175 Approximate # of Adults 160 # of Teens 10 # of Children/Infants 5

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

) <u>48</u> x <u>4</u> = <u>192</u> (Hourly Rate) (# of hours)	(7) Alcoholic Beverage Fee = _____
) _____ x _____ = _____ (Hourly Rate) (# of hours)	(8) Administrative Service Fee = _____
) Permit Processing Fee = <u>30</u>	(9) Caterer Opt Out Fee = _____
) Deposit = <u>300</u>	(10) Sound Use Fee = <u>50</u>
) Setup/Teardown = _____	(11) Other Charges = _____
) Kitchen = _____	

TOTAL: \$ 572.00 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.)

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 60 days notice: Forfeit Deposit Plus 1/2 Rental Fee  
31 to 60 days notice: Forfeit Deposit 20 days or less notice: Forfeit All Fees

APPLICANT SIGNATURE: Steven F. Scholl DATE: 1/16/2014



## 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: East Bay Front Runners and Walkers Pride Run & Walk (9<sup>th</sup> Annual)

Location of Event: Sailboat House area, Lakeside Park

Date/Hours of Event: Saturday, Oct. 12, 2013/8:00 am to 12 noon Permit No. 27211

Contact Person: Steve Scholl Phone No: 510-524-0609

Contact Person Address: 1620 Visalia Avenue, Berkeley, CA 94707

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

Oct. 13, 2012 and seven previous years on the second Saturday in October

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

- Total number in attendance: 128 registrants plus approx. 20 volunteers (a total of 157 persons registered, but 29 did not participate on race day)
- Were registration or donation fees collected on-site for the event?  Yes  No  
 Not Applicable
- If yes, how many people registered? 36 registered on-site  
How many people made donations? \$1,188.46 was collected in donations (\$694.26) and sponsorships (\$494.20); most of it in advance of the event; we did not tally the number of individuals who donated.
- What was the cost for registration? \$20.00 in advance; \$25.00 on-site

POST EVENT REPORT (Continued)

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5. How much money was collected on site for registration fees? \$1,120 was collected on-site (\$840.00 in cash plus \$455.00 in checks). That total included on-site registrations, the sale of 6 pairs of socks for \$42.00, and donations amounting to \$175.00.
6. How much money was collected on site for donations? \$175.00

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 Orgzn?	Food (Describe)	Craft (Describe)	Seller's Permit Y/N
No vendors participated; a booth was staffed by a local chiropractor for the purpose of providing information; no goods were sold				

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.)

EBFR&W's annual Pride Run and Walk is a simple and low-cost event and the club intends to keep it that way. Registration fees are modest compared to many other races and running events. Vendors selling goods at the Pride Run/Walk are not planned for the future. Simple refreshments (muffins, bagels, fruit, and juice) are provided free to all in attendance. Each participant in the Run/Walk also receives a pair of socks bearing the club's initials, and this year (as approved by the Parks and Recreation Commission on Dec. 12, 2012) the club sold a few socks to participants who wanted an additional pair (6 pairs were sold on race day for a total of \$42.00).

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

We experienced no problems with the event and the EBFR&W Pride Run committee members were very satisfied with the way it turned out. Participants enjoyed a morning of healthy outdoor

POST EVENT REPORT (Continued)

Page 3

exercise, and a total of \$3,000.00 was raised and distributed to the event's beneficiaries, all local nonprofit organizations. This year, \$1,000 each was donated to the youth group Running for a Better Oakland, Berkeley's Pacific Center, and the Oakland East Bay Gay Men's Chorus.

