



PARKS AND RECREATION ADVISORY COMMISSION

Wednesday, February 14, 2018

Lakeside Park Garden Center – 666 Bellevue Avenue

Agenda

1. CALL TO ORDER:
2. ROLL CALL:
AIKENS, COLE, CORBIN, HOWZE, KADERA-REDMOND, MARSHALL, REILLY, ROSENBLOOM, TORRES, WU
3. DISPOSITION OF MINUTES
4. MODIFICATIONS TO THE AGENDA
5. OPEN FORUM
6. CONSENT NEW BUSINESS

A. REQUEST APPROVAL TO ALLOW THE OAKLAND RUNNING FESTIVAL TO SERVE AND SELL ALCOHOLIC BEVERAGES, FOOD AND ACCEPT ON-SITE DONATIONS AT THEIR 9TH ANNUAL OAKLAND RUNNING FESTIVAL MARATHON AT EASTSHORE PARK ON SUNDAY, MARCH 25, 2018, FROM 7:00AM-2:00PM.

Lee Corrigan, President of Corrigan Sports Enterprises Inc. and Oakland Running Festival requested permission from Oakland Parks, Recreation & Youth Development to accept donations and sell beer, wine and food on-site at their Oakland Running Festival Marathon at Eastshore Park on Sunday, March 25, 2018. Funds collected will benefit local charities. A portion of the alcohol beverage proceeds will be earmarked for 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.

B. REQUEST APPROVAL TO ALLOW THE NATIVE AMERICAN HEALTH CENTER (NAHC) TO COLLECT ON-SITE REGISTRATION FEES AT THEIR 15th ANNUAL RUNNING IS MY HIGH 5K AND 10K FUN RUN/WALK AT LAKESIDE PARK (FAIRYLAND AREA) ON SATURDAY, MARCH 10, 2018, 7:00AM-1:00PM

Oakland Parks, Recreation & Youth Development received a request from the Native American Health Center (NAHC), a non-profit organization serving the Bay Area's Native American population and other under-served communities. NAHC has requested permission to collect on-site registration fees for the 16th Annual Running is My High, a 10k and 5k Fun Race at Lakeside Park (Fairlyland Area) on Saturday, March 10, 2018. Proceeds will be used to offset event promotional purchases t-shirts and scholarships for participants. Approval from the Parks and Recreation Advisory Commission is required per O.M.C. section 12.64.080.

C. REQUEST APPROVAL TO ALLOW CENTER FOR EARLY INTERVENTION ON DEAFNESS (CEID) PERMISSION TO COLLECT ON-SITE REGISTRATION FEES, AND SELL RAFFLE TICKETS AT THEIR ANNUAL WALK-A-THON AT LAKESIDE PARK (FAIRYLAND AREA) ON SATURDAY, MAY 19, 2018, FROM 10:00AM-1:00PM

Oakland Parks & Recreation received a request from Center for Early Intervention on Deafness (CEID) and 35 year 501©3, non-profit organization serving deaf and hard pf hearing children. CEID has requested approval to collect on-site registration fees and sell raffle tickets at their annual Walk-A-Thon on Saturday, May 19, 2018. All funds collected will be earmarked for CEID's ongoing services. Approval from the Parks and Recreation Advisory Commission is required per O.M.C. section 12.64.080.

7. NEW BUSINESS

A. REQUEST APPROVAL TO ALLOW HENRY J. KAISER JR., ELEMENTARY SCHOOL'S PTA TO HOST A LIVE AUCTION, SELL TICKETS, BEER, WINE AND DISTILLED SPIRITS AT THEIR ANNUAL ONLINE AND LIVE AUCTION FUNDRAISER AT THE LAKE MERRITT SAILBOAT HOUSE ON SATURDAY, MARCH 24, 2018, FROM 6:30PM-10:30PM.

Oakland Parks, Recreation & Youth Development received a request from the Henry J. Kaiser Jr., Elementary School Parent Teacher Association, a non-profit organization and a local unit of the Oakland Council, Peralta District of The California Congress of Parents, Teachers, and Students, Inc. The PTA raises funds through a variety of sources including donations, eScript and memberships. The Henry J. Kaiser Jr., Elementary School PTA has requested permission to collect proceeds from a live auction, ticket sales, wine, beer and distilled spirits at their fundraiser at the Lake Merritt Sailboat House on Saturday, March 24, 2018. All proceeds will finance important educational programs. Approval from the Parks and Recreation Advisory Commission is required per O.M.C. section 12.64.080.

B. REQUEST APPROVAL TO ALLOW SMALL PRESS DISTRIBUTION (SPD) PERMISSION TO COLLECT FUNDS ONSITE FOR A SMALL LIVE AUCTION AT THE BATTLE OF THE BRAINS: PUB QUIZ TO SUPPORT SMALL PRESS DISTRIBUTION AT THE LAKE MERRITT SAILBOAT HOUSE ON MONDAY, MAY 7, 2018, FROM 7:00PM-10:30PM

Oakland Parks, Recreation & Youth Development received a request from Small Press Distribution (SPD), a non-profit organization, book seller and distributor offering informational services, and public advocacy programs to hundreds of small publishers. To host a small live auction at the Battle of the Brains: Pub Quiz at the Lake Merritt Sailboat House on Monday, May 7, 2018. Program operations and approximately 400 participating publishers, authors and readers will benefit from the proceeds. Approval from the Parks and Recreation Advisory Commission is required per O.M.C. section 12.64.080.

C. REQUEST APPROVAL TO ALLOW ROOKIE MOMS, INC. (510FAMILIES.COM) PERMISSION TO COLLECT FUNDS ONSITE FOR ENTRY FEES AT THEIR EAST BAY PRESCHOOL FAIR AT THE LAKESIDE PARK GARDEN CENTER ON SATURDAY, NOVEMBER 3, 2018, FROM 10:00AM-2:00PM

Oakland Parks, Recreation & Youth Development received a request from Rookie Moms Inc. (510families.com), a local website serving families of the East Bay. The website provides resources and information to help families in the 510 area code at no cost to users. Rookie Moms Inc. (510families.com) has requested permission to collect onsite entry fees at their East Bay Preschool Fair at the Lakeside Park Garden Center on Saturday, November 3, 2018. Funds raised will help pay for planning, promotional and event execution expenses. Approval from the Parks and Recreation Advisory Commission is required per O.M.C. section 12.64.080.

