



PARKS AND RECREATION ADVISORY COMMISSION

Wednesday, March 8, 2017

Lakeside Park Garden Center, 4:30pm

Agenda

1. CALL TO ORDER:
2. ROLL CALL
**CORBIN, DU BOIS, HOWZE, KADERA-REDMOND, MANNING,
MARSHALL, REILLY, ROSENBLOOM, TORRES, WU**
3. DISPOSITON OF MINUTES
Draft Meeting Minutes February 8, 2017
4. MODIFICATIONS TO THE AGENDA
5. OPEN FORUM
6. CONSENT NEW BUSINESS

A. REQUEST APPROVAL TO ALLOW THE NATIVE AMERICAN HEALTH CENTER (NAHC) PERMISSION TO COLLECT ON-SITE REGISTRATION FEES AT THE 15th ANNUAL RUNNING IS MY HIGH 5K AND 10K FUN RUN/WALK AT LAKESIDE PARK (FAIRYLAND AREA) ON SATURDAY, MARCH 25, 2017, 7:00AM-1:00PM.

Oakland Parks and Recreation received a request from the Native American Health Center (NAHC), is a non-profit organization serving the California Bay Area Native Population and other under-served populations in the Bay Area is requesting permission to collect on-site registration fees for the 15th Annual Running is My High, a 10k and 5k Fun Race at Lakeside Park (Fairyland Area) on Saturday, March 25, 2017. Proceeds from the fees collected will be used to support the event (i.e., purchasing t-shirts and supporting participant walking and running scholarships). Approval from the Parks and Recreation Advisory Commission is required per O.M.C. section 12.64.080.

B. REQUEST FROM THE NATIONAL MULTIPLE SCLEROSIS SOCIETY FOR PERMISSION TO COLLECT ON-SITE DONATIONS AND PLEDGES FOR THE 5th ANNUAL MS WALK EAST BAY 2017 AT LAKESIDE PARK BANDSTAND ON SATURDAY, APRIL 22, 2017, 6:00AM-1:00PM.

The Oakland Parks and Recreation received a request from the National Multiple Sclerosis Society, a non-profit organization, that is working towards a world free of Multiple Sclerosis (MS) is requesting permission to collect on-site donations and pledges for the 5th Annual MS Walk East Bay 2017, at Lakeside Park Bandstand on Saturday, April 22, 2017, 6:00am -1:00pm. The donations and funds raised will go towards local programs, services, and research for those affected by Multiple Sclerosis (MS). Approval from the Parks and Recreation Advisory Commission is required per O.M.C. section 12.64.080.

C. REQUEST TO ALLOW EVENT ORGANIZERS TO COLLECT ENTRANCE FEES AND VENDOR REGISTRATION FEES AND FOR VENDOR SOLICITATION OF FEES FOR FOOD CONCESSIONS, MERCHANDISE AND ALCOHOLIC BEVERAGES AT BURGER BOOGALOO, A TWO DAY MUSIC FESTIVAL AT MOSSWOOD PARK, JULY 1 AND 2, 2017.

This is Burger Boogaloo's 5th annual 2-day music festival held at Mosswood Park on July 1 and 2, 2017, Last year's Burger Boogaloo event at Mosswood Park had over 3,000 attendees per day and provided entertainment for music fans of all ages. Burger Boogaloo is requesting once again the approval of the solicitation of an onsite entrance fee in which proceeds will go to help cover cost of musicians, equipment, marketing, staffing, and facility usage and donation fees. In addition, burger Boogaloo is requesting the approval of sales of merchandise, 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 a reputable company that has managed such events as Outside Lands Music Festival in Golden Gate Park and Treasure Island Music Festival. Burger Boogaloo has also secured National Construction rentals to provide full fencing around the perimeter of the event, as well as a secured designated alcohol zone. Local food concessions will be provided by Oakland merchants.

7. NEW BUSINESS

A. INFORMATIONAL REPORT ON PROPOSED CITYWIDE PARK RULE SIGNAGE

Staff requests that the Parks and Recreation Advisory Commission accept an informational report and provide input on the proposed citywide park rule signage. The proposed park rule signage will replace park signs citywide.

B. REQUEST APPROVAL TO ALLOW VEGAN OUTREACH TO COLLECT FUNDS ONSITE THROUGH MOBILE FOOD TRUCK VENDING, NON-PROFITS AND LOCAL VENDOR'S ONSITE COLLECTING FUNDS AND DONATIONS FOR SALES OF GOODS AT THE 3RD ANNUAL OAKLAND VEGFEST; TO BE HELD AT THE LAKE MERRITT BOULEVARD AMPHITHEATRE, SATURDAY, MAY 20, 2017, 7:00AM-7:00PM.

Oakland Parks & Recreation received a request from Vegan Outreach, a non-profit organization founded in 1993, to end violence towards animals. Vegan Outreach acts as the fiscal sponsor for Oakland Veg, conferring 501©3 non-profit status and overseeing all finances. Vegan Outreach is requesting permission to have mobile food truck vendors, non-profits and local vendor's onsite collecting funds and donations for sales of goods at the 3rd Annual Oakland VegFest at the Lake Merritt Boulevard Amphitheatre on Saturday, May 21, 2016. Approval from the Parks and Recreation Advisory Commission is required per O.M.C. section 12.64.080.

C. **REQUEST APPROVAL TO ALLOW SoOAKLAND COLLECTIVE PERMISSION TO COLLECT FUNDS ONSITE THROUGH VENDOR SALES OF FOOD AND BEVERAGES, VENDORS SALES OF MERCHANDISE, SALES OF RAFFLE TICKETS AND COLLECTION OF DONATIONS AT SoOAKLAND HP CULTURAL EXCHANGE TO BE HELD AT LAKESIDE PARK GARDEN CENTER ON SATURDAY, APRIL 15, 2017, 3:00PM-8:00PM.**

Oakland Parks & Recreation received a request from SoOakland Collective, a movement geared towards preserving Oakland and the Bay Area's original culture. SoOakland Collective is requesting to collect funds onsite through vendor sales of food, beverages, merchandise, and raffle tickets and collection of donations at the SoOakland HP Cultural Exchange. Five percent of the funds collected will go to Motivating, Inspiring, Supporting & Serving Sexually Exploited Youth (MISSSEY), a IRC 501(c)(3) non-profit organization that has devoted its energy to the heartbreaking epidemic of commercial sexual exploitation by supporting and advocating for youth who are victims of child sex trafficking. Approval from the Parks and Recreation Advisory Commission is required per O.M.C. section 12.64.080.

D. **REQUEST APPROVAL TO ALLOW WIGGINS CONSULTING PERMISSION TO COLLECT FUNDDDS ONSITE THROUGH VENDOR SALES OF FOOD BEVERAGES, AND MERCHANDISE AT THEIR COMOMUNITY MARKETPLACE EVENT TO HELDAT SPLASH PAD PARK ON SUNDAY, JUNE 4, 2017.**

Oakland Parks & Recreation received a request from Wiggins Consulting, a start consulting firm located in Oakland, California that focuses on community outreach and entrepreneurial development throughout the Bay Area.

E. **REQUEST APPROVAL TO ALLOW 350 BAY AREA CLIMATE EDUCATION FUND TO SOLICIT ONSITE CHARITABLE DONATIONS FROM SUPPORTERS AT THEIR RALLY/FESTIVAL TO BE HELD AT LAKE MERRITT BLVD. AMPHITHEATRE ON SATURDAY, APRIL 29, 2017, 9:00AM-2:00PM.**

Oakland Parks and Recreation received a request from 350 Bay Area Climate Education Fund, a non-profit organization that promotes a high level of awareness, knowledge and ongoing science-based education about climate change and ways to address it in the Bay Area and beyond. 350 Bay Area Climate Education Fund is requesting to solicit onsite charitable donations from supporters at their Rally/Festival to be held at Lake Merritt Blvd. Amphitheatre. Donations collected will go towards expenses for required permits, publicity and other cost. Approval from the Parks and Recreation Advisory Commission is required per O.M.C. section 12.64.080.

F. REQUEST APPROVAL TO ALLOW THE HEMOPHILIA FOUNDATION OF NORTHERN CALIFORNIA PERMISSION TO COLLECT ONSITE DONATIONS AND PLEDGES FROM SPONSORS AND SUPPORTERS AT THE 2nd ANNUAL HEMOPHILIA WALK TO BE HELD AT LAKESIDE PARK PERGOLA ON SATURDAY, MAY 6, 2017, 6:00AM-3:00PM.

Oakland Parks and Recreation received a request from the Hemophilia Foundation of Northern California (HFNC), a non-profit organization that serves families with life-threatening blood disorders, factor deficiencies, and rare clotting conditions. HFNC is requesting to collect onsite donations and pledges from sponsor and supporters at their 2nd Annual Hemophilia Walk to be held at Lakeside Park Pergola. Approval from the Parks and Recreation Advisory Commission is required per O.M.C. section 12.64.080.

8. PLANNING AND CONDITIONAL USE PERMITS

A. REQUEST FOR THE PARKS AND RECREATION ADVISORY COMMISSION TO RECOMMEND APPROVAL OF A MINOR CONDITIONAL USE PERMIT FOR THE PERALTA HACIENDA HISTORICAL PARK PHASE 4A IMPROVEMENTS PROJECT.

Staff from the Oakland Public Works Department (OPW) and Oakland Parks and Recreation Department (OPR) request approval and endorsement of the Minor Conditional Use Permit in the design and implementation of the Peralta Hacienda Historical Park Phase 4A improvement project.

A. COMMITTEE AND/OR Parks, & Recreation Youth Development ADVISORY COUNCIL UPDATES

B. ANNOUNCEMENTS AND COMMUNICATIONS

PRAC Annual Report to City Council – Presented Barry Miller, Former PRAC Chair

C. DIRECTOR'S REPORT

- Statement of Economic Interests (Form 700) filing due date April 3, 2017
- Anne Woodell Celebration of Life – Friday March 10th 4-6pm @ Dunsmuir – register at Foundation website.
- Summer Hiring: Applications accepted in March. Please refer any candidates to city job website

D. CONTINUATION OF OPEN FORUM

E. ADJOURNMENT

Next Meeting:

Wednesday, April 12, 2017, 4:30 p.m.

Lakeside Park Garden Center

666 Bellevue Ave, Oakland, CA

This meeting location is wheelchair accessible. To request disability-related accommodations or to request an ASL, Cantonese, Mandarin or Spanish interpreter, please email dboyd@oaklandnet.com or call (510) 238-7532 or TDD/TTY (510) 238-3254 at least five working days before the meeting. Please refrain from wearing scented products to this meeting as a courtesy to attendees with chemical sensitivities.

Esta reunión es accesible para sillas de ruedas. Si desea solicitar adaptaciones relacionadas con discapacidades, o para pedir un intérprete de en español, Cantones, Mandarín o de lenguaje de señas (ASL) por favor envíe un correo electrónico a dboyd@oaklandnet.com o llame al (510) 238-7532 o (510) 238-3254 por lo menos cinco días hábiles antes de la reunión. Se le pide de favor que no use perfumes a esta reunión como cortesía para los que tienen sensibilidad a los productos químicos. Gracias.

會場有適合輪椅出入設施。需要殘障輔助設施, 手語, 西班牙語, 粵語或國語翻譯服務, 請在會議前五個工作天電郵 dboyd@oaklandnet.com 或致電 (510) 238-7532 或 (510) 238-3254 TDD/TTY。請避免塗搽香氛產品, 參加者可能對化學成分敏感。



PARKS AND RECREATION ADVISORY COMMISSION

Wednesday, February 8, 2017

Lakeside Park Garden Center, 4:30pm

Minutes

1. CALL TO ORDER: 4:36pm

2. ROLL CALL

CORBIN, DU BOIS, GARG, HOWZE, KADERA-REDMOND, MANNING, MARSHALL, REILLY, ROSENBLOOM, TORRES, WU

Present: Commissioners Corbin, Du Bois, Howze, Kadera-Redmond, Manning, Reilly, Rosenbloom Torres and Wu

Excused: Commissioners Garg and Marshall

Staff: J. Nicholas Williams, Dana Riley, Diane Boyd, Zermaine Thomas, Karis Griffin, Stephanie Benavidez, Erin Burton

3. DISPOSITION OF MINUTES

Draft Meeting Minutes December 14, 2016

Motion: Commissioner Wu entertained a motion to approve the minutes from December 14, 2016. **Moved by:** Commissioner Kadera-Redmond. **Second by:** Commissioner Howze

Vote: Yes: Commissioners Corbin, Du Bois, Howze, Kadera-Redmond, Manning, Reilly, Wu. **Abstained: Commissioners Rosenbloom and Torres: Result:** Motion passed

4. MODIFICATIONS TO THE AGENDA

The staff report for Item 7C was pulled at the organizer's request.

5. OPEN FORUM

- Ken Lupoff, Director of the Friends of Oakland Parks Foundation (FOPF) announced the passing of Anne Woodell, a great to Parks and Recreation and who served 27 years on the PRAC. Services for Anne will be held on Saturday, February 18th at 1pm, at the Zion Lutheran Church, 5201 Park Blvd.
- The FOPF annual fundraiser, A Taste of Spring, will be held on Thursday, May 4, 2017 at the Historic California Ballroom in Downtown Oakland.

6. CONSENT NEW BUSINESS

A. REQUEST APPROVAL TO ALLOW THE OAKLAND RUNNING FESTIVAL PERMISSION TO SERVE AND SELL ALCOHOLIC BEVERAGES, FOOD AND ACCEPT DONATIONS ON-SITE AT THE 8TH ANNUAL OAKLAND RUNNING FESTIVAL MARATHON AT EASTSHORE PARK ON SUNDAY, APRIL 2, 2017.