Submitted by: *David F. Schell* Date: *Dec. 2, 2013*

Approved by: *[Signature]* Date: *12-3-13*  
(OPR:Staff)

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

CITY OF OAKLAND  
Interoffice Memorandum



**Office of Parks and Recreation**

**TO:** Barry Miller, Chair, Parks and Recreation Advisory Commission  
**FROM:** Stephanie Benavidez, Supervising Naturalist  
**DATE:** June 11, 2014  
**SUBJECT:** **REQUEST FROM THE FRIENDS OF SAUSAL CREEK FOR APPROVAL TO HOLD A NATIVE PLANT SALE ON SUNDAY, OCTOBER 19, 2014 AT THE NATIVE PLANT NURSERY IN JOAQUIN MILLER PARK**

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SUMMARY

The Office of Parks & Recreation has received a request from the Friends of Sausal Creek for approval to hold a native Plant sale at the Native Plant nursery in Joaquin Miller Park on Sunday, October 19, 2014. The proceeds collected will be used to continue the various watershed programs sponsored by the Friends of Sausal Creek.

FISCAL IMPACT

There will be no fiscal impact on the Office of Parks and Recreation

BACKGROUND

The Friends of Sausal Creek (FOSC) operates a native plant nursery in Joaquin Miller Park under a Minor Conditional Use Permit issued by the City of Oakland. For the past seven years, FOSC has conducted a plant sale at the Nursery. They have come before the Parks and Recreation Advisory Commission for approval to host a plant sale and have been granted approval every year. A Post Event report has been included as an attachment to this report.

RECOMMENDATION

**Staff recommends that the Parks and Recreation Advisory Commission approve the request from the Friends of Sausal Creek to hold a plant sale on Sunday, October 19, 2014 at the Native Plant Nursery in Joaquin Miller Park**

Respectfully submitted,

*Stephanie Benavidez*  
*Supervising Naturalist*

Attachments: Request Letter  
Post Event Report





# Friends of Sausal Creek

PROMOTING WATERSHED AWARENESS

## BOARD OF DIRECTORS

Helen McKinley  
President  
Environmental Engineer

Steven Ritchie  
Vice President  
Water Department Manager

Richelle Jacobs  
Secretary  
Psychotherapist

Robert Leidy  
Treasurer  
Ecologist

Eleanor Dunn  
Veterinarian

Paul Frank  
Civil Engineer

Barbara Goldenberg  
Retired Banker

Richard Kauffman  
Communications Specialist

Carl Kohnert  
EPA Emeritus

Mark Rauzon  
Biologist

Bob Roat  
Civil Engineer

Dee Rosario  
Retired Park Supervisor

Harry Schrauth  
Retired Oakland Public Works

Sean Welch  
Attorney

## STAFF

Kimra McAfee  
Executive Director

Michelle Krieg  
Restoration and  
Nursery Manager

*Friends of Sausal Creek is a  
501(c)(3) non-profit organization*

May 19, 2014

Ms. Audree Jones-Taylor, Director  
Office of Parks and Recreation  
City of Oakland  
250 Frank Ogawa Plaza  
Oakland, CA 94612

Dear Ms. Jones-Taylor:

The Friends of Sausal Creek (FOSC) operates a native plant nursery in Joaquin Miller Park under a Minor Conditional Use Permit issued by the City of Oakland. For the past eight years FOSC has conducted a native plant sale at the nursery. The proceeds from the sale have been used to continue the various watershed programs sponsored by FOSC. One of the major undertakings for FOSC during the coming year is providing plants for the City's creek restoration project in Dimond Park.

FOSC is planning to hold its annual native plant sale on Sunday, October 19, 2014, from 10:00 a.m. to 3:00 p.m. This is an ideal time of the year, just prior to the rainy season, to hold the plant sale as the plants have a much better chance of survival if they can become established during the fall and winter.

FOSC is in the process of preparing promotional materials for this event and would appreciate an affirmative reply from the Office of Parks and Recreation in support of the native plant sale on October 19, 2014. If this request must be approved by the Parks and Recreation Advisory Commission, FOSC board member Harry Schrauth or I will attend the meeting to make the presentation on behalf of FOSC. Please let me know if this requires PRAC approval.