D. REQUEST FROM OAKLAND TECHNICAL HIGH SCHOOL PARENT TEACHER STUDENT ASSOCIATION (PTSA), TO COLLECT OPTIONAL DONATIONS ON-SITE FOR THEIR 3RD ANNUAL OAKLAND TECH FAMILY FITNESS AND FUN 5K RUN AT LAKESIDE PARK ON SUNDAY, MARCH 18, 2018, FROM 9AM-11AM

Oakland Parks, Recreation & Youth Development received the Oakland Technical High School nonprofit Parent Teacher Student Association's (PTSA) request to collect on-site donations at their 3rd Annual Oakland Tech Family Fitness and Fun 5k Run at Lakeside Park on Sunday, March 18, 2018. Funds raised will cover event production expenses and support the PTSA's educational programs, activities for students. Approval from the Parks and Recreation Advisory Commission is required per O.M.C. section 12.64.080.

8. PLANNING AND CONDITIONAL USE PERMITS
9. COMMITTEE AND/OR ADVISORY COUNCIL UPDATES
10. ANNOUNCEMENTS AND COMMUNICATIONS
 - A. Contacting Oakland Parks, Recreation & Youth Development
 - B. Advocacy – 2018 Annual Report - Review/Discussion
11. DIRECTOR'S REPORT
12. CONTINUATION OF OPEN FORUM
13. ADJOURNMENT

Next Meeting:

Wednesday, February 14, 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 español, Cantonés, 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, January 10, 2018

Lakeside Park Garden Center – 666 Bellevue Avenue

Draft Minutes

1. CALL TO ORDER:

2. ROLL CALL:

AIKENS, COLE, CORBIN, HOWZE, KADERA-REDMOND, MARSHALL, REILLY, ROSENBLOOM, TORRES, WU

Present: Commissioners Cole, Corbin, Kadera-Redmond, Marshall, Rosenbloom, Torres, Wu

Arrivals: Commissioner Aikens (5:15pm)

Excused: Commissioners Howze and Reilly

Staff: Dana Riley, Zermaine Thomas, Karis Griffin, Terri Fashing

3. DISPOSITON OF MINUTES

A. August 12, 2017

Note: Due to an insufficient quorum, Item 3A will remain pending.

B. November 8, 2017

Motion: Commissioner Kadera-Redmond entertained a motion to approve the November 8, 2017 draft minutes. **Moved by:** Commissioner Cole. **Second by:** Commissioner Rosenbloom. **Vote: Yes** – Cole, Corbin, Kadera-Redmond, Rosenbloom, Torres and Wu. **Abstained:** Commissioner Marshall. **Motion:** Passed

4. MODIFICATIONS TO THE AGENDA

5. OPEN FORUM

6. CONSENT NEW BUSINESS

A. REQUEST APPROVAL TO ALLOW TAMU ORPHANS SUPPORT FUND PERMISSION TO SELL FOOD, WINE, AFRICAN ARTIFACTS AND ALLOW COLLECTION OF FUNDS FOR ENTRY FEES, AUCTION AND RAFFLE AT THEIR CRAB FEED TO BE HELD AT THE LAKE MERRITT SAILBOAT HOUSE ON SATURDAY, FEBRUARY 24, 2018, FROM 6:00PM-10:00PM

Oakland Parks, Recreation & Youth Development received a request from the Tamu Orphans Support Fund, a non-profit organization, dedicated to providing a comprehensive early-life support system for AIDS-orphaned children in Tamu, Kenya.

Motion: Commissioner Kadera-Redmond entertained a motion to Item 6A. **Moved by:** Commissioner Wu. **Second by:** Commissioner Marshall. **Vote: Yes** – Cole, Corbin, Kadera-Redmond, Marshall, Torres, Rosenbloom and Wu. **Motion:** Passed

7. NEW BUSINESS

A. REQUEST RECOMMENDATION FOR INSTALLATION OF A RUSTIC GATE AND CHICANE AT PALOS COLORADOS TRAILHEAD AND SIMILAR FEATURES AT SEVERAL ADDITIONAL HIKER-ONLY TRAILHEADS IN JOAQUIN MILLER PARK

The Parks and Recreation Advisory Commission review the staff report prepared by Dana Riley, Oakland Parks, Recreation and Youth Development. The existing trailhead gate at Palos Colorados Trail in Joaquin Miller Park, constructed decades ago out of redwood logs and 4"x10" planks, has rotted and collapsed. Oakland Trails, in collaboration with the Bicycle Trails Council of the East Bay (BTC) would like to install a new rustic fence that includes an enhanced chicane, defined as a bicycle and motor vehicle exclusion feature.

Motion: Commissioner Kadera-Redmond entertained a motion to grant the staff recommendation to approve the gate and chicane at Palos Colorados Trailhead and at additional hiker-only trailheads in Joaquin Miller Park as determined appropriate by staff. **Moved by:** Commissioner Wu. **Second by:** Commissioner Corbin. **Vote: Yes** –Cole, Corbin, Kadera-Redmond, Marshall, Torres, Rosenbloom and Wu. **Motion:** Passed

B. INFORMATIONAL REPORT: LAKE MERRITT HERON ROOKERY RELOCATION (MITIGATION AND MONITORING) PLAN AND SEASONAL INFORMATIONAL SIGNAGE TO BE INSTALLED DURING BREEDING SEASON FOR THE DURATION OF THE THREE-YEAR HERON RELOCATION PROJECT

The Parks and Recreation Advisory Commission review the informational report prepared by Terri Fashing, Watershed Program Specialist with Oakland Public Works.

The planned Lake Merritt Heron Rookery Relocation Mitigation and Monitoring Plan and seasonal informational signage will be installed during breeding season for the duration of a three-year heron relocation project at Lake Merritt. A City of Oakland approved development project at 12th Street and 13th Street has necessitated the relocation of Black-crowned Night Herons and Snowy Egrets to island on Lake Merritt and the surrounding parkland.

Potentially, birds may move to other downtown trees, but best efforts will be made to encourage nesting the lake area. The monitoring team will use adaptive management and change methods as needed. The team was unable to determine the impact on the birds or the environment if relocation efforts are unsuccessful.

Oakland Public Works and the monitoring team will work with Oakland Parks and Recreation to address public interest.

To co-habitate with the relocated birds, the Commission asked that Central Reservations staff limit the sound level of events at the Bandstand when possible.