Oakland Parks & Recreation received a request from Lee Corrigan, President of Corrigan Sports Enterprises Inc. and Oakland Running Festival, for permission to accept donations serve/sell beer, wine and food at the Oakland Running Festival Marathon to be held at Eastshore Park on Sunday, April 2, 2017. Funds collected will benefit City and local charities. A portion of the alcohol beverage sales will go to the Fire Department's Random Acts Charity. Approval from the Parks and Recreation Advisory Commission is required per O.M.C. Section 12.64.080.

Motion: Commissioner Wu entertained a motion to approve Consent New Business Item 6A. **Moved by:** Commissioner Kadera-Redmond **Second by:** Commissioner Manning **Vote: Yes:** Commissioners Corbin, Du Bois, Howze, Kadera-Redmond, Manning, Reilly, Rosenbloom, Torres and Wu. **Result:** Motion passed

7. NEW BUSINESS

A. REQUEST FOR APPROVAL FROM THE OAK KNOLL NEIGHBORHOOD IMPROVEMENT ASSOCIATION (OKNIA) TO HAVE A GROVE OF OAKS IN THE GLENN W. DANIEL/KING ESTATE OPEN SPACE PARK BE NAMED IN MEMORY OF CLYDE GRIMES SR. WITH AN INSTALLED MOSAIC PLAQUE

The Parks & Recreation Advisory Commission reviewed the staff report for Item 7A presented by Stephanie Benavidez on behalf of the Oak Knoll Neighborhood Improvement Association (OKNIA). OKNIA proposed to install a mosaic plaque and name a grove of oaks in the Glenn W. Daniel/ King Estate Open Space Park in memory of the late Clyde Grimes Sr., a member of the renowned Tuskegee Airman. He served in the Intelligence Division of the 477 Bombardment group until his discharge at the end of WWII. Mr. Grimes and Minnie, his wife of more than 60 years, were among those present in March 2007 when President George W. Bush presented the Tuskegee Airmen with the Congressional Gold Medal at the United States Capital. After WWII, Mr. Grimes attended UC Berkeley, becoming a successful architect, established a firm in Los Angeles that executed residential and commercial designs for over twenty-two years. He served in the civic arena as the State of California Deputy Architect, then as an architect for the City of Oakland until his retirement in 1991.

Ms. Grimes and members of OKNIA were received by the Commission and present for their unanimous vote affirming the staff recommendation.

Motion: Commissioner Wu entertained a motion to approve the staff recommendation to allow the Oak Knoll Neighborhood Improvement Association to name a grove of oak Trees and install a mosaic plaque in the Glenn W. Daniel/King Estate Open Space Park in memory of the late Clyde Grimes Sr., a member of the renowned Tuskegee Airman Intelligence Division. **Moved by:** Commissioner Reilly **Second by:** Commissioner Howze **Vote: Yes:** Commissioners Corbin, Du Bois, Howze, Kadera-Redmond, Manning, Reilly, Rosenbloom, Torres and Wu. **Result:** Motion passed

B. REQUEST TO ALLOW PRF BBQ ORGANIZERS TO COLLECT ADMISSION FEES AT THE ANNUAL PRF BBQ WEST AND FOR VENDORS TO COLLECT ONSITE FUNDS AT MOSSWOOD PARK ON APRIL 22-23, 2017.

The Parks and Recreation Advisory Commission reviewed the staff report for Item 7B prepared by Erin Burton on behalf of PRF BBQ's request to host their annual event on April 22 and 23 at Mosswood Park and to be granted approval to allow participating vendors' onsite money collection for merchandise sold and approval to collect admission fees onsite which will support the cost of musicians, equipment, marketing, staffing, and facility usage. Approval by the Parks and Recreation Advisory Commission is required in accordance with Oakland Municipal Code Section 12.64.080.

Organizers of the PPF BBQ event expect approximately 200 attendees. Thirty tickets will be placed on reserve for individuals unable to afford the \$15 to \$25 entry fee. The Amphitheater will be roped off and a bonded security firm will be employed to promote safety. PRF BBQ has sponsored events to support the Ghostship community and will donate funds from this event to the Rebuild Mosswood Fund which was established after the recreation center was lost in the November 2016 fire.

Motion: Commissioner Wu entertained a motion to approve the staff recommendation to allow PRF BBQ to collect admission fees onsite, and for artists to collect fees for merchandise sold at their PRF BBQ West at Mosswood Park on April 22, and 23, 2017 provided that all outstanding requirements; payments and documentation are fulfilled as written. **Moved by:** Commissioner Du Bois **Second by:** Commissioner Kadera-Redmond **Vote: Yes:** Commissioners Corbin, Du Bois, Howze, Kadera-Redmond, Manning, Reilly, Rosenbloom, Torres and Wu. **Opposed: Commissioner Torres**
Result: Motion passed

Note: The staff report for Item 7C was pulled at the organizer's request.

C. REQUEST APPROVAL TO ALLOW DOPEONLY (DO) PERMISSION TO COLLECT ONSITE ENTRY FEES, SALES OF ALCOHOLIC BEVERAGES, SALES OF FOOD AND T-SHIRT VENDORS AT THE 2ND COOL WATER EVENT HELD AT JACK LONDON AQUATIC CENTER ON SATURDAY, MAY 27, 2017.

Oakland Parks & Recreation received a request from DopeOnly (DO), a brand management and marketing firm, requesting to collect funds at a community based event known as Cool Water. This event was created as a social gathering to find synergy within the City of Oakland and has become a grand melting pot of people from all walks of life. Five percent of the funds collected from Cool Water will go to Alameda County Network of Mental Health Clients, a IRC 501(c)(3) non-profit organization whose mission is to improve the quality of life of mental health clients within Alameda County. Approval from the Parks and Recreation Advisory Commission is required per O.M.C. section 12.64.080.

Item 7C Pulled.

8. PLANNING AND CONDITIONAL USE PERMITS

A. REQUEST FOR THE PARKS AND RECREATION ADVISORY COMMITTEE TO RECOMMEND APPROVAL OF A CONDITIONAL USE PERMIT FOR THE WOODMINSTER AMPHITHEATER PHASE 2 ADA IMPROVEMENTS PROJECT

The Parks and Recreation Advisory Commission reviewed the staff report for Item 8A prepared by WooJae Kim with the Project Delivery Division of Oakland Public Works. PRAC endorsement was requested for the Conditional Use Permit for the Woodminster Amphitheater Phase 2 ADA Improvements Project. The project involves accessibility upgrades to the lower amphitheater. Wheelchair accessible seats will be added to the lower box seating, and the amphitheater stage will be made wheelchair accessible. An accessible picnic table/area will be added just outside of the lower amphitheater main entryway. ADA parking spaces are being added at the lower parking lot with compliant path of travel. Lastly, as an option, a permanent exterior ADA accessible restroom facility will be constructed if feasible within the project budget. See 30% design drawings dated January 4, 2017. ADA parking will match lower box seating. Upper level seating is ADA accessible.

Motion: Commissioner Wu entertained a motion to endorse and recommend approval of the Conditional Use Permit for Woodminster Amphitheater Phase 2 ADA Improvements for the design components as written. **Moved by:** Commissioner Manning **Second by:** Commissioner Rosenbloom **Vote: Yes:** Commissioners Corbin, Du Bois, Howze, Kadera-Redmond, Manning, Reilly, Rosenbloom, Torres and Wu. **Result:** Motion passed

A. COMMITTEE AND/OR Parks, & Recreation Youth Development ADVISORY COUNCIL UPDATES:

- Commissioner Corbin: de Fremery Pool maybe closed until funds are available to repair/replace liner. Director Williams informed the Commission that Oakland Publics Works is considering a spray-over liner and is looking for a contractor. An announcement will be made when the final decision is determined.
- Commissioner Kadera –Redmond: Participated in a design review for Rainbow Recreation with 20 to 30 community members.

B. ANNOUNCEMENTS AND COMMUNICATIONS

1. Items proposed for the March agenda
 - Dog Park Report - currently draft form
 - Parks Rules/Signs Report
 - Commission to vote for Chair and Vice Chair
2. Staff will review the status of Recreation Advisory Commissions at all recreation centers
3. Call for possible retreat agenda items
 - Realign committees to match OPRYD mission
 - Annual Report
 - CRU Permits

C. DIRECTOR'S REPORT

- Director Williams provided the Commission with an overview and perspective of Oakland Parks, Recreation & Youth Development

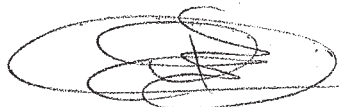
D. CONTINUATION OF OPEN FORUM

E. ADJOURNMENT: 6:24pm

Respectfully submitted,

/s/ J. Nicholas Williams

J. Nicholas Williams
Secretary



Diane Boyd
Recording Secretary

Next Meeting:

Wednesday, March 8, 2017, 4:30 p.m.

Lakeside Park Garden Center

666 Bellevue Ave, Oakland, CA

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**CITY OF OAKLAND
Oakland Parks & Recreation**

TO: Ellen Wu, Chair, Parks and Recreation Advisory Commission
FROM: Zermaine Thomas, Central Reservation Lead
DATE: February 24, 2017
SUBJECT: REQUEST APPROVAL TO ALLOW THE NATIVE AMERICAN HEALTH CENTER (NAHC) PERMISSION TO COLLECT ON-SITE REGISTRATION FEES AT THE 15th ANNUAL RUNNING IS MY HIGH 5K AND 10K FUN RUN/WALK AT LAKESIDE PARK (FAIRYLAND AREA) ON SATURDAY, MARCH 25, 2017, 7:00AM-1:00PM.

SUMMARY

Oakland Parks and Recreation received a request from the Native American Health Center (NAHC), is a non-profit organization serving the California Bay Area Native Population and other under-served populations in the Bay Area is requesting permission to collect on-site registration fees for the 15th Annual Running is My High, a 10k and 5k Fun Race at Lakeside Park (Fairlyland Area) on Saturday, March 25, 2017. Proceeds from the fees collected will be used to support the event (i.e., purchasing t-shirts and supporting participant walking and running scholarships). Approval from the Parks and Recreation Advisory Commission is required per O.M.C. section 12.64.080.

FISCAL IMPACT

Native American Health Center is paying all rental fees associated with the event estimated at \$970.00.

PROJECT / PROGRAM DESCRIPTION

This is the Native American Health Center, Inc. 15th year hosting the Running Is My High event. They have come before the Parks and Recreation Advisory Commission in the past and were granted approval to collect registration fees onsite; they collected \$310 onsite on the day of the event in 2016. All past events were successful and went as planned. The overall goal of Running is My High is to engage community members in the event while promoting fitness, good nutrition and diabetes prevention.

The onsite registration fees will be \$15 for adults and \$5 for children.

The estimated attendance is 400.

BACKGROUND / LEGISLATIVE HISTORY

The Native American Health Center (NAHC) is a non-profit organization serving the California Bay Area Native Population and other under-served populations in the Bay Area. 2012 marked NAHC's 40th anniversary; as an organization, they have been serving the community since 1972.

NAHC has worked at local, state, and federal levels to deliver resources and services for the urban Native community, including medical, dental, behavioral health, diabetes, obesity, substance abuse prevention, HIV/HCV care coordination and prevention.

RECOMMENDATION

Staff recommends that the Park and Recreation Advisory Commission approve the request from the Native American Health Center to collect onsite registration fees at the Running is My High 5K and 10K Fun Run/Walk at Lakeside Park (Fairylnd Area) on Saturday, March 25, 2017, 7:00am-1:00pm.

Respectfully submitted,

/s/ Zermaine Thomas

Prepared by:

Zermaine Thomas

Central Reservations Lead

/s/ Nicholas Williams

Approved by:

Nicholas Williams

Director

Attachments: Exhibit A – Native American Health Center Proposal Letter
Exhibit B – Native American Health Center Post Event Report (2016)
Exhibit C - Rental Application



**NATIVE AMERICAN
HEALTH CENTER**
Serving the community since 1972

www.nativehealth.org
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January 27th, 2017

Office of Parks and Recreation
Parks and Recreation Advisory Commission

Dear Parks and Recreation Advisory Commission,

On Saturday, March 25th, 2017 the Native American Health Center of Oakland, CA is sponsoring an event entitled: Running is My High, a 5K and 10K Fun Run and Walk around Lake Merritt in downtown Oakland.

The overall goal of Running is My High is to engage community members to celebrate sobriety while promoting fitness, good nutrition, and diabetes prevention. The event will draw participants from the Native American Community as well as runners and exercise enthusiasts from all over the Bay Area.

The purpose of this letter is to inform you that we will be allowing our community members the opportunity to register on the day of the event. This is our 15th annual event and we have always offered same day registration that has allowed us to gain larger participation. We encourage on-line pre-registration, but same day registration is also necessary. The same day registration fees will be \$15 for adults and \$5 for children. Native American Health Center is a non-profit organization; the money collected will be used to support this event (i.e. purchasing t-shirts, awards, participant sponsorship, etc.).

I appreciate your help and look forward to working with you. If you have any questions, please feel free to contact me.

Sincerely,

Anthony Taula-Lieras
Running Is My High Coordinator
619-651-0024
AnthonyT@nativehealth.org

ALAMEDA

Administration
1151 Harbor Bay Parkway
Alameda, CA 94502
Suite 201 – Fiscal
Suite 203 – Administration
PH (510) 747-3030

OAKLAND

Medical and Dental
2950 International Boulevard
Oakland, CA 94601
PH (510) 535-4400

Community Wellness
3124 International Boulevard
Oakland, CA 94601
PH (510) 434-5421

Women, Infants & Children
PH (510) 434-5300

SAN FRANCISCO

Medical and Dental
160 Capp Street
San Francisco, CA 94110
PH (415) 621-8051

Women, Infants & Children
160 Capp Street
San Francisco, CA 94110
PH (415) 621-7574

Community Wellness
333 Valencia Street
San Francisco, CA 94103
PH (415) 503-1046

RICHMOND

Community Wellness
2566 Macdonald Ave.
Richmond, CA 94804
PH (510) 232-7020

Exhibit A



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, 3rd 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: Running is My High

Location of Event: Oakland - 699 Bellevue Ave 94601

Date/Hours of Event: 9am start 6am setup - 3pm including clean up Permit No. C16-018

Event Contact Name: Michael Dyer (Anthony Taula-Liera) Phone No. 510 434 5483

Event Contact Address: 3124 International Blvd. Oakland, CA. 94601

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

Previously it was at the boat house at Lake Merritt

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: _____
2. Were registration fees, donations or other fees collected on-site? Yes No Not Applicable
3. If yes, how many people registered? 75 How many people made donations? 75
4. What was the cost for registration? \$ 10
5. How much was collected on site from registration fees? ~~\$ 60~~ \$ 300
6. How much was collected on site from donations? \$ 10
7. How much was collected on site from other fees? 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

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.)