If there should be any questions, or if additional information is needed, please contact me at (510) 501-3672 (c) or (510) 692-9222 (h). My email address is [coordinator@sausalcreek.org](mailto:coordinator@sausalcreek.org).

Sincerely,

Kimra D. McAfee  
Executive Director



## 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: Native Plant Sale and Open House

Location of Event: Joaquin Miller Park Native Plant Nursery

Date/Hours of Event: Oct. 20, 2013, 10 a.m.-3 p.m. Permit No. \_\_\_\_\_

Contact Person: Kimra McAfee Phone No. (510) 501-3672

Contact Person Address: PO Box 2737, Oakland, CA 94602

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

May 7, 2006; April 29, 2007; Oct. 26, 2008; Oct. 17, 2009; Oct. 24, 2010; Oct. 16, 2011;  
Oct. 21, 2012

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 – Oakland Business License

### II. ATTENDANCE/COLLECTION OF FUNDS

1. Total number in attendance: Approx. 279
2. Were registration fees, donations or other fees collected on-site?  Yes  No  
 Not Applicable
3. If yes, how many people registered? 0 How many people made donations? Approx. 68
4. What was the cost for registration? 0
5. How much was collected on site from registration fees? 0
6. How much was collected on site from donations? \$665
7. How much was collected on site from other fees? \$6,184 in gross sales of native plants

III. VENDOR INFORMATION – Not applicable (no vendors)

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

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.)

None \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

There were no problems. Like our 2011 and 2012 events, this event had a fair-like atmosphere, given the number of free workshops and the presence of live chicken and spider displays. We were very satisfied with how the event turned out. Thank you to OPR for your ongoing support.

Submitted by: Kimra McAfee

Date: May 22, 2014

Approved by: \_\_\_\_\_  
(OPR Staff)

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

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

CITY OF OAKLAND  
Interoffice Memorandum



**Oakland Parks and Recreation**

**TO:** Barry Miller, Chair, Parks and Recreation Advisory Commission  
**FROM:** Gail McMillon, Central Reservations Supervisor  
**DATE:** June 11, 2014  
**SUBJECT: REQUEST FROM THE ADULT CONGENITAL HEART ASSOCIATION FOR APPROVAL TO COLLECT FUNDS FOR DONATIONS AND REGISTRATION FROM PARTICIPANTS AT THE CONGENITAL HEART WALK AT LAKESIDE PARK ON SATURDAY, JUNE 28, 2014.**

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**SUMMARY**

Oakland Parks and Recreation received a request from the Adult Congenital Heart Association, a non-profit organization, for permission to collect funds from donations and registrations from participants of the walk at the Congenital Heart Walk event at Lakeside Park on Saturday, June 28, 2014. The request was originally placed on the March 12, 2014 agenda, but was pulled by Parks and Recreation staff due to non-representation by the organization. The proceeds from the fund raising 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 to Oakland Parks and Recreation. The Adult Congenital Heart Association will pay all fees associated with the rental of the park.

**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. This year, ACHA would like to collect money on-site from the fundraising efforts of the walkers. In addition to the walk, family friendly activities such as crafts and yoga will be provided by ACHA.

A typical Walk for ACHA 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  
June 11, 2014

RECOMMENDATION

Staff recommends that the Parks and Recreation Advisory Commission approve the Adult Congenital Heart Association's request for permission to collect money on-site from the participants of the walk at the 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

ADULT CONGENITAL HEART ASSOCIATION  
INC  
273 PERHAM ST  
WEST ROXBURY, MA 02132

Employer Identification Number:  
04-3447959

DDI:  
17053091706033

Contact Person:  
ERIC J. BERTELSEN ID# 31323

Contact Telephone Number:  
(877) 829-5500

Our Letter Dated:

January 1999

Addendum Applies:

no

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)(3) 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)(1) 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-BZ, 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 (DQ/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. Lecher  
Director, Exempt Organizations  
Rulings and Agreements