Motion: Commissioner Kadera-Redmond entertained a motion to approve the staff recommendation to receive and file the informational report for the Lake Merritt Heron Rookery Relocation/Mitigation and Monitoring Plan. **Moved by:** Commissioner Torres. **Second by:** Commissioner Cole. **Vote: Yes** – Aikens, Cole, Corbin, Kadera-Redmond, Marshall, Torres, Rosenbloom and Wu. **Motion:** Passed

C. REQUEST RECOMMENDATION TO DEDICATE A BENCH IN MEMORY OF ANTHONY AND ARLETTE MORANO

The Parks and Recreation Advisory Commission review the staff report prepared by prepared by Dana Riley. Staff received a request to dedicate a bench in memory of Anthony (“Bud”) and Arlette (“Ar”) Morano. The desired bench is in a four-bench cluster located on the Lake Merritt walking path across from Pine Knoll Park. The selected bench is the second closest bench to East 18th Street. The bench dedication has been organized by granddaughter Heather Rogers. The dedication plaque will read:

**Granddad "Bud" & Grandmom "Ar" Morano
Thank you for many treasured memories
Forever loved by us and all whom your lives touched**

Motion: Commissioner Kadera-Redmond entertained a motion to recommend approval of the plaque language as written for the dedication of a bench on the shore of Lake Merritt. **Moved by:** Commissioner Cole. **Second by:** Commissioner Rosenbloom. **Vote: Yes** – Cole, Corbin, Kadera-Redmond, Marshall, Torres, Rosenbloom and Wu. **Abstained:** Aikens. **Motion:** Passed

D. REQUEST RECOMMENDATION TO DEDICATE A BENCH IN HONOR OF RICHARD J. NACHTSHEIM

The Parks and Recreation Advisory Commission review the staff report prepared by prepared by Dana Riley. Staff received a request from Max Rosen to dedicate a bench in memory of his grandfather, Richard J. Nachtsheim. The selected bench is in Joaquin Miller Park and is the second of two benches overlooking the lower pool of the Cascades. The dedication plaque will read:

*Richard J. Nachtsheim
1928 ~ 2016
In loving memory of a husband, dad, and papa.
The world isn't the same without you. We miss you.*

Motion: Commissioner Kadera-Redmond entertained a motion to recommend approval of the plaque language as written for the dedication of a bench at the lower pool of the Cascades in Joaquin Miller Park. **Moved by:** Commissioner Corbin. **Second by:** Commissioner Rosenbloom. **Vote: Yes** – Cole, Corbin, Kadera-Redmond, Marshall, Torres, Rosenbloom and Wu. **Abstained:** Aikens. **Motion:** Passed

E. **REQUEST FOR THE PARKS AND RECREATION ADVISORY COMMISSION TO APPROVE AN INTERPRETIVE SIGN AND PERMISSION TO INSTALL THE SIGN AT THE EL CENTRO AVENUE TRAILHEAD TO DIMOND CANYON TRAIL**

The Parks and Recreation Advisory Commission review the staff report prepared by prepared by Karis Griffin. Oakland Parks, Recreation & Youth Development (OPRYD) RECEIVED A REQUEST FROM THE Friends of Sausal Creek (FOSC) to install a native rainbow trout interpretive sign at the El Centro Avenue Trailhead to Dimond Canyon.

Speaker and presenter, Jill Miller distributed photos to the Commission of the completed fencing project presented to the members in 2017. Commissioners requested that a larger font be selected and that bilingual signs be made available.

Motion: Commissioner Kadera-Redmond entertained a motion to recommend approval of the Friends of Sausal Creek’s signage design and installation in early 2018. **Moved by:** Commissioner Corbin. **Second by:** Commissioner Aikens. **Vote: Yes** – Cole, Corbin, Kadera-Redmond, Marshall, Torres, Rosenbloom and Wu. **Motion:** Passed

8. **PLANNING AND CONDITIONAL USE PERMITS**

9. **COMMITTEE AND/OR ADVISORY COUNCIL UPDATES**

Commissioner Corbin:

- De Fremery Recreation Center held their first RAC meeting in January
- The RAC at Mosswood Recreation Center is meeting regularly

Commissioner Marshall:

- Term will be ending the April 2018.
- Requested to be removed from the Naming Rights Committee

Commission Aikens:

- Requested to be added to the Naming Rights Committee

Naming Rights Committee Members

- Commissioner Aikens
- Commissioner Cole
- Commissioner Corbin
- Commissioner Torres

10. ANNOUNCEMENTS AND COMMUNICATIONS

A. Advocacy

11. DIRECTOR'S REPORT

12. CONTINUATION OF OPEN FORUM

13. ADJOURNMENT: 5:58pm

Respectfully submitted,

Dana Riley
Acting Secretary

/s/ Dana Riley

Zermaine Thomas
Acting Recording Secretary

/s/ Zermaine Thomas

Next Meeting:

Wednesday, February 14, 2017, 4:30 p.m.

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CITY OF OAKLAND
Oakland Parks, Recreation & Youth Development

TO: Mandolin Kadara-Redmond, Chair, Parks and Recreation Advisory Commission
FROM: Zermaine Thomas, Central Reservations
DATE: January 25, 2018
SUBJECT: REQUEST APPROVAL TO ALLOW THE OAKLAND RUNNING FESTIVAL PERMISSION TO SERVE AND SELL ALCOHOLIC BEVERAGES, FOOD AND ACCEPT DONATIONS ON-SITE AT THE 9TH ANNUAL OAKLAND RUNNING FESTIVAL MARATHON AT EASTSHORE PARK ON SUNDAY, MARCH 25, 2018, FROM 7:00AM-2:00PM.

SUMMARY

Oakland Parks, Recreation & Youth Development received a request from Lee Corrigan, President of Corrigan Sports Enterprises Inc. and Oakland Running Festival, for permission to serve and sell alcoholic beverages (Beer & Wine), food and accept donations on-site at the Oakland Running Festival Marathon to be held at Eastshore Park on Sunday, March 25, 2018. Funds collected will benefit 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.

FISCAL IMPACT

Corrigan Sports Enterprises Inc. is paying all rental fees associated with the event estimated at \$9027.00.

PROJECT / PROGRAM DESCRIPTION

This is the ninth year of the Oakland Running Festival Marathon in the City of Oakland. The Oakland Running Festival Marathon is a five-race event which attracts people from all over the world to run through the streets of Oakland. In eight years, the race has generated almost \$19 million dollars of economic impact and helped raise over \$2 million dollars for local charities such as Running for a Better Oakland, Team in Training, Calico and Asian Health Services.

BACKGROUND / LEGISLATIVE HISTORY

Corrigan Sports Enterprises Inc. was established 16 years ago with the idea to create memorable experiences through sporting events. Corrigan Sports Enterprises, Inc. has grown into a full-service sports marketing firm, hosting events all over the USA and establishing a local office in Oakland, California. The Oakland Running Festival which has proven to be well planned, extremely successful and well received by the community. There are approximately 10,000 registered participants.