No vendors present, only outreach tables for organizations. No sales took place

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

I am filling this form out on behalf of a supervisor who no longer works with NATTC. Michael Dyer was event coordinator in 2016.

Submitted by: Anthony Taula-Lieros Date: 2/2/17

Approved by: _____ Date: _____
(OPR Staff)

Comments: _____



CITY OF OAKLAND
 OAKLAND PARKS AND RECREATION

238-6644 Rental Application

ATTENTION: Diwanah Hameed

Date of Application: 1/27/2017 ⁵¹⁰
232-7020
X1

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

Name of Business/Organization: Native American Health Center

Business/Organization Address: 3124 International Blvd Oakland, CA 94601

Applicant Name: Renée McCarty

Applicant Mailing Address: 3124 International Blvd Oakland, CA 94601

Phone Number: 619-651-0024 Fax Number: _____ E-mail: Anthony.T@nativehealth.org

Facility/Park Name: Lakeside Park - Fairyland Area

Room(s)/Site(s) _____

EVENT INFORMATION:

Date(s) of Event: 3/25/2017

Time In/Prep Time 6:30 AM Actual Event Time 8:00 AM to 12: PM 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 / 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.)

PA system with microphone ipod for music

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) 400 Approximate # of Adults 150 # of Teens 150 # of Children/Infants 100

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

Tables, chairs, porta potties, P/A system 2 drummers 2 drums traditional Native American 30 minutes 2 15 minute intervals

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: N/A

If not using an OPR Approved Caterer, provide name of non-approved caterer: N/A

(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.)

Non-Refundable Permit Processing Fees:

Picnic & Related Events: \$15 (50+) people
 Building Rentals/Special Events (Parks): \$30

- (1) 65 x 6 = \$ 390.00
(Hourly Rate) (# of hours)
- (2) _____ x _____ = N/A
(Hourly Rate) (# of hours)
- (3) Permit Processing Fee = \$ 30.00
- (4) Deposit = \$ 500.00
- (5) Setup/Teardown = N/A
- (6) Kitchen = N/A

- (7) Alcoholic Beverage Fee = None
- (8) Administrative Service Fee = N/A
- (9) Caterer Opt Out Fee = N/A
- (10) Sound Use Fee = \$ 50.00
- (11) Other Charges = N/A

TOTAL: \$ 970 Less Advance Minimum Payment of \$ 970.00; BALANCE DUE 30 DAYS BEFORE EVENT: \$ 0
 (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 #: X 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 Renée McCarty DATE 1/27/2017

Exhibit C

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



**CITY OF OAKLAND
Oakland Parks & Recreation**

Oakland Parks and Recreation

TO: Ellen Wu, Chair, Parks and Recreation Advisory Commission
FROM: Zermaine Thomas, Central Reservations Lead
DATE: February 24, 2017
**SUBJECT: REQUEST FROM THE NATIONAL MULTIPLE SCLEROSIS SOCIETY
FOR PERMISSION TO COLLECT ON-SITE DONATIONS AND PLEDGES
FOR THE 5th ANNUAL MS WALK EAST BAY 2017 AT LAKESIDE PARK
BANDSTAND ON SATURDAY, APRIL 22, 2017, 6:00AM-1:00PM.**

SUMMARY

The Oakland Parks and Recreation received a request from the National Multiple Sclerosis Society, a non-profit organization, that is working towards a world free of Multiple Sclerosis (MS) is requesting permission to collect on-site donations and pledges for the 5th Annual MS Walk East Bay 2017, at Lakeside Park Bandstand on Saturday, April 22, 2017, 6:00am -1:00pm. The donations and funds raised will go towards local programs, services, and research for those affected by Multiple Sclerosis (MS). Approval from the Parks and Recreation Advisory Commission is required per O.M.C. section 12.64.080.

FISCAL IMPACT

The National Multiple Sclerosis Society is paying all rental fees associated with the event estimated at \$1662.00.

PROJECT / PROGRAM DESCRIPTION

This is the National Multiple Sclerosis Society's (NMSS) 5th year hosting the Fundraising Walk at Lakeside Park. There is no cost to register for the walk. On the day of the event, friends, families, co-workers and other participants will show their support of those living with MS by turning in pledges raised and participating in the walk. The National Multiple Sclerosis Society (NMSS) came before the Commission in 2012, 2013, 2014, 2015 and 2016, requesting permission to collect pledges and donations onsite.

The estimated attendance is 475.

BACKGROUND / LEGISLATIVE HISTORY

The National MS Society helps each person affected by MS by addressing the challenges of living with MS. NMSS help by raising funds for cutting-edge research, driving change through advocacy, facilitating professional education and providing programs and services that empower people with MS and their families to move their lives forward.

RECOMMENDATION

Staff recommends that the Parks and Recreation Advisory Commission approve the request from the National Multiple Sclerosis Society to collect onsite donations and pledges at the 5th Annual MS Walk Eastbay 2017, at Lakeside Park Bandstand on Saturday, April 22, 2017, 6:00am-1:00pm.

Respectfully submitted,

/s/ Zermaine Thomas

Prepared by:

Zermaine Thomas

Central Reservations Lead

/s/ Nicholas Williams

Approved by:

Nicholas Williams

Director

Attachments: Exhibit A – National Multiple Sclerosis Society Proposal Letter
Exhibit B – National Multiple Sclerosis Society Post Event Report (2016)
Exhibit C - Rental Application



**National
Multiple Sclerosis
Society**
Northern California
Chapter

February 14, 2017

Dear Parks and Recreation Advisory Commission:

On behalf of the National MS Society, Northern California Chapter, I am requesting permission to be able to collect donations on site for the fifth annual **Walk MS: East Bay 2017**. Walk MS will take place on **Saturday, April 22, 2017** at the Bandstand of Lake Merritt in Oakland. Walk MS is a national fundraising campaign with the National Multiple Sclerosis Society.

The National MS Society is a national organization committed to working towards a world free of MS. The society funds cutting edge research, provides support to those affected by MS through local programs and services, drives change through advocacy on the local and national level, and mobilizes participants to raise funds through exciting events (i.e. Walk MS and Bike MS).

The Northern California Chapter will host 13 walks this spring in support of our mission to end the devastating effects of MS. Participants are encouraged to fundraise prior to the day of event activities. There is no cost to register for the walk. Donations will be collected on-site and according to last year's estimate, about \$4,600 may be collected day-of, on-site.

On the day of the walk, friends, families, co-workers, and others show their support of those living with MS by turning in pledges raised and participating in the walk. There will be one security personnel present at the registration table to monitor donations received. The donations and funds raised go towards local programs, services, and research for those affected by Multiple Sclerosis. For more detailed information on where the funds go, please consult our 2015 Annual Report, which I have enclosed sent in a link to you via email. I have also enclosed our proof of 501c3 status.

Walk MS: East Bay will consist of pre-walk announcements, snacks and refreshments, 1 mile/5k walk routes on the path surrounding Lake Merritt, and post-walk celebration with a DJ or live band. There will be rest stops along the route for participants with water and portable toilets. For the start/finish festival area at the Bandstand in Lake Merritt, there will be tables, chairs, and 10' by 10' tents for registration, food and Walk teams. **This year, we would like to add a food truck to serve our participants after they complete their walk.**

Thank you for your consideration.

Sincerely,

Nicholas MacFalls
Logistics Manager
National MS Society, Northern California Chapter

Exhibit A



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, 3rd 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: MS Walk: East Bay
Location of Event: Lakeside Park Band stand
Date/Hours of Event: 4/16/16 Permit No. 33844
Contact Person: M. Lella La Sala Phone No. 415-230-6678
Contact Person Address: 1700 Owens St, Ste 159 SF CA 94158

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: 500
2. Were registration or donation fees collected on-site for the event? Yes No
 Not Applicable
3. If yes, how many people registered? 500 How many people made donations? 500
4. What was the cost for registration? 0
5. How much money was collected on site for registration fees? 0
6. How much money was collected on site for donations? 0

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
National MS	Yes	N/A		NO
Subway	NO	Subs	N/A	N/A
Crystal Geyser	NO	Water	N/A	N/A
Lava Bars	NO	Bars	N/A	NO
Naked Juice	NO	JUICE	N/A	NO

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 were very pleased with the event space.
No improvements necessary.

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

It went great!

Submitted by: Nick MacFalls Date: 9/8/16

Approved by: [Signature] (OPR Staff) Date: 9-18-16

Comments: _____



Oakland 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: 25 May 2016

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

Name of Business/Organization: National MS Society

Business/Organization Address: 1700 Owens St., Ste 190 San Francisco, CA 94158

Applicant Name: Nick MacFalls Street Address City Zip Code

Applicant Mailing Address: Same As Above

Phone Number: 415-230-6678 Street Address Fax Number: 415-230-6652 City Zip Code E-mail: nicholas.macfalls@nmss.org

Facility/Park Name: Lakeside Park Bandstand

Room(s)/Site(s) Lake Merritt

EVENT INFORMATION: 22

Date(s) of Event: 4/28/2017 8am - 1pm Actual: 8am - 12pm (7 hours)

(4 hrs) Time In/Prep Time 4/22/2017 Actual Event Time 4/22/17 Cleanup/Time Out 12-4pm

Type of Event/Purpose: (be specific, i.e., Wedding Reception, Meeting, Birthday Party, Banquet, Picnic, BBQ, Walk, Run, Festival, Rally, Quinceanera, BarMitzvah/BatMitzvah, etc.) MS Walk East Bay: A 5k Fundraising 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 with a PA system for music and announcements

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) 475 Approximate # of Adults 425 # of Teens _____ # of Children/Infants 50

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: N/A

If not using an OPR Approved Caterer, provide name of non-approved caterer: N/A

(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.)

Non-Refundable Permit Processing Fees:

Picnic & Related Events: \$15 (50+) people

Building Rentals/Special Events (Parks): \$30

(1) $\frac{156}{\text{Hourly Rate}} \times \frac{2}{\text{\# of hours}} = \312 (11 hours)

(2) $\frac{72}{\text{Hourly Rate}} \times \frac{10}{\text{\# of hours}} = \720

(3) Permit Processing Fee = \$30

(4) Deposit = \$500

(5) Setup/Teardown = _____

(6) Kitchen = \$0

(7) Alcoholic Beverage Fee = 0

(8) Administrative Service Fee = _____

(9) Caterer Opt Out Fee = _____

(10) Sound Use Fee = \$100

(11) Other Charges = _____

TOTAL: \$ \$1662 Less Advance Minimum Payment of \$ \$831; BALANCE DUE 30 DAYS BEFORE EVENT: \$ \$831

(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 NEM DATE 8/28/2016

~~Food trucks~~
 overnight security

Exhibit C

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



CITY OF OAKLAND
Interoffice Memorandum

Oakland Parks, Recreation and Youth Development

TO: Ellen Wu, Chair, Parks and Recreation Advisory Commission
FROM: Erin Burton, Recreation Center Director
DATE: March 8, 2017
SUBJECT: **REQUEST TO ALLOW EVENT ORGANIZERS TO COLLECT ENTRANCE FEES AND VENDOR REGISTRATION FEES AND FOR VENDOR SOLICITATION OF FEES FOR FOOD CONCESSIONS, MERCHANDISE AND ALCOHOLIC BEVERAGES AT BURGER BOOGALOO, A TWO DAY MUSIC FESTIVAL AT MOSSWOOD PARK, JULY 1 AND 2, 2017.**

SUMMARY

This is Burger Boogaloo's 5th annual 2-day music festival held at Mosswood Park on July 1 and 2, 2017. Last year's Burger Boogaloo event at Mosswood Park had over 3,000 attendees per day and provided entertainment for music fans of all ages. Burger Boogaloo is requesting once again the approval of the solicitation of an onsite entrance fee in which proceeds will go to help cover cost of musicians, equipment, marketing, staffing, and facility usage and donation fees. In addition, Burger Boogaloo is requesting the approval of sales of merchandise, 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 a reputable company that has managed such events as Outside Lands Music Festival in Golden Gate Park and Treasure Island Music Festival. 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.

FISCAL IMPACT

Mosswood will provide 3 staff to help monitor this event for a total impact of approximately \$930. Funding for staff time will come from Mosswood self-sustaining fund 1820. Burger Boogaloo will provide lighting, sound, equipment, advertising, staffing, medical care, temporary fencing, and security. Mosswood will charge approximately \$7100 for usage of the park for this event. The revenues will be deposited to the Fund 1820 – OPR Self-Sustaining fund, which supports on-going programs, events and activities.

PROJECT DESCRIPTION

The mission of Burger Boogaloo is and has been to showcase local musicians and bring together the arts community in Oakland, CA and the surrounding areas. This festival will be held at Mosswood Park from 1pm-10pm on July 1 and 2, 2017 and is supported by Eastbay Express, SF Guardian and many local merchants. The event will be hosted by John Waters, an American film director, screenwriter, author, and actor, for the second year in a row. With the success of last year's event

Burger Boogaloo organizers strive to make this an annual event with Oakland Parks, Recreation and Youth Development and continue to attract local and legendary performers.