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



**Oakland Parks and Recreation**

**TO:** Barry Miller, Chair, Parks and Recreation Advisory Commission  
**FROM:** Gail McMillon, Central Reservation Supervisor  
**DATE:** June 11, 2014  
**SUBJECT:** **REQUEST FROM RUN FOR COURAGE FOR APPROVAL TO COLLECT REGISTRATION FEES, DONATIONS TO SELL HATS AND SHIRTS AT THE 5K/10K RUN/WALK AT LAKESIDE PARK ON SATURDAY, NOVEMBER 8, 2014**

**SUMMARY**

Oakland Parks and Recreation received a request from the Run for Courage, a non-profit organization, requesting permission to collect registration fees, donations, and to sell hats and t-shirts at their fundraiser on Saturday, November 8, 2014 at Lakeside Park. Proceeds will benefit the organization's outreach efforts to bring awareness to and combat human trafficking.

**FISCAL IMPACT**

There is a positive fiscal impact. The organization is paying all fees associated with the rental of the event.

**EVENT DESCRIPTION**

The Run for Courage 5K/10K run/walk is a fundraising event for the organization.

The following items and funds are being requested to collect on site:

- Registration costs – day of race      \$40 (5K)/\$45 (10K)
- T-shirts for sale                              \$5 - \$10
- Hats for sale                                      \$25
- Donations

**BACKGROUND**

In 2010, a group of eleven friends joined together to raise awareness and money to combat Human Trafficking. The Run for Courage organization employ an Evaluate-Donate-Monitor methodology and have supported seven different programs in three years. Their mission is being accomplished as they increase awareness with youth and partner with programs that are restoring victims.

This is the Run for Courage's second request to host the run/walk with Oakland Parks and Recreation. In 2013, Run for Courage held the event at Lakeside Park and had over 350 participants and raised over \$47,000 that directly supported their mission. Attached is the Post Event Report for the event held in 2013.

The organization has held similar runs in other locations over the past three years. Over 5000 people have participated and over \$300,000 have been raised with over 90% of the funds going towards their mission. The organization anticipates approximately 800 people in attendance for the 2014 event.

Parks and Recreation Advisory Commission  
June 11, 2014

**RECOMMENDATION**

Staff recommends that the Park and Recreation Advisory Commission approve the request from Run for Courage for permission to collect funds on-site from registration fees, donations, and the sale of hats and t-shirts at their 5K/10K Run/Walk to be held at Lakeside Park on Saturday, November 8, 2014. The organization is aware of additional permits that are required provided their request is granted.

Respectfully submitted,

Gail McMillon  
Central Reservation Supervisor

Attachments: Exhibit A – Run for Courage Request Letter  
Exhibit B – Non-Profit Status  
Exhibit C – Facility Rental Application  
Exhibit D – 2013 Post Event Report

Run For Courage  
3941 Park Drive, Suite 20-200  
El Dorado Hills, CA 95762

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

Dear Parks & Recreation Advisory Commission,

Run For Courage is a 501(c)3 non-profit organization that exists to Raise Awareness and Funds to Combat Human Trafficking.

We will be holding a fundraising 5K/10K run/walk at Lake Merritt on Saturday, November 8, 2014. We request that our organization be allowed to collect funds on race day from race registrations, donations and the sale of hats and shirts as a fundraising effort of our organization.

The 5K/10K run is our second annual event in the city of Oakland. The 2013 Bay Area Run For Courage had over 500 participants and raised over \$47,000 that directly supported our mission. In addition to our many business sponsors, Run For Courage also partnered with the Oakland Police Officers Association and the International Firefighters Association - Local 55.

#### About Run For Courage

During the spring of 2010, a group of eleven friends joined together to raise awareness and money to combat Human Trafficking. In the United States alone, officials estimate that as many as 100,000-300,000 children are at risk of being trafficked each year. California is the only state that has three cities with a high incidence of child sex trafficking. One of the co-founders of the Run For Courage team personally experienced the reality of this heinous crime. Her daughter was taken from a local grocery store and sold for sex by a trafficker for 8 days before being rescued by the FBI.