The Oakland Running Festival is a citywide event and is jointly supported by the City Council Office, OPD Special Events Unit, City Administrator's Marketing Department and the Oakland Parks & Recreation.

Lee's copy



December 20, 2017

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

Dear Parks and Recreation Advisory Committee,

Once again I would like to request permission from the board to host the 2018 Oakland Marathon and Running Festival on Sunday March 25th, 2018 at Eastshore Park. Eastshore Park will serve as our start and finish line as well as our celebration village. The event now in its 9th attracts people to Oakland from all over the country and all over the world. In 8 years the event has generated almost 19 million dollars of economic impact and helped raise over 2 Million dollars for local charities. Running for a Better Oakland, Calico, Team in Training, and Asian Health Services are just few of the charities that have benefitted from the Oakland Marathon.

We once again are requesting to sell both alcohol and food on site during the event at Eastshore Park in our celebration village. A portion of the alcohol sales will once again be going to benefit the Oakland Fire Departments Random Acts Charity group as they are the group that helps serve to our runners and fans who are over the age of 21.

No Registration fees are collected on-site. All registration fees to participate are collected well in advance of race day.

IF you have any questions please feel free to contact me.

Sincerely,

Lee Corrigan
Lee Corrigan

Corrigan Sports Enterprises – Oakland Marathon
443-600-5936
lee@corrigansports.com



Exhibit A



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



Rental Application

ATTENTION: ZERMAINE

Date of Application: 1/2/18

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

Name of Business/Organization: Corrigan Sports - Oakland Marathon

Business/Organization Address: 625 Santa Barbara Ct Elbridge NY 11975

Applicant Name: Lu Corcigan

Applicant Mailing Address: Same As Above

Phone Number: 413-600-5936 Fax Number: _____ E-mail: lee@corriganandsports.com

Facility/Park Name: Eastshore Park

Room(s)/Site(s) _____

EVENT INFORMATION:

Date(s) of Event: March 25, 2018 / Sat. 4 days 3/23 + 3/24

Time In/Prep Time 5:00 AM Actual Event Time 7:00 to 2:00 Cleanup/Time Out 6:00 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.) Running Event

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, amplifier, microphones, etc.) Live Band + Portable Speakers of Sound + Finish

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

Number of Participants (Total) 1400 Approximate # of Adults 900 # of Teens 500 # of Children/Infants 500

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 Access to Oak Public Library Lot - parking on 3/23 for Truck Closing of Garages on 3/24 + 3/25

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:	<u>Eastshore Pk</u>	
Picnic & Related Events: \$15 (30+) people	<u>\$48 x 18 = 864</u>	} <u>\$3594</u>
Building Rentals/Special Events (Parks): \$30	<u>\$210 x 13 = 2730</u>	
(1) _____ x _____ = _____	<u>LM Blvd Amph.</u>	(7) Alcoholic Beverage Fee = <u>\$125</u>
(2) _____ x _____ = _____	<u>\$48 x 4 = \$192</u>	(8) Administrative Service Fee = _____
(3) Permit Processing Fee = <u>\$30</u>	<u>Fairyland Area</u>	(9) Caterer Opt Out Fee = _____
(4) Deposit = _____	<u>\$48 x 4 = \$192</u>	(10) Sound Use Fee = <u>\$100</u>
(5) Setup/Teardown = _____	<u>Pergola</u>	(11) Other Charges = <u>\$1200 Special Event Fee</u>
(6) Kitchen = _____	<u>\$48 x 18 = 864</u>	
	<u>\$210 x 13 = \$2730</u>	

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

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

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

APPLICANT SIGNATURE [Signature] DATE 1/2/18

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

Exhibit B



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 RUNNING FESTIVAL

Location of Event: EASTSHORE PARK, OAKLAND, CA

Date/Hours of Event: APRIL 2, 2017 Permit No. _____

Contact Person: LEE CORRIGAN Phone No. 410-605-9381

Contact Person Address: 6725 SANTA BARBARA CT, SUITE 114, ELK RIDGE, MD 21075

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

SINCE 2010

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 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: 10,000
2. Were registration or donation fees collected on-site for the event? Yes No Not Applicable
3. If yes, how many people registered? _____ How many people made donations? _____
4. What was the cost for registration? BETWEEN \$35 - \$280 DEPENDING ON RACE
5. How much money was collected on site for registration fees? NONE
6. How much money was collected on site for donations? NONE

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
ERDINGER	FOR PROFIT	ALCOHOL + NON-ALCOHOLIC BEER		
WHOLE FOODS	" "	POST RACE FOOD		
BANK OF THE WEST	" "		BANKING SERVICE	
GU ENERGY	" "	ENERGY BARS + CHEWS		

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 WOULD LIKE TO IMPROVE THIS EVENT BY MAKING MODIFICATIONS TO THE COURSE, ADDING ADDITIONAL VENDORS AND SPONSORS. WE WILL HAVE A NEW BEER VENDOR IN 2018.

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

WE ARE PLEASED WITH HOW THIS EVENT IS RUN AND OUR RELATIONSHIP WITH THE CITY OF OAKLAND.

Submitted by: MATTHEW FLORIO

Date: 1/3/2018

Approved by: _____

Gemma Shon
(OPR Staff)

Date: 1-3-18

Comments: _____



CITY OF OAKLAND
Oakland Parks, Recreation & Youth Development

TO: Mandolin Kadara-Redmond, Chair, Parks and Recreation Advisory Commission
FROM: Zermaine Thomas, Central Reservations
DATE: January 25, 2018
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 10, 2018, 7:00AM-1:00PM.**

SUMMARY

Oakland Parks, Recreation & Youth Development received a request from the Native American Health Center (NAHC), 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 16th Annual Running is My High, a 10k and 5k Fun Race at Lakeside Park (Fairylane Area) on Saturday, March 10, 2018. 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 \$2170.00.

PROJECT / PROGRAM DESCRIPTION

This is the Native American Health Center, Inc. 16th 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; 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 \$20 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 10, 2018, 7:00am-1:00pm.

Respectfully submitted,

/s/ Zermaine Thomas

Prepared by:

Zermaine Thomas

Central Reservations

/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 (2017)
Exhibit C - Rental Application



Office of Parks and Recreation
Parks and Recreation Advisory Commission

Dear Parks and Recreation Advisory Committee,

On Saturday, March 10th, 2018 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 16th annual event and we have always offered same day registration that has allowed us to gain larger participation. We encourage online pre-registration, but same day registration is also necessary. The same day registration fees will be \$20.00 for adults and \$5.00 for children. Native American Health Center is a non-profit organization; the money collected will be used to support the event (i.e. purchasing T-shirts, awards, participant sponsorship, etc.), as well as support for the Native American Health Center Scholarship Fund.