Set-up for this event will occur on June 29-30, 2017. Burger Boogaloo obtains security and maintenance crew, medical staff, fencing, and portable restrooms. Mosswood Recreation Center staff will be available during set-up time to monitor and provide assistance if necessary.

BACKGROUND / LEGISLATIVE HISTORY

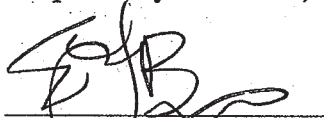
Burger Boogaloo, now in its fifth year at Mosswood Park, was organized by Marc Ribak and Amy Caver, with the help of Sean Borhman of Burger Records. Burger Records features a lineup of over 100 fantastic Rock/Pop music acts. Of these acts, about 20-25 will perform on two stages at the 2017 summer event. More details, including a list of performers, can be found on their website at www.burgerboogaloo.com.

Burger Boogaloo provides an opportunity to showcase local talent not only in the music industry, but in the food industry as well. Last year featured 11 vendors serving a variety of food and drink, from burgers and beers to vegan treats and gourmet coffee.

RECOMMENDATION

Oakland Parks, Recreation and Youth Development staff recommends that the Parks and Recreation Advisory Commission approve the request for solicitation of entrance fees and sales of food concession, merchandise and alcoholic beverages for the 5th Annual Burger Boogaloo at Mosswood Park on July 1-2, 2017.

Respectfully submitted,



Prepared by:

Erin Burton

Recreation Center Director

Approved by:

Nicholas Williams

Director

Attachments: Exhibit A – *Letter from Burger Boogaloo organizers*
Exhibit B – *2016 Post Event Report*

2/20/2017

EVENT PROPOSAL



Dear Parks and Recreation Advisory Commission,

Hi, I would like to thank you for making it possible for us to host the Burger Boogaloo music event at Oakland CA's Mosswood Park the last four years. It has been a great joy working with the city on these events, and learning from its dedicated staff and officials. There is an enthusiasm in Oakland that is different from San Francisco, and I'm so happy we've had the opportunity to bring together the arts community in this vibrant city.

Since its conception, I've organized the Burger Boogaloo with the help of the friendly staffers at Mosswood Park. The festival has brought out Rock & Roll Hall of Famer's, like Ronnie Spector, as well as local favorites like Jonathan Richman and Shannon and The Clams. The event takes place at the historic Mosswood Park Amphitheatre between the hours of Noon- 10PM on the first weekend of July. Nestled in the redwoods, yet located close to BART, Mosswood Park provides a fun atmosphere for music fans and concert goers.

The preparation and planning involved with an event of this nature is massive, and would not be possible without the help and cooperation from the City of Oakland. Our production company is grateful for all the energy and enthusiasm Parks and Rec has put into this event as well. We've done our best to give back to friends of Parks and Rec helping sponsor a baseball team, as well as donating \$15,000 towards rebuilding Mosswood's Rec Center. I will do my best to continue aiding other programs around Mosswood in the future. I want to thank everyone for providing us this unique venue for local artists and business' to showcase their talents at. My partner Amy and I will continue to strive to provide the community of Oakland with a fun, fresh and safe experience for participants of all ages to enjoy.

Can't wait to see you in July! Sincerely yours, Marc

Marc Ribak (510) 282-8504 marc.ribak1@gmail.com
Marc Ribak Productions - Employer ID (E.I.N.) 37-1718144
Oakland Business Tax Certificate Account # 28037563



Oakland Parks and Recreation
 250 Frank H. Ogawa Plaza, Suite 3330, Oakland, CA 94612
 Office: (510) 238-3187; Facsimile: (510) 238-2397



Rental Application

384K 38410

ATTENTION: _____

Permit# 38413

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: BURGER BOOGALOO

Business/Organization Address: 57 GARLAND ST. OAKLAND CA 94611

Applicant Name: MARC RIBAK Street Address City Zip Code

Applicant Mailing Address: 57 GARLAND ST OAKLAND CA 94611 Street Address City Zip Code

Phone Number: 510 282 8504 Fax Number: _____ E-mail: marc.ribak@gmail.com

Facility/Park Name: MUSSWOOD PARK - AMPHITHEATER, BROADWAY FIELD

Room(s)/Site(s) SURROUNDING AREAS, PARKING

EVENT INFORMATION:

Date(s) of Event: JULY 1, 2 2017

Time In/Prep Time JUNE 28-30 9AM-1PM Actual Event Time JULY 1-2 NOON-10PM Cleanup/Time Out JULY 2 10PM-MIDNIGHT

Type of Event/Purpose: (be specific, i.e., Wedding Reception, Meeting, Birthday Party, Banquet, Picnic, BBQ, Walk, Run, Festival, Rally, Quinceanera, Bar/Mitzvah/BatMitzvah, 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) 1000+ Approximate # of Adults 85% # of Teens 10% # of Children/Infants 5%

Please provide below special accommodations/requests for your event. If no special accommodations required, please write NONE. USE OF PARKING LOT FOR PRODUCTION VEHICLES

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 / SAN FRANCISCO CA

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.)

Non-Refundable Permit Processing Fees:

Picnic & Related Events: \$15 (50+ people)	
Building Rentals/Special Events (Parks): \$30	
(1) <u>30</u> x <u>12</u> = <u>420</u> \$360	(7) Alcoholic Beverage Fee = <u>390</u>
(2) <u>127.50</u> x <u>20</u> = <u>2550</u>	Additional Permits
(3) Permit Processing Fee = <u>30</u>	(8) Administrative Service Fee = <u>300</u>
(4) Deposit = <u>1000</u>	\$130.00 x 20 (MP) = <u>2600.00</u>
(5) Setup/Teardown = _____	(9) Caterer Opt Out Fee = _____
(6) Kitchen <u>7,130.00</u> = _____	(10) Sound Use Fee = <u>200</u>
	(11) Other Charges = _____
	<u>\$1000.00 (MP)</u>
	<u>(MP) \$6130.00</u>

TOTAL: \$ 5,040 Less Advance Minimum Payment of \$ 1,510; BALANCE DUE 30 DAYS BEFORE EVENT: \$ 3,580
 (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: 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 1/17/17



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, 3rd 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: BURGER BOOGALOO

Location of Event: MOSSWOOD PARK

Date/Hours of Event: NOON - 10PM JUNE 25TH WED Permit No. _____

Contact Person: MARC RIBAK Phone No. 510 282 8504

Contact Person Address: 57 GARLAND ST. OAKLAND CA 94611

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

2015, 2014, 2013

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

AMPLIFIED SOUND PERMIT

WINE, BEER PERMIT

DISTILLED SPIRITS PERMIT

II. ATTENDANCE/COLLECTION OF FUNDS

1. Total number in attendance: ~ 5,000 per day, ~10,000 total

2. Were registration or donation fees collected on-site for the event? Yes Not Applicable

TICKET SALES WERE DONE IN ADVANCE

3. If yes, how many people registered? _____ How many people made donations? _____

4. ~~What was the cost for registration?~~ _____

5. ~~How much money was collected on-site for registration fees?~~ _____

6. ~~How much money was collected on site for donations?~~ _____

WE SOLD 5,000 TICKETS IN ADVANCE

THEY COST \$49 FOR A 2 DAY PASS

WE DONATED \$15,000 TO MOSSWOOD

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 ATTACHMENT				

IV. COMMENTS

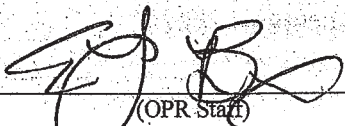
List ways in which the Applicant desires to improve the event, in the future (Attach additional sheets, if necessary); (For example: changes or additional vendors, location, change of hours, etc.)

WE ARE STILL TRYING TO BRING LITTLE RICHARD OUT OF RETIREMENT TO PERFORM AT MOSSWOOD.

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

WE WOULD LIKE TO IMPROVE OUR RECYCLING PROGRAM SO 100% OF THE PROCEEDS WILL GO TO MOSSWOOD EXCLUSIVELY

Submitted by: _____ Date: _____

Approved by:  _____ Date: 2/23/17.

Comments: _____

Burger Boogaloo 2016 Vendor List



Best Beverage Catering

Belcampo

Aburaya

Desert Coffee Trader

Subrosa Coffee

Me So Hungry SF

Real Cool Frozen Treats

The Lamb & The Wolf

The Pie Shop

CITY OF OAKLAND
Oakland Parks & Recreation



TO: Ellen Wu, Chair, Parks and Recreation Advisory Commission
FROM: Gail McMillon, Oakland Parks & Recreation
DATE: March 8, 2017
SUBJECT: INFORMATIONAL REPORT ON PROPOSED CITYWIDE PARK RULE SIGNAGE

SUMMARY

Staff requests that the Parks and Recreation Advisory Commission accept an informational report and provide input on the proposed citywide park rule signage. The proposed park rule signage will replace park signs citywide.

FISCAL IMPACT

The fiscal impact of the proposed park rule signage change will be the cost to produce and install new signs. The estimated cost to replace the signs is \$25,000 (250 signs at \$100 each). The cost of signs will be absorbed through the Fund 4400 – City Facilities Fund.

BACKGROUND/LEGISLATIVE HISTORY

In October 2015, Oakland Parks & Recreation (OPR) was notified that many of the park use regulation signs throughout the City were outdated. OPR began meeting with interested community members to receive input on changes to park rules. OPR also engaged park users, city employees and officials in reviewing existing park rules for the purpose of gathering information to update park signage as well as rules and regulation language for the Parks and Recreation section of the Oakland Municipal Code.

On November 4, 2015, the Parks and Recreation Advisory Commission approved three members to be on a task force to review potential ordinance changes for park rules and signage. OPR continued to meet with City staff and gathered information from a wide variety of users regarding park rules for appropriate language and user-friendly rules to create a positive experience for park users.

RECOMMENDATION

Staff recommends that the Parks and Recreation Advisory Commission receive and file an informational report on the proposed citywide park rule signage.

Respectfully submitted,

/s/Gail McMillon

Prepared by:

Gail McMillon

Office Manager



Approved by:

Dana Riley

Assistant to the Director

Attachments: Exhibit A – Sample of Park Rule Signage

WELCOME

OPEN DAWN TO DUSK

For the enjoyment of all visitors
please be courteous and respectful



**Limit level of sound
& music at all times**



Drugs & smoking prohibited



**Fires & barbecues allowed
only in designated areas**



Littering or dumping prohibited



**Dogs allowed only
in designated parks**

PERMIT REQUIRED



Selling items/exchange of funds



Alcoholic beverages



Group events of 25 or more

Park & Field Rentals: 510.238.3187

Emergencies: 911 or cell phone: 510.777.3211

Non-Emergency: 510.777.3333

Park Maintenance: 510.615.5566

www.oaklandnet.com/parks





**CITY OF OAKLAND
Oakland Parks & Recreation**

TO: Ellen Wu, Chair, Parks & Recreation Advisory Commission
FROM: Zermaine Thomas, Central Reservations Lead
DATE: February 24, 2017
SUBJECT: REQUEST APPROVAL TO ALLOW VEGAN OUTREACH TO COLLECT FUNDS ONSITE THROUGH MOBILE FOOD TRUCK VENDING, NON-PROFITS AND LOCAL VENDOR'S ONSITE COLLECTING FUNDS AND DONATIONS FOR SALES OF GOODS AT THE 3RD ANNUAL OAKLAND VEGFEST; TO BE HELD AT THE LAKE MERRITT BOULEVARD AMPHITHEATRE, SATURDAY, MAY 20, 2017, 7:00AM-7:00PM.

SUMMARY

Oakland Parks & Recreation received a request from Vegan Outreach, a non-profit organization founded in 1993, to end violence towards animals. Vegan Outreach acts as the fiscal sponsor for Oakland Veg, conferring 501©3 non-profit status and overseeing all finances. Vegan Outreach is requesting permission to have mobile food truck vendors, non-profits and local vendor's onsite collecting funds and donations for sales of goods at the 3rd Annual Oakland VegFest at the Lake Merritt Boulevard Amphitheatre on Saturday, May 21, 2016. Approval from the Parks and Recreation Advisory Commission is required per O.M.C. section 12.64.080.

FISCAL IMPACT

Vegan Outreach is paying all rental fees associated with the event estimated at \$3650.00.

PROJECT / PROGRAM DESCRIPTION

The 2016 Oakland VegFest at Lake Merritt was a huge success. It drew approximately 3,000 people, and received local media coverage in the East Bay Express, KPFA, and KRON. The event featured local chefs and dozens of local businesses and restaurants.

The Oakland VegFest will consist of booths from local restaurants, business, food vendors, and non-profits, as well as speakers, music, and cooking demonstrations.

The following is a list of fees to be collected onsite:

- \$75 for non-profits
- \$150 for non-food merchants and food trucks
- \$200 for food merchants distributing free samples
- \$250 for food merchants who are only selling and not distributing free samples.

The revenue from the tabling fees will go to Oakland Veg to cover the various costs for hosting the event (such as park rental and permit fees, and supply rental costs). Vendors and non-profits will keep all of the respective monies collected during the event, in exchange for goods and services provided.

Approximate Estimate of Funds to be Collected

\$7,250.00 in tabling fees (5 sampling food vendors, 15 non-sampling food vendors, 15 non-food merchants, and 10 non-profits)

20 food vendors selling food for \$5-\$15

10 merchants selling wares for \$5-\$30

10 non-profits receiving approximately \$100 in donations per table

The estimated attendance is 3000.

BACKGROUND / LEGISLATIVE HISTORY

Oakland Veg was founded in 2011, for the purpose of encouraging the Oakland community to enjoy the many benefits of eating more plant-based foods. This is Vegan Outreach's 3rd year hosting the Oakland VegFest at the Lake Merritt Boulevard Amphitheatre. Oakland Veg Week is an annual event celebrating the many vegetarian options in Oakland and encouraging Oaklanders to explore the benefits of healthy and delicious vegetarian food. From 2012-2016, Oakland Veg hosted Oakland Veg Week, a series of fun cooking demos, movie screenings, food giveaways, and other community events.