We continue to employ our Evaluate-Donate-Monitor methodology with success and have supported nine different worthy programs in four years (three of which were in the San Francisco Bay Area last year). We continue to be amazed at how effectively this methodology has functioned. Our mission is being accomplished as we increase education and awareness with our youth and partner with programs that are restoring victims.

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

DEPARTMENT OF THE TREASURY

Date: **SEP 28 2011**

RUN FOR COURAGE INC  
3941 PARK DR STE 20-200  
EL DORADO HILLS, CA 95762

Employer Identification Number:  
27-4894217

DLN:

17053244359004

Contact Person:

DALE T SCHABER

ID# 34175

Contact Telephone Number:

(877) 829-5500

Accounting Period Ending:

December 31

Public Charity Status:

170(b)(1)(A)(vi)

Form 990 Required:

Yes

Effective Date of Exemption:

December 21, 2010

Contribution Deductibility:

Yes

Addendum Applies:

No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

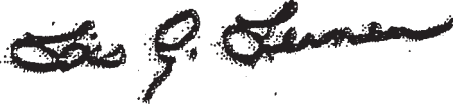
Please see enclosed Publication 4221-DC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

Letter 947 (DO/CG)

RUN FOR COURAGE INC

We have sent a copy of this letter to your representative as indicated in your power of attorney.

Sincerely,



Lois G. Lerner  
Director, Exempt Organizations

Enclosure: Publication 4221-RC



250 Frank H. Ogawa Plaza, Suite 2330, Oakland, CA 94612  
Office: 510.238-3187; Facsimile: 510.238-2397



**Rental Application**

ATTENTION: ZONING/TRENDS

Date of Application: 3.7.14

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

Name of Business/Organization: RUN FOR COUGAR

Address: 3941 PARK DRIVE SUITE 20-200 EL DORADO HILLS 95762

Name of Contact Person: KEULIE M. BRYANT

Phone Number: 916.224.8776 Fax Number: \_\_\_\_\_ E-mail: ashlie@runforcougar.org

Mailing Address: 3941 PARK DRIVE SUITE 20-200 EL DORADO HILLS 95762

Facility/Park Name: LAKE MERRITT + BRAND STANARD

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

**EVENT INFORMATION:**

Date(s) of Event: SATURDAY, NOV. 8, 2014

Time In/Prep: 6-8 AM Event Time: 8-10:30 AM Cleanup/Time Out: 10:30 - NOON

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

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

Type of Equipment to be used: (live, musical instruments, live band, cd player, amplifiers, microphones, etc.) STANDARD PA @ START/FINISH

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) 800 Approximate # of Adults \_\_\_\_\_ # of Teens \_\_\_\_\_ # of Children/Infants \_\_\_\_\_

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 ORR's Approved Caterer's List?  Yes  No

Name of Approved Caterer: \_\_\_\_\_

If not using an ORR 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 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)  $114.75 \times 6 = 688.50$
- (2)  $117 \times 7 = 819.00$
- (3) Permit Processing Fee = 30
- (4) Deposit = 1000
- (5) Setup/teardown = \_\_\_\_\_
- (6) Kitchen = \_\_\_\_\_
- (7) Alcoholic Beverage Fee = \_\_\_\_\_
- (8) Administrative Service Fee = \_\_\_\_\_
- (9) Caterer Opt Out Fee = \_\_\_\_\_
- (10) Sound Use Fee = 100
- (11) Other Charges = \_\_\_\_\_

TOTAL: 2052.50 Less Advance Minimum Payment of \$: 1099.50 BALANCE DUE 30 DAYS BEFORE EVENT: 359.50