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

Sincerely,

Chirag Patel
Running Is My High Coordinator
510-434-5467

ChiragP@nativehealth.org

Exhibit A



Rental Application

ATTENTION: Zermaine Thomas

Date of Application: 11/30/2017

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, 94601

Applicant Name: Catherine Nieva-Duran

Applicant Mailing Address: 2566 Macdonald Ave, Richmond, CA. 94804

Phone Number: (510) 232-7020 Ext 201 509 322-7015 Fax Number: 509 322-7015 E-mail: Catherine.Nieva@NativeHealth.org

Facility/Park Name: Lakeside Park - Fairyland Area

Room(s)/Site(s)

EVENT INFORMATION:

Date(s) of Event: 3/10/2018

Time In/Prep Time 7:00AM Actual Event Time 8:00AM to 1:00PM Cleanup/Time Out 1:00PM

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 microphones 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.

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) 65 x 6 = \$390
 (Hourly Rate) (# of hours)

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

(3) Permit Processing Fee = \$30

(4) Deposit = \$500

(5) Setup/Teardown = _____

(6) Kitchen = _____

(7) Alcoholic Beverage Fee = _____

(8) Administrative Service Fee = _____

(9) Caterer Opt Out Fee = _____

(10) Sound Use Fee = \$50

(11) Other Charges = _____

TOTAL: \$ 970 Less Advance Minimum Payment of \$ 500; BALANCE DUE 30 DAYS BEFORE EVENT: \$ 470
 (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 [Signature] DATE 11-30-17

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

Exhibit C



CITY OF OAKLAND
Oakland Parks, Recreation & Youth Development

TO: Mandolin Kadara-Redmond, Chair, Parks & Recreation Advisory Commission
FROM: Zermaine Thomas, Central Reservations
DATE: January 26, 2018
SUBJECT: **REQUEST APPROVAL TO ALLOW CENTER FOR EARLY INTERVENTION ON DEAFNESS (CEID) PERMISSION TO COLLECT ON-SITE REGISTRATION FEES AND THE SALES OF RAFFLE TICKETS AT THEIR ANNUAL WALK-A-THON TO BE HELD AT LAKESIDE PARK (FAIRYLAND AREA) ON SATURDAY, MAY 19, 2018, FROM 10:00AM-1:00PM**

SUMMARY

Oakland Parks & Recreation received a request from Center for Early Intervention on Deafness (CEID) a 501©3, non-profit organization that has been in business over 35 years serving young children who are deaf or hard of hearing. CEID is requesting approval to collect on-site registration fees and sell raffle tickets at their annual Walk-A-Thon. All funds collected through registration fees, sponsorships and raffle ticket sales will assist in supporting the services of CEID. Approval from the Parks and Recreation Advisory Commission is required per O.M.C. section 12.64.080.

FISCAL IMPACT

There will be a positive fiscal impact to Oakland Parks & Recreation. Center for Early Intervention on Deafness is paying all rental fees associated with the event estimated at \$1059.00.

PROJECT / PROGRAM DESCRIPTION

CEID's Annual Walk-A-Thon is a major fundraising event with the bulk of the registration fees collected online. There are approximately 450 participants, mostly family members of CEID children and supporters.

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

- Registration Fee (\$10 per person)
- Raffle Tickets Sales
 - \$1 for one ticket
 - \$5 for seven tickets
 - \$10 for fifteen tickets
 - \$20 for thirty tickets

BACKGROUND / LEGISLATIVE HISTORY

CEID is a 501(c) 3, nonprofit organization that serves young children who are deaf or hard of hearing for 35 years. CEID provides services to children throughout the greater Bay Area with the largest concentration on the East Bay. In addition, to their home and center-based services CEID provides resources and trainings to the families of children they serve weekly free sign language classes. They also provide training to Bay Area pediatric residents from Kaiser, Children's Hospital – Oakland, and others, in newborn and childhood hearing loss.

RECOMMENDATION

Staff recommends that the Parks and Recreation Advisory Commission approve the request from the Center for Early Intervention on Deafness (CEID) to collect funds onsite for registration fees and the sales of raffle tickets from participants at CEID's Annual Walk-A-thon held at Lakeside Park on Saturday, May 19, 2018, from 10:00am-1:00pm.

Respectfully submitted,

/s/ Zermaine Thomas

Prepared by:

Zermaine Thomas

Central Reservations

/s/ Nicholas Williams

Approved by:

Nicholas Williams

Director

Attachments: Exhibit A – Center for Early Intervention on Deafness Proposal Letter
Exhibit B – Post Event Report (2017)
Exhibit C – Rental Application

October 20, 2017

Dear Parks and Recreation Advisory Commission,

On behalf of the Center for Early Intervention on Deafness (CEID) please accept this Proposal Letter as part of our application for the use of Lakeside Park, Lake Merritt, on Saturday, May 19, 2018, from 8:30 a.m. to 2:00 p.m. for the purpose of our annual Walk-A-Thon.

CEID is a 501(c)3 nonprofit organization that has been serving young children who are deaf or hard of hearing for 35 years. We serve children throughout the greater Bay Area with the largest concentration coming from the East Bay. In addition to our home and center-based services, we provide resources and trainings to the children's families that include weekly free sign language classes. We also provide training to Bay Area pediatric residents from Kaiser, Children's Hospital – Oakland, and others, in newborn and childhood hearing loss.

The Walk-A-Thon is a major fundraising event for us with the bulk of registration handled online. We typically have about 250 participants, mostly family members of CEID children and supporters and they are a very polite and well behaved group. We will collect some registration fees onsite the day of the Walk-A-Thon and ask your permission to do that as we have done in the past. The cost of registration is \$10 per person. We will also sell raffle tickets at the level of \$1 for one ticket, \$5 for seven tickets, \$10 for fifteen tickets, and \$20 for thirty tickets. All of the funds raised through registrations, sponsorships and raffle sales go to support the services of CEID

We will use a small speaker, a microphone and a 6 inch tall stage to announce raffle winners and acknowledge our sponsors. We will have ample staffing to manage all aspects of the event including trash disposal. CEID will have 12 volunteers available to clean up and dispose of trash after the event. We will supply our own trash bags. We will try to fit all of the trash in the bins at the park. If the bags do not fit, we will tie the bags and leave them next to the trash bin..