RECOMMENDATION

Staff recommends that the Parks and Recreation Advisory Commission approve the request from Vegan Outreach to collect funds onsite through mobile food truck vending, non-profits and local vendor's onsite collecting funds and donations for sales of goods at the 3rd Annual Oakland VegFest at Lake Merritt Blvd. Amphitheatre on Saturday, May 20, 2017, 7:00am-7:00pm.

Respectfully submitted,

/s/ Zermaine Thomas

Prepared by:

Zermaine Thomas

Central Reservations Lead

/s/ Nicholas Williams

Approved by:

Nicholas Williams

Director

Attachments: Exhibit A – Vegan Outreach Proposal Letter
Exhibit B – Vegan Outreach Post Event Report (2016)
Exhibit C – Rental Application

February 15, 2017

To the Parks and Recreation Advisory Co



Vegan Outreach seeks permission to hold Amphitheater on May 20, 2017.

Oakland VegFest at Lake Merritt

Vegan Outreach is a non-profit organization founded in 1993 to end violence towards animals. Vegan Outreach acts as the fiscal sponsor for Oakland Veg, conferring 501c3 non-profit status and overseeing all finances. Oakland Veg was founded in 2011 for the purpose of encouraging our local Oakland community to enjoy the many benefits of eating more plant-based foods. From 2012-2015, Oakland Veg hosted Oakland Veg Week, a series of fun cooking demos, movie screenings, food giveaways, and other community events. In 2015, Oakland Veg Week culminated in the first-ever Oakland VegFest.

The 2015 and 2016 Oakland VegFests at Lake Merritt were hugely successful. We drew approximately 3,000 people, and received local media coverage in the East Bay Express, KPFA, and KRON. The event featured local chefs, and dozens of local businesses and restaurants.

The 2017 Oakland VegFest will consist of mobile food trucks, booths from local restaurants, business, food vendors, and non-profits, as well as speeches and live music. We expect approximately 3,000 people to attend.

Vegan Outreach will charge the following vendor fees: \$75 for non-profits, \$150 for non-food merchants and food trucks, \$200 for food merchants distributing free samples, and \$250 for food merchants who are only selling and not distributing free samples. The revenue from the tabling fees will go to Oakland Veg to cover the various costs for hosting the event (such as park rental and permit fees, printing, promotion, and supply rental costs). Vendors and non-profits will keep all of the respective monies collected during the event, in exchange for goods and services provided.

Approximate Estimate of Funds to be Collected

\$7,250 in tabling fees (5 sampling food vendors, 15 non-sampling food vendors, 10 non-food merchants, and 10 non-profits)

20 food vendors selling food for \$5-\$15

10 merchants selling wares for \$5-\$30

10 non-profits receiving approximately \$100 in donations per table

Sincerely,

Katie Cantrell

Director of Oakland Veg

(323) 828-7040

info@oaklandveg.com

Exhibit A



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, 3rd 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 VegFest

Location of Event: Lake Merritt Amphitheater

Date/Hours of Event: May 21st, 11am-5pm Permit No. 35228

Contact Person: Katherine Cantrell Phone No. (323) 828-7040

Contact Person Address: 1056 60th St Oakland 94608

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

Saturday, April 25th 2015

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 - Sponsor
Permit from Alameda County Health Department

II. ATTENDANCE/COLLECTION OF FUNDS

1. Total number in attendance: 3,000 people, 38 vendors
2. Were registration or donation fees collected on-site for the event? Registration fees were collected in advance of the event for vendors, and there was an option for attendees to give donations, but the event was free and open to the public. Yes No Not Applicable
3. If yes, how many people registered? 38 vendors How many people made donations?
100

Revised: 04-2013

Exhibit B

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
Animal Place	Non-Profit	Packaged vegan foods		Y
AnnMarie Skin Care	For Profit		Skin care product samples	Not selling on site
CaCoCo	For Profit	Drinking chocolate		Y
Charlie's Brownies	For Profit	Vegan, gluten-free brownie ice cream sundaes		Y
CORE Kitchen	For Profit	Bars, packaged meals		Y
Factory Farming Awareness Coalition	Non-profit		Information about impacts of meat production	Not selling on site
Farm Fresh to You	For Profit		Information about CSA's	Not selling on site
Food Empowerment Project	Non-Profit		Information about social justice impacts of food	Not selling on site
Freja's Foods	For Profit	Vegan nachos		Y
Green Monday	Non-Profit		Information about environmental impacts of food	Not selling on site
Imperfect Produce	For Profit		Information about CSA's	
Lentilicious	For Profit	Lentils		Y
Meaningful Paws	For Profit		Apparel with animal-friendly messages	Y
Mercy for Animals	Non-Profit		Information about animal impacts of food	Not selling on site

POST EVENT REPORT (Continued)

Page 4

Miyoko's Kitchen	For Profit	Vegan Cheese & pizza		Y
Native Fusion	For Profit	Variety of vegan foods		Y
Nutiva	For Profit	Sampling coconut products		Not selling on site
Nucha Empanadas	For Profit	Vegan empanadas		Y
Sanctuary Bistro	For Profit	Vegan sandwiches and desserts		Y
Sea Shepherd	Non-Profit		Information on impacts of fishing	Not selling on site
Southern Fried Vegan	For Profit	Vegan Soul Food		Y
The Humane League	Non-Profit		Information on impacts of meat	Not selling on site
Tzu Chi	For Profit	Vegan dim sum		Y
Upton's	For Profit	Jackfruit products		Not selling on site
Veg.me	Non-Profit		Vegan social networking site	Not selling on site
VegNews Magazine	For Profit		Vegan lifestyle magazine	Not selling on site
Vegan Bodybuilding	For Profit		Shirts & books on vegan bodybuilding	Y
Vegan Outreach	Non-Profit		Information on veganism	Not selling on site
Vegan Publishers	For Profit		Vegan books	Y
Veggie Tandoor	For Profit	Vegan Indian food		Y
Violife	For Profit	Vegan cheese samples		Not selling on site
Vixen Kitchen	For Profit	Vegan ice cream		Y
Alameda County Voter Registration	Non-Profit		Registering people to vote	Not selling on site
Youth Empowered Action Camp	Non-Profit		Summer camp	Not selling

Revised: 04-2013

Exhibit B

				on site
Garden Creamery	For Profit	Ice cream food truck		Y
Passione Pizza	For Profit	Pizza food truck		Y
No Worries	For Profit	Vegan Filipino food truck		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.)

We were very happy with the event this year, and will likely keep it the same next year.

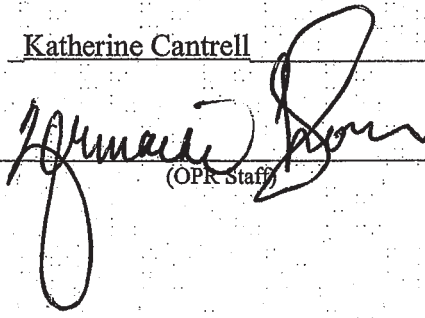
List any problems, concerns, or, other comments about your satisfaction in the way the event turned out? (Attach additional sheets, if necessary):

We tried to provide electricity for vendors this year, but the generator kept shorting out. Next year we will not provide electricity and will ask vendors to bring their own generators.

Submitted by: Katherine Cantrell

Date: 6/29/16

Approved by:



(OPR Staff)

Date: 7-1-16



Rental Application

ATTENTION: _____

Date of Application: 1/20/17

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

Name of Business/Organization: Negan Outreach

Business/Organization Address: 1217 Fremont Circle Davis CA 95618
Street Address City Zip Code

Applicant Name: Kathleen Carroll

Applicant Mailing Address: 4605 NE 9th Ave Portland OR 97220
Street Address City Zip Code

Phone Number: (503) 828-7046 Fax Number: _____ E-mail: kate@facealibon.org

Facility/Park Name: Lake Merritt Amphitheater

Room(s)/Site(s): _____

EVENT INFORMATION:

Date(s) of Event: May 20, 2017

Time In/Prep Time 7am Actual Event Time 11am to 5pm Cleanup/Time Out 7pm

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

13th annual Oakland Neg Fest

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.)*

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) 1300 Approximate # of Adults 1500 # of Teens 150 # of Children/Infants 250

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.)

Non-Refundable Permit Processing Fees:

Picnic & Related Events: \$15 (50+ people)
 Building Rentals/Special Events (Parks): \$30

(1) 210 x 12 = 2,520
 (Hourly Rate) (# of hours)

(7) Alcoholic Beverage Fee = _____

(2) _____ x _____ = _____
 (Hourly Rate) (# of hours)

(8) Administrative Service Fee = _____

(3) Permit Processing Fee = 30

(9) Caterer Opt Out Fee = _____

(4) Deposit = 100

(10) Sound Use Fee = 100

(5) Setup/Teardown = _____

(11) Other Charges = _____

(6) Kitchen = _____

TOTAL: \$ 3,650 Less Advance Minimum Payment of \$ 1,000 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: VISA
 (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 Kathleen Carroll DATE 1/20/17

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



**CITY OF OAKLAND
Oakland Parks & Recreation**

TO: Ellen Wu, Chair, Parks & Recreation Advisory Commission
FROM: Zermaine Thomas, Central Reservations Lead
DATE: February 24, 2017
SUBJECT: **REQUEST APPROVAL TO ALLOW SoOAKLAND COLLECTIVE PERMISSION TO COLLECT FUNDS ONSITE THROUGH VENDOR SALES OF FOOD AND BEVERAGES, VENDORS SALES OF MERCHANDISE, SALES OF RAFFLE TICKETS AND COLLECTION OF DONATIONS AT SoOAKLAND HP CULTURAL EXCHANGE TO BE HELD AT LAKESIDE PARK GARDEN CENTER ON SATURDAY, APRIL 15, 2017, 3:00PM-8:00PM.**

SUMMARY

Oakland Parks & Recreation received a request from SoOakland Collective, a movement geared towards preserving Oakland and the Bay Area's original culture. SoOakland Collective is requesting to collect funds onsite through vendor sales of food, beverages, merchandise, and raffle tickets and collection of donations at the SoOakland HP Cultural Exchange. Five percent of the funds collected will go to Motivating, Inspiring, Supporting & Serving Sexually Exploited Youth (MISSEY), a IRC 501(c)(3) non-profit organization that has devoted its energy to the heartbreaking epidemic of commercial sexual exploitation by supporting and advocating for youth who are victims of child sex trafficking. Approval from the Parks and Recreation Advisory Commission is required per O.M.C. section 12.64.080.

FISCAL IMPACT

SoOakland is paying all rental fees associated with the event estimated at \$1950.00.

PROJECT / PROGRAM DESCRIPTION

SoOakland HP is a bi monthly event that showcases and celebrates culture as well as supporting local businesses from all business sectors. SoOakland Collective's mission is to encourage the urban community to support and spend locally first and create a sense of comfortability, community, love, and support. The event will consist of 15-20 vendors ranging from artist showcasing their art, clothing designers showcasing their designs as well as other local businesses.

The following is a list of fees to be collected onsite:

- Vendor's Merchandise (\$1- \$40)
 - T Shirts
 - Beauty/Cosmetics
 - Men & Women Accessories
 - Food & Beverages
- Beverages Tickets (Alcoholic & Non-Alcoholic \$1-\$5)
 - Bottled Water

- Juices, Soda
- Sample Size Wine Tasting Flights and Margaritas
- Food
 - Bite Sized Samples from Vendors (\$3 - \$5)
- Donations: (All Donations Welcome)
- Raffle Tickets: (\$1-\$5)

The estimated attendance is 400.

BACKGROUND / LEGISLATIVE HISTORY

Founded July 2015, SoOakland Collective is a movement geared towards preserving Oakland and the Bay Area's original culture. In July 2016, SoOakland Collective was awarded a proclamation by Mayor Libby Schaff declaring July 30th Officially SoOakland day in the City of Oakland. This organization is breaking the stereotypical perception of the urban communities through positive nostalgic events that bring awareness to community values, relationships, and issues. SoOakland Collective's goal is to support local artist, businesses, professionals and natives of Oakland first.

RECOMMENDATION

Staff recommends that the Parks and Recreation Advisory Commission approve the request from the SoOakland Collective to collect funds onsite through vendor sales of food, beverages, merchandise, and raffle tickets and collection of donations at the SoOakland HP Cultural Exchange at the Lakeside Park Garden Center on Saturday, February 24, 2017, 3:00pm-8:00pm.

Respectfully submitted, ,

/s/ Zermaine Thomas

Prepared by:

Zermaine Thomas

Central Reservations Lead

/s/ Nicholas Williams

Approved by:

Nicholas Williams

Director

Attachments: Exhibit A – SoOakland Collective Proposal Letter
Exhibit B – Rental Application

SoOakland Collective
2703 Seventh Street. Suite 105
MLBX:245
Berkeley, CA 94710

February 23 2017

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

Dear Commissioners,

Our Proposed Event: SoOakland HP Cultural Exchange | April 15th 2017 | 3pm to 8pm

HISTORY

Founded July 2015, SoOakland Collective is a movement geared towards preserving Oakland and the Bay Area's original culture. July 2016 my organization was awarded a proclamation by Mayor Libby Schaff declaring July 30th Officially SoOakland day in the City of Oakland. This organization is about breaking the stereotypical perception of the urban communities through positive nostalgic events that bring awareness to community values, relationships, and issues. SoOakland is about the importance of supporting the local artist, business, professional and native first.

EVENT OVERVIEW

SoOAKLAND HP is a bi monthly event that showcases and celebrates culture as well supporting local businesses from all business sectors. Our mission is to encourage the urban community to support and spend locally first. We want to create a sense of comfortability, community, love, and support. The event will consist of 15-20 vendors ranging from artist showcasing their art, clothing designers showcasing their designs as well as other local business. We will also have local performers as well as Dj's.