(Deposits are refunded 6 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: 60 days or more notice: Forfeit 1/2 Deposit; 30 days to 59 days notice: Forfeit Deposit Plus 1/2 Rental Fee; 30 days or less notice: Forfeit All Fees

APPLICANT SIGNATURE: Ashlie Bryant DATE: 3.7.14



## 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: RUN FOR COURAGE

Location of Event: LAKESIDE PARK, LAKE MERRITT

Date/Hours of Event: SAT. 11/2/13 8:00AM - 10:00AM Permit No. 27991

Contact Person: BRAD SHUMIAN - A CHANGE OF PACE FOUNDATION Phone No. 530 757-2612x11

Contact Person Address: A CHANGE OF PACE FOUNDATION 1260 LAKE #245 DAVIS, CA 95616

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?
- |   |  |  |
|---|--|--|
| <input checked="" type="checkbox"/> OPD Special Events Permit       | <input type="checkbox"/> Food Handler's Permit               | <input type="checkbox"/> Seller's Permit     |
| <input checked="" type="checkbox"/> Charitable Solicitations Permit | <input checked="" type="checkbox"/> Certificate of Insurance | <input type="checkbox"/> Other - Please list |

### II. ATTENDANCE/COLLECTION OF FUNDS

1. Total number in attendance: 371
2. Were registration or donation fees collected on-site for the event?  Yes  No  Not Applicable
3. If yes, how many people registered? 30 How many people made donations? 0
4. What was the cost for registration? \$35
5. How much money was collected on site for registration fees? \$1050
6. How much money was collected on site for donations? 0



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

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
SEE ATTACHED VENDOR LIST.				
NONE OF THE VENDORS SOLD ANYTHING.				
GAVE OUT MOST INFORMATION AND A COUPLE FREE SAMPLES				
GAVE OUT				

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.)

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

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Submitted by: BRAD STUMAN Date: 11/13/13

Approved by: *Jermaine Iron* (OPR Staff) Date: 11/20/13

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

## RUN FOR COURAGE-OAKLAND VENDORS

		Info/Reg.	Permit
Run for Courage	Non-Profit	Info/Reg.	Permit
Agape International Missions	Non-Profit	Information	-
Alameda Family Services	Non-Profit	Information	-
A New Day For Children	Non-Profit	Information	-
Bay Area Anti-Trafficking Coalition	Non-Profit	Information	-
CA Against Slavery	Non-Profit	Information	-
Clif Bars	For-Profit	Samples	-
Crossfit Oakland Uptown	For-Profit	Information	-
Freedom House	Non-Profit	Information	-
Friends of New Beginnings	Non-Profit	Information	-
Innersport Chiropractic	For-Profit	Information	-
Liberty Mutual	For-Profit	Information	-
Love Never Fails	Non-Profit	Information	-
Not For Sale	Non-Profit	Information	-
Make A Stand Lemonade	Non-Profit	Information	-
MISSEY	Non-Profit	Information	-
OBFFA	Non-Profit	Information	-
Oakland Fire Fighters Random Acts	Non-Profit	Information	-
Red Window Project	Non-Profit	Information	-
The SOLD Project	Non-Profit	Information	-
Someone's Child	Non-Profit	Information	-
Sports Authority	For-Profit	Information	-
Trader Joes	For-Profit	Information	-
Whole Foods	For-Profit	Water	-
YWCA - Silicon Valley	Non-Profit	Information	-
Zico	For-Profit	Samples	-

### Comments Section

As far as comments - We heard many comments that the location was beautiful and the perfect spot to host a race. For next year, we would like to move all vendors together on one side so that they can cheer runners on, and we would like to try and move the start/finish lines so that they are in the same place. We were so grateful to be in Oakland at such a beautiful venue...where many people/organizations who fight against human trafficking said, "We are so happy to have you here in Oakland. This is a key location - we need you here."

Next year we would like to move the event to November 8th, so that packet-pick up is not on Halloween.