I enclose with this letter our completed application forms and a copy of our 501(c)3 information. Please let me know if there is any other information or applications required so that I may promptly comply. Thank you to you and your team for all of the wonderful support we have received in past years for this event. I am very grateful to you and am pleased to be working with you once again on our 2018 event.

Sincerely,



Joe Flynn
Development Associate

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: 14th Annual CEID Walk-A-Thon

Location of Event: Lakeside Park, Lake Merritt

Date/Hours of Event: 5/16/17 8:30a-2p Permit No. _____

Event Contact Name: Joe Flynn Phone No. 510-848-4800 ext 320

Event Contact Address: 1035 Grayson St. Berkeley, CA 94710

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

5/6/16

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: 144

2. Were registration fees, donations or other fees collected on-site? Yes No Not Applicable

3. If yes, how many people registered? 144 How many people made donations? 437

4. What was the cost for registration? _____

5. How much was collected on site from registration fees? 410

6. How much was collected on site from donations? 250

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

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 would like to increase our attendance in 2008

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

We did not experience any issues

Submitted by: *Joe Flynn*

Date: *6/1/17*

Approved by: *[Signature]*
(OPR Staff)

Date: *6-12-17*

Comments: _____



Rental Application

ATTENTION: Zermaine Thomas

Date of Application: 10/20/2017

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

Name of Business/Organization: Center for Early Intervention on Deafness

Business/Organization Address: 1035 Grayson Street Oakland 94710
Street Address City Zip Code

Applicant Name: Joe Flynn

Applicant Mailing Address: 1035 Grayson Street Berkeley 94710
Street Address City Zip Code

Phone Number: 510-848-4800 Fax Number: 510-848-4801 E-mail: joe@ceid.org

Facility/Park Name: Lakeside Park, Lake Merritt, Oakland

Room(s)/Site(s) Lakeside Park, next to Fairyland, adjacent to the closed concession stand

EVENT INFORMATION:

Date(s) of Event: 5/19/2018

Time In/Prop Time 8:30am Actual Event Time 10:00am to 1:00pm Cleanup/Time Out 2:00pm

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-A-Thon

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.)*
microphone, speakers, small stage

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) 300 Approximate # of Adults 200 # of Teens 50 # of Children/Infants 50

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) 78 x 5.5 = 429
(Hourly Rate) (# of hours)

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

(3) Permit Processing Fee = 30

(4) Deposit = 500

(5) Setup/Teardown = _____

(6) Kitchen = _____

(7) Alcoholic Beverage Fee = _____

(8) Administrative Service Fee = _____

(9) Caterer Opt Out Fee = _____

(10) Sound Use Fee = 100

(11) Other Charges = _____

TOTAL: \$ 1059 Less Advance Minimum Payment of \$ 842; BALANCE DUE 30 DAYS BEFORE EVENT: \$ 217

(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 Joe Flynn DATE 10/27/2017

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

Exhibit C



CITY OF OAKLAND
Oakland Parks, Recreation & Youth Development

TO: Mandolin Kadara-Redmond, Chair, Parks & Recreation Advisory Commission
FROM: Zermaine Thomas, Central Reservations
DATE: February 14, 2018
SUBJECT: **REQUEST APPROVAL TO ALLOW HENRY J. KAISER JR., ELEMENTARY SCHOOL PTA REQUESTING TO COLLECT FUNDS ONSITE FOR A LIVE AUCTION, DOOR TICKET SALES, AND A CASH BAR OFFERING BEER, WINE AND DISTILLED SPIRITS AT THEIR ANNUAL ONLINE AND LIVE AUCTION FUNDRAISING EVENT TO BE HELD AT LAKE MERRITT SAILBOAT HOUSE ON SATURDAY, MARCH 24, 2018, FROM 6:30PM-10:30PM.**

SUMMARY

Oakland Parks, Recreation & Youth Development received a request from the Henry J. Kaiser Jr., Elementary School Parent Teacher Association, a non-profit organization and a local unit of the Oakland Council, Peralta District of The California Congress of Parents, Teachers, and Students, Inc. The PTA raises funds through a variety of sources including donations, eScript and memberships. The Henry J. Kaiser Jr., Elementary School PTA, is requesting to collect funds onsite for a live auction, door ticket sales, and a cash bar offering wine, beer and distilled spirits to be held at the Lake Merritt Sailboat House on Saturday, March 24, 2018. All funds raised will finance important educational programs. This is the Henry J. Kaiser Jr., Elementary School PTA, second appearance before the Parks and Recreation Advisory Commission, they came before the Commission in 2014. Approval from the Parks and Recreation Advisory Commission is required per O.M.C. section 12.64.080.

FISCAL IMPACT

Henry J. Kaiser Jr., Elementary School PTA is paying all fees associated with the event estimated at \$1625.00.

PROJECT/PROGRAM DESCRIPTION

The Henry J. Kaiser Jr., Elementary School, PTA will use the Lake Merritt Sailboat House to host their 43rd Annual Online and Live Auction. The auction is an integral part of their annual fundraising efforts netting roughly 33% of their annual budget. The PTA sells tickets to the event both in advance and at the door. In addition to event ticket sales and sales of auction items, they will also offer drink tickets for a small selection of beer, wine, and distilled spirits. Their goal is to raise \$40,000 between all the previously detailed revenue sources.

The following onsite collection of funds is being requested:

- Ticket Sales: \$6000-\$8000
 - \$40 tickets, 150 to 200 sold, but the majority are presale
- Live Auction Sales: \$15,000
 - Most of the auction will be conducted online; sales of online bidding will close before the end of the event

- Drink Sales: \$1500-\$2000

The Oakland Unified School District is facing unprecedented mid-year budget cuts. The support of the community in this fundraiser will continue to provide the best-quality education for the nearly 300 children that attends Henry J. Kaiser Jr., Elementary School.

BACKGROUND

The Henry J. Kaiser Jr., Elementary School PTA was established due to continued underfunding of public education in California. This annual event is essential in providing much needed revenues to finance important educational programs such as music, art and computer instruction, classroom supplies, fieldtrips and assemblies and administrative support. The Henry J Kaiser, Jr. Elementary School would not have received the CA Distinguished School Award without the support and generosity of the community and local businesses participation in their annual auction.

RECOMMENDATION

Staff recommends that the Parks and Recreation Advisory Commission approve the request from the Henry J. Kaiser Jr., Elementary School PTA for permission to collect funds onsite for a live auction, door ticket sales, and a cash bar offering wine, beer and distilled spirits to be held at the Lake Merritt Sailboat House on Saturday, March 24, 2018, from 6:30pm-10:30pm.