REQUEST TO COLLECT FUNDS ON-SITE

We are requesting collection of fees for the following items:

- Door Tickets (\$10-\$20)
- Sale of Goods by Vendors (Merchandise Priced:\$1-\$50)
 - T Shirts
 - Beauty/Cosmetics
 - Men & Women Accessories
 - Food & Beverages
- Beverages Tickets (Alcoholic & Non-Alcoholic Prices Range:\$1-\$5)
 - Bottled Water
 - Juices, Soda
 - Sample Size Wine Tasting Flights and Margaritas

Exhibit A

- Food
 - Bite Sized Samples from Vendors (Prices Range: \$3-\$5)
- Donations (All Donations Welcome)
- Raffle Tickets: Products from Vendors (Prices Range: \$1-\$5)

5% of all proceeds will go to the non-profit Motivating, Inspiring, Supporting & Serving Sexually Exploited Youth (MISSEY) / missey.org.

Please consider our proposal.

Signed: *Shayla Jamerson*

Shayla Jamerson

Founder, SoOAKLAND Collective

www.sooakland.com



CITY OF OAKLAND
OAKLAND PARKS AND RECREATION

Oakland 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: _____

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

Name of Business/Organization: SoOakland Collective

Business/Organization Address: 2703 Seventh Street, St. 105 MLBX: 245 Berkeley, CA 94710
Street Address City Zip Code

Applicant Name: _____

Applicant Mailing Address: _____
Street Address City Zip Code

Phone Number: (510) 866-7107 Fax Number: _____ E-mail: sooaklandevents@gmail.com

Facility/Park Name: Lake Side Park Garden Center

Room(s)/Site(s) Vista Room, Ebell Room

EVENT INFORMATION:

Date(s) of Event: April 15, 2017

Time In/Prep Time _____ Actual Event Time 3pm to 8pm Cleanup/Time Out _____

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

Festival - HP SD Oakland Cultural Exchange

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.)

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) _____ 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 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.)

Non-Refundable Permit Processing Fees:

Picnic & Related Events: \$15 (50+ people)

Building Rentals/Special Events (Parks): \$30

(1) $95 \times 5 = 475$ (Vista Room)

(2) $95 \times 5 = 475$ (Ebell Room)

(3) Permit Processing Fee = 30

(4) Deposit = 300

(5) Setup/Tear-down = 225

(6) Kitchen = 50

(7) Alcoholic Beverage Fee = 195

(8) Administrative Service Fee = _____

(9) Caterer Opt Out Fee = 200

(10) Sound Use Fee = _____

(11) Other Charges = _____

TOTAL: \$ 1450 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 _____

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

Exhibit B



**CITY OF OAKLAND
Oakland Parks & Recreation**

TO: Barry Miller, Chair, Parks & Recreation Advisory Commission
FROM: Wendy Johnson, Central Reservations Unit, Public Service Representative
DATE: February 24, 2017
SUBJECT: REQUEST APPROVAL TO ALLOW WIGGINS CONSULTING PERMISSION TO COLLECT FUNDS ONSITE THROUGH VENDOR SALES OF FOOD, BEVERAGES AND MERCHANDISE AT THEIR COMMUNITY MARKETPLACE EVENT TO BE HELD AT SPLASH PAD PARK ON SUNDAY, JUNE 4, 2017 FROM 12:00PM – 5:00PM.

SUMMARY

Oakland Parks & Recreation received a request from Wiggins Consulting a start up consulting firm located in Oakland, California that focuses on community outreach and entrepreneurial development through the Bay Area. Wiggins Consulting is requesting to collect funds onsite through vendor sales of food, beverages and merchandise at their Community Marketplace event on June 4, 2017. Wiggins Consulting intends to give back to the community by organizing hands-on learning programs for children and adults that will promote creativity and foster entrepreneurship . Approval from the Parks and Recreation Advisory Commission is required per O.M.C. section 12.64.080.

FISCAL IMPACT

Wiggins Consulting is paying all rental fees associated with the event estimated at \$660.00.

PROJECT / PROGRAM DESCRIPTION

Wiggins Consulting is an admission free event. The mission is to encourage forums to create a space to collectively network, make sales, and cultivate long-lasting partnerships within the community. The event showcases 40 local business vendors and has over 280 shoppers throughout the course of the day.

The following is a list of Vendor and fees to be collected onsite:

Name	Average Cost of Goods Sold
Henna By Lex (Henna)	\$5
Aleta by Poppy (Jewelry)	\$25
Northgate Imports (T-Shirts/Beauty)	\$20
Rockridge SF (Oxford Shirts)	\$110
Purity Organic (Organic Juice)	<u>Free</u>
Bliss Pops (Organic Popsicles)	\$3
Suge Shigne (Condiment)	\$8
Product of Oakland (T-Shirts)	\$20
Chi-Stylez (Leather Goods)	\$45
Wolf v. Lion (Women's Accessories)	\$25

She Got Her Own (Women's Clothing)	\$20
Curlee (Natural Hair Care)	\$20
El Burrito Loco (Food Truck)	\$6
Listen to Theus (Musician)	\$5
So Proud (Health & Fitness)	\$20
Meme & Robin (Women's Clothing)	\$25

The estimated attendance is 200.

BACKGROUND / LEGISLATIVE HISTORY

Wiggins Consulting was founded in 2016. The goal of the organization is to bring awareness to the community with a focus on promoting creativity and foster entrepreneurship. Wiggins Consulting sponsored a recent event at The Henry J. Kaiser parking lot on Saturday, December 3, 2016, which was a great success. It showcased 19 local vendors who drew in roughly 125 patrons.

RECOMMENDATION

Staff recommends that the Parks and Recreation Advisory Commission approve the request from Wiggins Consulting to collect funds onsite through vendor sales of food, beverages and merchandise at the Community Marketplace at Splash Pad Park on Sunday, June 24, 2017 from 12:00pm – 5:00pm.

Respectfully submitted,

/s/ Wendy Johnson

Prepared by:
Wendy Johnson
Central Reservations Unit, Public Service Representative

/s/ Nicholas Williams

Approved by:
Nicholas Williams
Director

Attachments: Exhibit A – Wiggins Consulting Proposal Letter
Exhibit B – Rental Application

WIGGINS CONSULTING

February 1st, 2017

RE: Letter of Interest Supporting Wiggins Consulting's Application to Use Splash Pad Park

To PRAC:

I am seeking for your permission to host such a forum at Splash Pad Park on June 4th, 2017. I would like to invite 40 local business owners to sell their products and services. With a portion of the proceeds of this event, Wiggins Consulting intends to give back to the community by organizing hands on learning programs for children and adults that will promote creativity and foster entrepreneurship.

Wiggins Consulting is a start up consulting firm located in Oakland, California that focuses on community outreach and entrepreneurial development within the Bay Area. As the owner of Wiggins Consulting, I strive to be a leader in community development by motivating people to turn their interests into positives practices in which society benefits. I have been able to increase community awareness and involvement by hosting local events that provide a space for local vendors to interact and exchange commonalities. My most recent event was held at the Henry J. Kaiser Convention Center on Saturday, December 3rd, 2016 and was a great success. Wiggins Consulting showcased 19 local vendors who drew in roughly 125 patrons.

As founder of Wiggins Consulting, I began this agency to help connect the growing number of local businesses with the needs and interests of the community. Having grown up in Oakland, I've witnessed first hand the obstacles small, locally owned businesses/entrepreneurs face as people are more inclined to shop large, globalized businesses. I launched Wiggins Consulting in an effort to help bridge the subconscious gap between the local entrepreneur and the local shopper. Forums such as mine create a space to collectively network, make sales, and cultivate long-lasting partnerships within the community.

I appreciate the time and consideration your office has made to review Wiggins Consulting's application and letter of interest. I look forward to working with the City of Oakland on the upcoming project. If you have any questions regarding the submitted application, please contact me by phone at 510.833.0033, or via email at info@wiggins-consulting.com.

Regards,

Kyle Wiggins
Wiggins Consulting

Exhibit A

WIGGINS

C O N S U L T I N G

To Whom It May Concern:

I intend on having 40 businesses represented at my upcoming event, however I have not begun the process of reaching out to vendors because many of my decisions hinder on my approval. I've been hesitant to reach out to vendors without an approval for the June 4th date.

I have not yet come to a decision on what I will be charging vendors because my costs/fees associated with throwing the event have not yet been determined. I do plan on donating a portion of the proceeds given income is generated. However, I won't be able to determine the amount until closer to the event date. Once the date is approved, I can begin reaching out and finalizing vendors. I can give the city a finalized list of vendors and pricing prior to the actual event.

I will not be charging the public for attendance. On my website, which launches February 15th, I will have an application that will require businesses to upload a copy of their business license. Once submitted, I can gladly forward any, and all, information to the city.

Possible Vendors (Attended 1st Event):

Name	Average Cost of Goods Sold
Henna By Lex (Henna)	\$5
Aleta by Poppy (Jewelry)	\$25
Northgate Imports (T-shirts/Beauty)	\$20
RockridgeSF (Oxford Shirts)	\$110
Purity Organic (Organic Juice)	Free
BlissPops (Organic Popsicles)	\$3
Suge Shigne (Condiment)	\$8
Product of Oakland (T-Shirts)	\$20
Chi-Stylez (Leather Goods)	\$45
Wolf v. Lion (Women's Accessories)	\$25
She Got Her Own (Women's Clothing)	\$20
Curlee (Natural Hair Care)	\$20
El Burrito Loco (Food Truck)	\$6
Listen to Theus (Musician)	\$5
So Proud (Health & Fitness)	\$20
Meme & Robin- \$25 (Women's Clothing)	\$25

Exhibit A



CITY OF OAKLAND
 OAKLAND PARKS AND RECREATION

Rental Application

ATTENTION:

RW# 38589 wj Date of Application: 1/1/17

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

Name of Business/Organization: Wiggins Consulting

Business/Organization Address: 351 Lester Ave (2B) Oakland 94606
 Street Address City Zip Code

Applicant Name: Kyle Wiggins

Applicant Mailing Address: 351 Lester Ave (2B) Oakland 94606
 Street Address City Zip Code

Phone Number: 510-833-0033 Fax Number: N/A E-mail: info@wigginsconsulting.com

Facility/Park Name: _____

Room(s)/Site(s) Splash PAD PARK

EVENT INFORMATION:

Date(s) of Event: June 4th, 2017

Time In/Prep Time 11am Actual Event Time 12pm to 5pm Cleanup/Time Out 6pm

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

Free Trade Market

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 / microphones, DJ

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) 280 (KW) Approximate # of Adults 240 (KW) # of Teens 20 (KW) # of Children/Infants 20 (KW)

Please provide below special accommodations/requests for your event. If no special accommodations required, please write NONE.
Restrooms / Kanto putt's huded

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: N/A

If not using an OPR Approved Caterer, provide name of non-approved caterer: N/A

(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.)

Non-Refundable Permit Processing Fees:

Picnic & Related Events: \$15 (50+ people)

Building Rentals/Special Events (Parks): \$30

(1) 40 x 7 = \$280 \$280
 (Hourly Rate) (# of hours)

(2) _____ x _____ = N/A
 (Hourly Rate) (# of hours)

(3) Permit Processing Fee = \$30

(4) Deposit = \$300

(5) Setup/Teardown = N/A

(6) Kitchen \$530 = N/A

(7) Alcoholic Beverage Fee = NONE

(8) Administrative Service Fee = N/A

(9) Caterer Opt Out Fee = N/A

(10) Sound Use Fee = \$50

(11) Other Charges = \$400

1/1/17
\$600.00
Forgot Sound \$50
1530

TOTAL: \$ 1530 Less Advance Minimum Payment of \$ 1530 ; BALANCE DUE 30 DAYS BEFORE EVENT: \$ 0

(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: VISA
 (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 1/1/17

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

Exhibit B



**CITY OF OAKLAND
Oakland Parks & Recreation**

TO: Ellen Wu, Chair, Parks and Recreation Advisory Commission
FROM: Zermaine Thomas, Central Reservations Lead
DATE: February 24, 2017
SUBJECT: REQUEST APPROVAL TO ALLOW 350 BAY AREA CLIMATE EDUCATION FUND TO SOLICIT ONSITE CHARITABLE DONATIONS FROM SUPPORTERS AT THEIR RALLY/FESTIVAL TO BE HELD AT LAKE MERRITT BLVD. AMPHITHEATRE ON SATURDAY, APRIL 29, 2017, 9:00AM-2:00PM.

SUMMARY

Oakland Parks and Recreation received a request from 350 Bay Area Climate Education Fund, a non-profit organization that promotes a high level of awareness, knowledge and ongoing science-based education about climate change and ways to address it in the Bay Area and beyond. 350 Bay Area Climate Education Fund is requesting to solicit onsite charitable donations from supporters at their Rally/Festival to be held at Lake Merritt Blvd. Amphitheatre. Donations collected will go towards expenses for required permits, publicity and other cost. Approval from the Parks and Recreation Advisory Commission is required per O.M.C. section 12.64.080.

FISCAL IMPACT

350 Bay Area Climate Education Fund is paying all rental fees associated with the event estimated at \$540.00.

PROJECT / PROGRAM DESCRIPTION

350 Bay Area Climate Education Fund vision is to have clean, healthy, and sustainable communities for all. They lend support to many groups to achieve their mission and vision for climate and social justice. This event is sponsored by a coalition of environmental and social justice organizations that are encouraged to setup tables to inform participants about their work.

350 Bay Area Climate Education Fund is requesting to “pass the hat” for onsite charitable donations. There is no fee to attend the event and all donations are voluntary. Donations collected at past events averaged approximately \$1.00 per person in attendance.

The estimated attendance is 200.