Respectfully submitted,

/s/ Zermaine Thomas

Prepared by:
Zermaine Thomas
Central Reservations

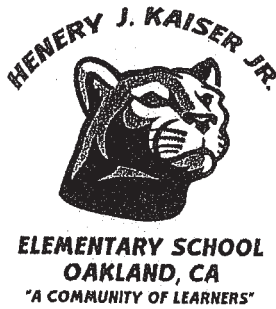
/s/ Nicholas Williams

Approved by:
Nicholas Williams
Director

Attachments: Exhibit A – Henry J. Kaiser Jr., Elementary PTA Proposal Letter
Exhibit B – 501(c)3, Non-Profit Number: 94-6184119
Exhibit C – Facility Rental Application

Henry J. Kaiser Jr., Elementary PTA

25 South Hill Court, Oakland 94618
Tel: 510-549-4900 Fax: 510-549-4904



Henry J. Kaiser Parent Teacher Association
IRS EID # 94-6184119
CA Corp ID #1038440
California State PTA ID #3370

Dear Parks and Recreation Advisory Commission:

On behalf of the Henry J. Kaiser Elementary School in Oakland, we are writing you to present our proposal for our Annual Online and Live Auction fundraising event scheduled for March 24, 2018 at the Lake Merritt Sailboat House.

Due to continued underfunding of public education in California, our annual event is essential in providing much needed revenues to finance important educational programs. Henry J Kaiser, Jr. Elementary School would not have received the CA Distinguished School Award without the support and generosity of our community and local businesses participation in our annual auction.

Brief History of Organization

Henry J. Kaiser Parent Teacher Association is a local unit of the Oakland Council, Peralta District of The California Congress of parents, Teachers, and Students, Inc and a 501(c)3. The PTA raises funds through a variety of sources including donations, eScript and memberships. One of our largest fundraiser is our annual auction which is essential in providing much needed revenues to finance important educational programs such as music, art, and computer instruction, classroom supplies, fieldtrips and assemblies, and administrative support.

Overview of Event

The Henry J Kaiser PTA aims to use the Lake Merritt Sailboat House to conduct our 43rd annual auction. The auction is an integral part of our annual fundraising efforts netting roughly 33% of our annual budget. The PTA sells tickets to the event both in advance and at the door. In addition to ticket sales and sales of auction items, we would also like to host a cash bar offering beer, wine, and distilled spirits. Our goal is to raise \$40,000 between all the previously detailed revenue sources. We will be using a caterer (to be determined) to offer a buffet of heavy appetizers. Food is included in the price of the ticket as well as one drink ticket. In addition to the auction, there will be amplified music/sound via a DJ and the live auctioneer. We would like to use the Club Room and the Deck Area for the event. We will need to utilize chairs and tables for seating, DJ table, and for displaying auction items. Simple décor will be used, including flowers. Guest count is 150 to 200 adults. Event hours are 7 pm to 10:30 pm. We anticipate needing time on either side of the event for set up and break down. We would like to rent the space for up to 10 hours total.

Exhibit A

Itemized Dollar Amount of All Monies to be Collected

- Ticket Sales: \$6000-8000
 - \$40 tickets, 150 to 200 sold, but majority are presale
- Live Auction Sales: \$15,000
 - A majority of our auction will be online, sales of online bidding will close before the end of the event and is completed online only
- Drink Sales: \$1500-2000

Why Funds Are to Be Collected

Funds are being collected on site to benefit Kaiser PTA. One third of the PTA's budget is raised at our auction which allows us to provide:

Beneficiary of Funds Collected

The Henry J Kaiser, Jr PTA is the sole beneficiary of the event funds. One third of the PTA's total budget is raised at our auction, which allows us to provide:

- Music instruction
- Art instruction
- Computer instruction
- Classroom supplies
- Field trips and assemblies
- Administrative support for teachers

We appreciate your time. Thank you for your support of Kaiser Elementary!

Sincerely,

Kristin Glass, Auction Co-Chairperson
Sandra Lichty, Auction Co-Chairperson

*Questions? please contact kaiserauction@gmail.com. Kaiser Elem. PTA enjoys tax exempt status
IRS EID # 94-6184119 CA Corp ID #1038440 California State PTA ID #3370*

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: Zermaine Thomas

Date of Application: 10/23/2017

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

Name of Business/Organization: Henry J. Kaiser, Jr. Elementary PTA

Business/Organization Address: 25 South Hill Court Oakland 94618
Street Address City Zip Code

Applicant Name: Kristin Glass

Applicant Mailing Address: 3281 Arizona St Oakland 94602
Street Address City Zip Code

Phone Number: 415-511-1316 Fax Number: 510-549-4904 E-mail: kaiserauction@gmail.com

Facility/Park Name: Lake Merritt Sailboat House

Room(s)/Site(s) Club Room and Deck Area (Balcony)

EVENT INFORMATION:

Date(s) of Event: 3/24/2018

Time In/Prep Time 2:00 - 6:30 pm Actual Event Time 6:30 pm to 10:30 pm Cleanup/Time Out 10:30 pm to 12 am

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.)* Annual Auction benefiting Kaiser PTA

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 Speakers, Microphone (Live Auctioneer)

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 200 # of Teens 0 # of Children/Infants 0

Please provide below special accommodations/requests for your event. If no special accommodations required, please write NONE.
 We plan to use a photo booth vendor and also will need to rent tables and chairs.

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: 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) $\frac{95}{\text{Hourly Rate}} \times \frac{10}{\text{\# of hours}} = \950.00

(2) _____ = _____

(3) Permit Processing Fee = 30.00

(4) Deposit = \$300.00

(5) Setup/Teardown = \$150.00

(6) Kitchen = _____

(7) Alcoholic Beverage Fee = \$195.00

(8) Administrative Service Fee = _____

(9) Caterer Opt Out Fee = \$200.00

(10) Sound Use Fee = _____

(11) Other Charges = _____

TOTAL: \$ 1825 Less Advance Minimum Payment of \$ 680.00; BALANCE DUE 30 DAYS BEFORE EVENT: \$ 1145
(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 10/23/2017

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

Exhibit C



**CITY OF OAKLAND
Oakland Parks, Recreation & Youth Development**

TO: Mandolin Kadara-Redmond, Chair, Parks & Recreation Advisory Commission
FROM: Zermaine Thomas, Central Reservations
DATE: January 26, 2018
**SUBJECT: REQUEST APPROVAL TO ALLOW SMALL PRESS DISTRIBUTION (SPD)
PERMISSION TO COLLECT FUNDS ONSITE FOR A SMALL LIVE
AUCTION AT THE BATTLE OF THE BRAINS: PUB QUIZ TO SUPPORT
SMALL PRESS DISTRIBUTION AT THE LAKE MERRITT SAILBOAT
HOUSE ON MONDAY, MAY 7, 2018, FROM 7:00PM-10:30PM**

SUMMARY

Oakland Parks, Recreation & Youth Development received a request from Small Press Distribution (SPD), a non-profit organization that sells and offers book distribution, provides informational services, and public advocacy programs to hundreds of small publishers. This is SPD's third request for permission to collect funds onsite for a small live auction at the Battle of the Brains: Pub Quiz at the Lake Merritt Sailboat House on Monday, May 7, 2018. The 400 publishers SPD carries and the many authors and readers they serve will benefit from the funds being collected which will help sustain their basic operations. Approval from the Parks and Recreation Advisory Commission is required per O.M.C. section 12.64.080.