BACKGROUND / LEGISLATIVE HISTORY

350 Bay Area Climate Education Fund is a 501©3 non-profit organization that was founded in 2015, by 350 Bay Area, a 501©4 organization, that began in 2012. 350 Bay Area Climate Education Fund mission is to provide a high level of awareness, knowledge and on-going science-based education about climate change and ways to address it the San Francisco Bay Area and beyond. 350 Bay Area

Climate Education Fund is a member of the Oakland Climate Action Coalition and has worked on several Bay Area projects since 2012:

- Forward on Climate Rally - San Francisco, CA
- Summer Heat Richmond – Richmond, CA
- Dirty Energy Clean Solutions Conference – Oakland, CA (Laney College)
- Support for No Coal in Oakland – Oakland, CA

They have worked on other Bay Area Projects (*see additional projects in attached proposal letter*).

RECOMMENDATION

Staff recommends that the Parks and Recreation Advisory Commission approve the request from 350 Bay Area Climate Education Fund to solicit onsite charitable donations from supporters at their Rally/Festival to be held at Lake Merritt Blvd Amphitheatre on Saturday, April 29, 2017, 9:00am-2:00pm.

Respectfully submitted,

/s/ Zermaine Thomas

Prepared by:

Zermaine Thomas

Central Reservations Lead

/s/ Nicholas Williams

Approved by:

Nicholas Williams

Director

Attachments: Exhibit A – 350 Bay Area Climate Education Fund Proposal Letter
Exhibit B – Rental Application

350 Bay Area Climate Education Fund

P.O. Box 18762
Oakland, CA 94619

February 14, 2017

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

Dear Park and Recreation Advisory Commission,

This is a request to approve solicitation for charitable donations at an event on April 29th, 2017 at the Lake Merritt Amphitheater sponsored by the 350 Bay Area Climate Education Fund.

1. Brief history of organization

The mission of 350 Bay Area Climate Education Fund is to provide a high level of awareness, knowledge and on-going science-based education about climate change and ways to address it in the San Francisco Bay Area and beyond. Our vision is to have clean, healthy, and sustainable communities for all. We are a non-profit 501(c)(3) organization that was founded in 2015 by 350 Bay Area, a 501(c)(4) organization, which began in 2012. We work with, and lend our support to many groups to achieve this mission and vision; for example, we have been a member organization of the Oakland Climate Action Coalition. Several of our projects since 2012 include:

- Forward on Climate rally in San Francisco, February, 2013. The rally drew 5000 people from around the Bay Area, including Oakland, to oppose bringing tar sands oil to the U.S. via the Keystone pipeline
- Summer Heat Richmond rally in Richmond, CA in August 2013 to commemorate the one year anniversary of the Chevron fire in Richmond. The rally drew 2500 people, again from around the Bay Area, including Oakland. The Chevron fire sent 15,000 people to the hospital and showed that oil refinery safety is an issue that affects everyone in the East Bay
- Dirty Energy Clean Solutions Conference at Laney College, Oakland in May, 2014 featuring dozens of speakers and panelists addressing issues such as transporting flammable crude oil by rail through Oakland and other East Bay Communities, expansion of East Bay refineries with high sulfur oil, and support for clean energy such as solar and wind as alternatives to carbon pollution from fossil fuels.
- Support for the No Coal in Oakland coalition opposing export of coal through the Port of Oakland due to its health and climate risks,
- Opposition to fracking, and participation in the March for Real Climate Leadership in February, 2015—
- Support for the City of Oakland, Peralta College District and other Bay Area institutions to divest holdings in fossil fuel stocks both because it is the morally right thing to do, and because oil, gas, and coal company stocks are highly overvalued since these companies do not accept the UN scientific climate findings (IPCC) that most fossil fuel assets must be left in the ground to avoid climate catastrophe.

Exhibit A

- Work with the Bay Area Air Quality Management District to adopt a plan to cut greenhouse gas emissions by 80% in the Bay Area by 2050. This is consistent with and supportive of the Oakland Energy and Climate Action Plan.
- Promote education about climate change through speaking at churches, schools, and community groups in Oakland and the Bay Area.
- Organizing for the September 21, 2014 Northern California People's Climate Rally at Lake Merritt as part of a broad coalition of Oakland and Bay Area organizations supporting the People's Climate March at the United Nations in New York, and calling for
 - A global agreement to dramatically and rapidly reduce global warming pollution
 - A world with an economy that works for people and the planet
 - A world safe from the ravages of climate change
 - A world with peace and justice, good jobs, clean air and water, healthy communities
- Organizing with the Northern California Climate Mobilization for a march from Lake Merritt to City Hall on November 20, 2015 to urge the Conference of Parties conference in Paris (COP21) to adopt strong climate regulations and funding. This march and rally drew about 2000 people.

2. Overview of Event

The current plan is to have a festival/rally for climate and social justice. The event would be sponsored by a coalition of environmental and social justice organizations. Groups will be encouraged to set up tables to inform participants about their work.

3. Request to collect funds

We propose to "pass the hat" asking for voluntary donations. There is no fee to attend the event, and all donations are strictly voluntary. Based on past experience, we have found that we average about \$1 per person attending in donations.

4. Why funds are being collected

Donations are being asked to cover expenses for permits, publicity, and other costs.

5. Who will benefit from the funds collected

This is not a fund-raising event. If we have extra funds, the coalition will decide how to distribute them to non-profit organizations.

Please let us know if you need any additional information or have any questions. Thank you for your assistance with this event.

Sincerely,

Jack Lucero Fleck
Treasurer, 350 Bay Area Climate Education Fund

Exhibit A



Oakland 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: 2-14-17

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

Name of Business/Organization: 350 Bay Area Climate Education Fund

Business/Organization Address: 463 Culver St Oakland 94619
Street Address City Zip Code

Applicant Name: Jack Lucero Fleck

Applicant Mailing Address: 463 Culver St Oakland 94619
Street Address City Zip Code

Phone Number: 510-436-7882 Fax Number: _____ E-mail: lucero.fleck@gmail.com

Facility/Park Name: Lake Merritt Amphitheater

Room(s)/Site(s) _____

EVENT INFORMATION:

Date(s) of Event: 4/29/17

Time In/Prep Time 9AM Actual Event Time 10- to Noon Cleanup/Time Out 1PM

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.)

Rally, festival

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.)

live musicians

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) 200 Approximate # of Adults 180 # of Teens 15 # of Children/Infants 15

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 31 days or more in advance.)

Non-Refundable Permit Processing Fees:

Picnic & Related Events: \$15 (50+ people)

Building Rentals/Special Events (Parks): \$30

(1) 40 x 4 = 160
(Hourly Rate) (# of hours)

(7) Alcoholic Beverage Fee = _____

(2) _____ x _____ = _____
(Hourly Rate) (# of hours)

(8) Administrative Service Fee = _____

(3) Permit Processing Fee = 30

(9) Caterer Opt Out Fee = _____

(4) Deposit = 300

(10) Sound Use Fee = 50

(5) Setup/Teardown = _____

(11) Other Charges = _____

(6) Kitchen = _____

TOTAL: \$ 540 Less Advance Minimum Payment of \$ 400; 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 Jack Lucero Fleck DATE 2-14-17

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

Exhibit B



**CITY OF OAKLAND
Oakland Parks & Recreation**

Oakland Parks and Recreation

TO: Ellen Wu, Chair, Parks and Recreation Advisory Commission
FROM: Zermaine Thomas, Central Reservations Lead
DATE: February 24, 2017
SUBJECT: REQUEST APPROVAL TO ALLOW THE HEMOPHILIA FOUNDATION OF NORTHERN CALIFORNIA PERMISSION TO COLLECT ONSITE DONATIONS AND PLEDGES FROM SPONSORS AND SUPPORTERS AT THE 2nd ANNUAL HEMOPHILIA WALK TO BE HELD AT LAKESIDE PARK PERGOLA ON SATURDAY, MAY 6, 2017, 6:00AM-3:00PM.

SUMMARY

Oakland Parks and Recreation received a request from the Hemophilia Foundation of Northern California (HFNC), a non-profit organization that serves families with life-threatening blood disorders, factor deficiencies, and rare clotting conditions. HFNC is requesting to collect onsite donations and pledges from sponsor and supporters at their 2nd Annual Hemophilia Walk to be held at Lakeside Park Pergola. Approval from the Parks and Recreation Advisory Commission is required per O.M.C. section 12.64.080.

FISCAL IMPACT

The Hemophilia Foundation of Northern California is paying all rental fees associated with the event estimated at \$1642.00.

PROJECT / PROGRAM DESCRIPTION

HFNC is proud to be one of thirty-two chapters participating in the National Hemophilia Foundation (NHF) Hemophilia Walk program. It is made possible through the generous support of all of their sponsors. In 2008, NHF created a collaborative fundraising program that would help chapters raise the funds needed to support research and provide programs and direct services to people with bleeding disorders. In seven years of the program, NHF and its chapters have raised more than \$13 million and engaged 60,000 walkers with over 4,600 teams. This fundraiser will be NHF's largest event dedicated to researching better treatments and cures for bleeding and clotting disorders, and to prevent the complications of these disorders through awareness, education, advocacy and research.

The estimated attendance is 1000.

BACKGROUND / LEGISLATIVE HISTORY

In 1958, the National Hemophilia Foundation of Northern California began as an effort to raise awareness for a small group of hemophilia patients. Today, they provide advocacy, support, and resources to over 3,000 Northern California families (*in 47 counties*) with a myriad of inherited and acquired blood related conditions.

The Hemophilia Foundation of Northern California (HFNC) mission is to serve the needs of people impacted by bleeding disorders through enhancing quality of life by providing support, education, outreach, advocacy and research through our affiliated national foundations.

RECOMMENDATION

Staff recommends that the Parks and Recreation Advisory Commission approve the request from the Hemophilia Foundation of Northern California to collect onsite donations and pledges from sponsors and supporter at the 2nd Annual Hemophilia Walk to be held Lakeside Park Pergola on Saturday, May 6, 2017, 6:00am-3:00pm.

Respectfully submitted,

/s/ Zermaine Thomas

Prepared by:

Zermaine Thomas

Central Reservations Lead

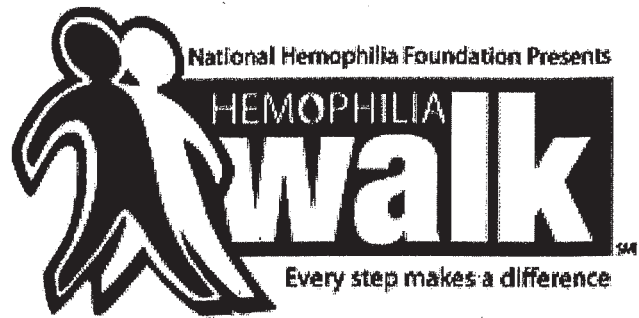
/s/ Nicholas Williams

Approved by:

Nicholas Williams

Director

Attachments: Exhibit A – National Hemophilia Foundation Proposal Letter
Exhibit B – National Hemophilia Foundation Post Event Report (2016)
Exhibit C – Rental Application



January 30, 2017

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

The Hemophilia Foundation of Northern California (HFNC) is requesting permission to hold it's annual Hemophilia walk at the Lake Merritt pergola and to collect funds on site.

The Hemophilia Foundation of Northern California (HFNC) serves families with life-threatening blood disorders, factor deficiencies, and rare clotting conditions. In 1958, HFNC began as an effort to raise awareness for a small group of hemophilia patients. Today, we provide advocacy, support, and resources to over 3,000 Northern California families (*in 47 counties*) with a myriad of inherited and acquired blood related conditions.

HFNC is proud to be one of thirty-two chapters participating in the National Hemophilia Foundation (NHF) Hemophilia Walk program. It is made possible through the generous support of all of our sponsors. In 2008, NHF created a collaborative fundraising program that would help chapters raise the funds needed to support research and provide programs and direct services to people with bleeding disorders. In just eight years of the program, NHF and its chapters have raised more than \$20 million and engaged 75,000 walkers with over 5,000 teams. These impressive numbers are certain to grow since we have increased to more than 40 locations this year. This program will be NHF's largest event dedicated to finding better treatments and cures for bleeding and clotting disorders, and to prevent the complications of these disorders through awareness, education, advocacy and research

About NHF: established in 1948, NHF is the premier organization in the U.S. serving the bleeding disorders community. For over sixty-five years, NHF continues to be a vital resource for prevention education and provides a network of support for the estimated 3 million Americans living with bleeding disorders and their families. For more information please visit their website at www.hemophilia.org.

For more information, please visit our HFNC website at www.hemofoundation.org or more about the walk at www.hemophilia.org/walk.

Exhibit A

Bay Area Hemophilia Walk Event:

Date: May 6th, 2017

Estimated participants: 1000 people of various ages

Event time: 9AM – 1PM

Event basics:

9AM – participants begin arriving to check in, grab a quick bite, check out our sponsor booths, and get warmed up.

9:45AM – we thank our sponsors and present a few awards to the top fundraisers, etc.

10AM – walk begins.

11:30AM – we begin lunch and live band performs.

1:00PM – clean/packing up begins.

We request to collect funds on site for the following reasons:

- Although the vast majority of participants do their fundraising online prior to the event, some people will have checks or cash they received from their supporters. It is helpful to be able to bring these items to the event to turn in at registration.
- We also would like to accept any additional donations participants would like to make at the time of registration.

2016 total donations collected on site: \$1,320. As you can see, for a \$110,000 fundraiser it's a very small portion of the funds we collect. HFNC is the beneficiary of the donations made on site as well as all donations that made online prior to the event.

Sincerely,

Bryan Anderson

HFNC Walk Manager

bryan.anderson@hemofoundation.org

Office: 510-658-3324

Cell: 408-309-4097

Exhibit A

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, 3rd 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: Hemophilia Walk

Location of Event: Lake Merritt Pergola

Date/Hours of Event: 4/30/16 9AM-1PM Permit No. 35273

Event Contact Name: Bryan Anderson Phone No. (510)658-3324

Event Contact Address: bryan.anderson@gmail.com

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 checked="" 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: 750
2. Were registration fees, donations or other fees collected on-site? Yes No Not Applicable
3. If yes, how many people registered? 100 How many people made donations? 25
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? \$1,500
7. How much was collected on site from other fees? 0

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
Top Dog	For profit	Hot Dogs, potatoe salad		N (Excluded w/ Registration)
Astro Jump	For Profit		INflatable Slide.	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 may change our site plan to better accommodate registration. Parking was also a challenge. More porta potties will be needed. We may try to start setting up even earlier to ~~be~~ ensure that we are ready by 8:30 AM

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

Next year we may rent out a parking garage and shuttle our participants over to the event. -- we are still brainstorming new ideas as well.

Submitted by: Bryan Anderson Date: 5/18/16

Approved by: [Signature] (OPR Staff) Date: 6-27-16

Comments: _____



CITY OF OAKLAND
OAKLAND PARKS AND RECREATION

Oakland 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: 1/18/17

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

Name of Business/Organization: Hemophilia Foundation of Northern California

Business/Organization Address: 1400 Hollis St, Suite 60 Emeryville, CA 94608
Street Address City Zip Code

Applicant Name: Patrick Dunlap

Applicant Mailing Address: 1034 Kirkland Lane, Lincoln, CA 95648
Street Address City Zip Code

Phone Number: (916) 233-5483 Fax Number: _____ E-mail: patrick.dunlap@hemofoundation.org

Facility/Park Name: Lake Merritt - Pegola

Room(s)/Site(s) _____

EVENT INFORMATION:

Date(s) of Event: May 5, 2017 (set-up) May 6, 2017 (event)

Time In/Prep Time 12pm 5/5 Actual Event Time 9am to 1pm Cleanup/Time Out 3:00pm
Wed 5/6

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

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

Type of Equipment to be used: live band, PA system w/ mic for announcements
(i.e., musical instruments, live band, cd player, amplifiers, microphones, etc.)

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. Collecting money & serving food

Number of Participants (Total) 1000 Approximate # of Adults 400 # of Teens 200 # of Children/Infants 200

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: TBD

(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.)

Non-Refundable Permit Processing Fees:

Picnic & Related Events: \$15 (50+) people

Building Rentals/Special Events (Parks): \$30

(1) <u>36</u> x <u>4</u> = <u>144</u> <u>FRIDAY Setup</u>	(7) Alcoholic Beverage Fee = <u>/</u>
(2) <u>153</u> x <u>4</u> = <u>1317</u>	(8) Administrative Service Fee = <u>/</u>
(3) Permit Processing Fee = <u>30</u>	(9) Caterer Opt Out Fee = <u>/</u>
(4) Deposit = <u>1000</u>	(10) Sound Use Fee = <u>100</u>
(5) Setup/Tear-down = <u>-</u>	(11) Other Charges = <u>-</u>
(6) Kitchen = <u>-</u>	

TOTAL: \$ 2145 Less Advance Minimum Payment of \$ 1042 ; 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: VISA
(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 1/19/17

Exhibit C

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



**CITY OF OAKLAND
Oakland Parks & Recreation**

TO: Ellen Wu, Chair, Parks and Recreation Advisory Commission
FROM: Christine Reed, Capital Improvement Project Coordinator
Oakland Public Works (OPW) – Project Delivery Division (PDD)
DATE: February 27, 2017
**SUBJECT: REQUEST FOR THE PARKS AND RECREATION ADVISORY
COMMITTEE TO RECOMMEND APPROVAL OF A MINOR
CONDITIONAL USE PERMIT FOR THE PERALTA HACIENDA
HISTORICAL PARK PHASE 4A IMPROVEMENTS PROJECT**

SUMMARY

Staff from the Oakland Public Works Department (OPW) and Oakland Parks and Recreation Department (OPR) request approval and endorsement of the Minor Conditional Use Permit in the design and implementation of the Peralta Hacienda Historical Park Phase 4A improvement project. The project includes improvements to a 6,600 square foot area within the existing six acre park. The proposed improvements are consistent with the recommendations of the 2002 Peralta Hacienda Historical Park Master Plan Update (Park Master Plan), which was approved by City Council, as previously recommended by the Parks and Recreation Advisory Commission and the Landmarks Preservation Advisory Board. The Phase 4A construction project will provide a new accessible community gathering space with community dining tables, a communal adobe oven and a pavilion to house historical displays; thereby improving and augmenting existing function and programming within the park consistent with the approved Park Master Plan. The Phase 4A construction project is anticipated to begin in Fall 2017.

FISCAL IMPACT

Staff anticipates no new or additional fiscal impact to the Office of Parks and Recreation from the proposal. The estimated project cost is \$775,000. The project will be fully funded by grants from Measure WW funds, a California Natural Resources Agency grant, and other donations acquired through the Friends of Peralta Hacienda Historical Park. Staff anticipates that the project will have some increase to existing on-going maintenance of the Park. However, Friends of Peralta Hacienda Historical Park (Friends), a nonprofit organization who operates the museum and the historic site through a lease agreement with the City, partners with the City in limited maintenance support through their programs and annual volunteer efforts.

PROJECT DESCRIPTION

Peralta Hacienda Historical Park is an existing six-acre park located at 2465 34th Avenue in the Fruitvale area of Oakland. The Phase 4A project will improve a portion of the 'Historic Core' of the park, as described in the approved Park Master Plan and in the proposed site plan and perspective renderings, which are attached as Exhibits A, B, and C.

The proposed project consists of three primary new features:

- Pavilion and interpretive elements
- Community Banquet Table
- Communal Adobe oven

The proposed new metal-frame Pavilion, is designed to be a symbolic open-air structure on the approximate original footprint of the vanished 1821 Peralta adobe. The structure and its exhibits are intended to bring the rancho era of the late eighteenth and early nineteenth century, as experienced throughout California and here in Oakland, vividly to life through design and interpretation. It will symbolize and interpret the vanished adobe which was the first non-indigenous home in the Oakland area, often called Oakland's "Founder's Rock." The open air pavilion will display images of the original illustrative Spanish-era documents granting the land, suggesting the global connectedness of California, then as now. The Pavilion will provide visitor and child-friendly participatory elements in keeping with the existing multi-sensory interpretive exhibits currently housed in the park's existing indoor museum. The new Pavilion exhibits will pose open-ended questions to stimulate visitor engagement, and they will exhibit quotes that express multiple historical and cultural viewpoints.

In addition to construction of the proposed Pavilion and interpretive exhibits, the Phase 4A project includes the installation of community gathering facilities, a Community Banquet Table Area and a communal Adobe Oven. The Community Banquet Table Area, consisting of wood picnic tables set end to end, will provide a place for all people to gather, eat and celebrate together, near the site of the old Peralta water well, which is a nearby archeological resource within the park. An Adobe Oven will be built near the Banquet Table for people to cook and share food together.

The anticipated project schedule is as follows:

Current Status	95% Construction Documentation and Permit Application
April 2017	Advertise and Bid Period
October 2017 – June 2018	Construction

BACKGROUND / LEGISLATIVE HISTORY

A Master Plan Update for the Park was completed in 2002 that was the culmination of over a decade of community engagement and provided a vision for interpreting the rich history of the site, protecting historical artifacts that remain, and raising the community's and the region's awareness of the significance of the site to California and the western United States. The Parks and Recreation Advisory Commission endorsed the Master Plan Update at their May 8, 2002 meeting. The Landmarks Preservation Advisory Board reviewed the Master Plan Update in April and June 2002 and found that the Master Plan Update would improve the historic characteristics of the park and would have no adverse effects on the portion of the park that is a designated Landmark. A Mitigated Negative Declaration (MND) was prepared for the Master Plan under the requirements of CEQA. The Planning Commission adopted the MND and approved the Master Plan Update on November 20, 2002.

The Peralta Hacienda Historical Park Phase 4A project represents the fourth installment of improvements to the six-acre park known as the Peralta Hacienda Historical Park. This project is developed in a partnership between the City of Oakland and Friends. This unique park in the City of Oakland combines historic interpretation and cultural programming with the traditional functions of a park. The Peralta House Museum of History and Community is housed in the original 1870 Peralta House, a local and state landmark listed on the National Register of Historic Places. The park is designated as a "Special Use" Park by its current zoning designation which is OS (SU) Open Space. The current project is subject to a Minor Conditional Use Permit and Regular Design Review, including design review by the Landmarks Preservation Advisory Board, which will occur after review and recommendation by the Parks and Recreation Advisory Commission.

The Phase 4A project design conforms to the Master Plan recommendations and incorporates the Conditions of Approval/Mitigation Monitoring Plan identified in the MND for the Master Plan Report; ensuring that the project will have 'less-than-significant' levels of environmental impact.

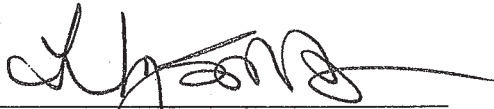
RECOMMENDATION

Staff recommends that the Parks and Recreation Advisory Commission endorses and recommends approval of the proposed Minor Conditional Use Permit for the Peralta Hacienda Historical Park Phase 4A Improvements described herein. The proposed project will result in a park with improved facilities that better serves the recreational and educational needs of the surrounding area.

Respectfully submitted,



Prepared by:
Christine Reed, RLA
CIP Coordinator, OPW-PDD

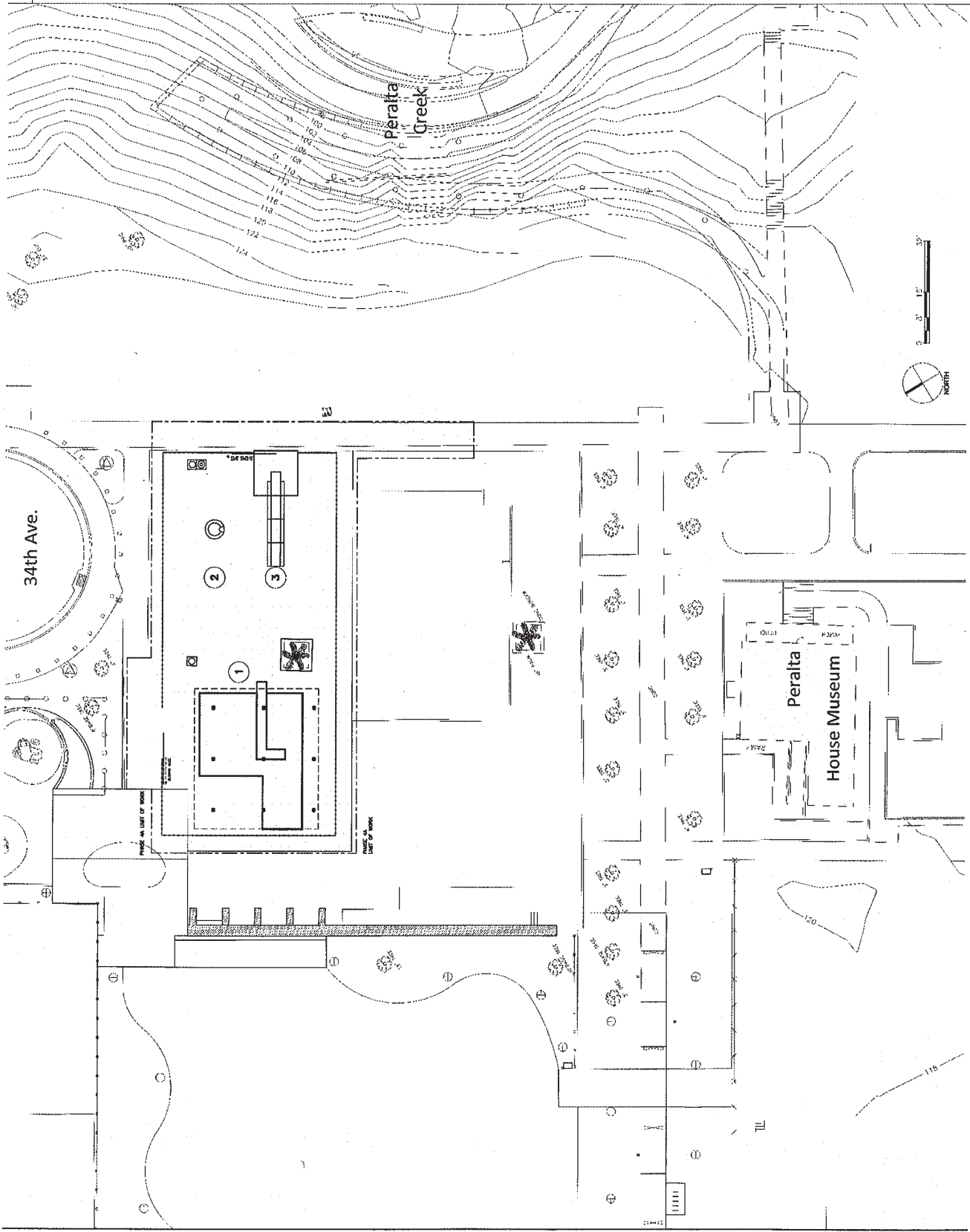


Approved by:
Lily Soo Hood
Supervisor, OPW-PDD

Attachments: Exhibit A – *Site Plan*
Exhibit B – *Perspective rendering of Adobe Oven and Pavilion*
Exhibit C – *Perspective rendering of Community Banquet Table*

LEGEND

- ① Pavilion
- ② Communal Adobe Oven
- ③ Community Banquet Table





Peralta Hacienda Historical Park Phase 4A Improvements

Exhibit B—Perspective rendering of Adobe Oven and Pavilion



Peralta Hacienda Historical Park Phase 4A Improvements

Exhibit C - Perspective rendering of Adobe Oven and Pavilion