FISCAL IMPACT

Small Press Distribution is paying an estimated \$1060.00 in rental fees associated with the event.

PROJECT / PROGRAM DESCRIPTION

Tickets to this event will be sold in advance for participation in the pubquiz. Tickets will range from \$35 to \$125. A small live auction is planned during the event with 5-10 items worth between \$20 and \$200 each. The live auction will occur onsite as guest bid on the items for sale. SPD anticipates collecting at least \$500 from the live auction. There will be no book selling at the event.

BACKGROUND / LEGISLATIVE HISTORY

SPD was founded in 1969 by legendary Bay Area independent bookseller Peter Howard (Serendipity Books) and legendary Bay Area bookseller/publisher/editor Jack Shoemaker (Unicorn, Sand Dollar, North Point, Pantheon/Knopf, Counterpoint). SPD is the nation's only exclusively literary nonprofit book distributor, serving over 400 small and independent presses, the majority of which have no other source of distribution. SPD sells independent literature in every state in the country and too many locations in the world.

RECOMMENDATION

Staff recommends that the Park and Recreation Advisory Commission approve the request from the Small Press Distribution to collect funds onsite for a small live auction at the Battle of the Brains: Pub Quiz to support Small Press Distribution at the Lake Merritt Sailboat House on Monday, May 7, 2018, from 7:00pm-10:30pm.

Respectfully submitted,

/s/ Zermaine Thomas

Prepared by:

Zermaine Thomas

Central Reservations

/s/ Nicholas Williams

Approved by:

Nicholas Williams

Director

Attachments: Exhibit A – Small Press Distribution Proposal Letter

Exhibit B – Post Event Report (2017)

Exhibit C – Rental Application



Small
Press
Distribution

November 21, 2017

Dear Parks and Recreation Advisory Commission,

SPD's proposed event will be a fundraiser in the form of a pub quiz. It will be called "Battle of the Brains: A Pub Quiz to Support SPD." **We hope to hold the event at the Sailboat House on May 7, 2018.** Tickets will be sold in advance for participation in the pubquiz. Tickets will range from \$35 to \$125. We also plan to have a small live auction during the event with 5-10 items worth between \$20 and \$200 each.

Small Press Distribution is a book distributor and nonprofit literary organization. We sell books for small publishers. We will not be selling books at the event but only tickets beforehand and, again, we will auction a few items (such as dinners with celebrity writers) at the event.

Small Press Distribution, the 400 publishers we carry and the many authors and readers we serve will benefit from the funds being collected which will help sustain our basic operations. Sales from the auction will only occur on site as people bid on the items for sale. We hope to make at least \$500 from the auction. We expect 100-125 people to attend the event.

Sincerely,

A handwritten signature in black ink, appearing to read "Laura Moriarty".

Laura Moriarty

Deputy Director
Small Press Distribution
1341 7th Street
Berkeley, CA 94710
Office: 510-524-1668 ex 305
Cell: 510-847-4264

Exhibit A

POST EVENT REPORT (Continued)

Page 2

III. VENDOR INFORMATION *No vendors other than SPD.*

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)
<i>Small Press Distribution</i>	<i>nonprofit</i>	<i>NA</i>	<i>NA</i>	<i>Y</i>

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.)

The event went very well. Frank was very helpful. Everything was great!

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

Submitted by: *Laura Moriarty* Date: *5/11/17*

Approved by: *[Signature]* Date: *5-18-17*
(OPR Staff)

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



#41257

Rental Application

ATTENTION: Zermaine Thomas

Date of Application: 11/14/17

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

Name of Business/Organization: Small Press Distribution

Business/Organization Address: 1341 7th St. Berkeley 94710
City Zip Code

Applicant Name: Brent Cunningham

Applicant Mailing Address: 2942 Madeline St Oakland 94602
Street Address City Zip Code

Phone Number: 510-524-168 ex 308 Fax Number: 510-524-0852 E-mail: brent@spbooks.org

Facility/Park Name: Lake Merritt Sailboat House

Room(s)/Site(s) _____

EVENT INFORMATION:

Date(s) of Event: 5/7/18

Time In/Prep Time 4:00 Actual Event Time 7:00 to 10:30 Cleanup/Time Out 11:00

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

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.) CD player, amplifier, 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) 120 Approximate # of Adults 110 # of Teens 5 # of Children/Infants 5

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: Market Hall

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) 65 x 7 = 455
(Hourly Rate) (# of hours)

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

(3) Permit Processing Fee = 30

(4) Deposit = 300

(5) Setup/Teardown = 150

(6) Kitchen = N/A

(7) Alcoholic Beverage Fee = 125

(8) Administrative Service Fee = _____

(9) Caterer Opt Out Fee = N/A

(10) Sound Use Fee = N/A

(11) Other Charges = _____

TOTAL: \$ 1060 Less Advance Minimum Payment of \$ 1060; 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 60 days notice: Forfeit Deposit 10 days or less notice: Forfeit All Fees

APPLICANT SIGNATURE [Signature] DATE 11/15/17

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

Exhibit C



CITY OF OAKLAND
Oakland Parks, Recreation & Youth Development

TO: Mandolin Kadera-Redmond, Chair, Parks & Recreation Advisory Commission
FROM: Zermaine Thomas, Central Reservations
DATE: January 26, 2018
SUBJECT: REQUEST APPROVAL TO ALLOW ROOKIE MOMS, INC. (510FAMILIES.COM) PERMISSION TO COLLECT FUNDS ONSITE FOR ENTRY FEES AT THEIR EAST BAY PRESCHOOL FAIR TO BE HELD AT THE LAKESIDE PARK GARDEN CENTER ON SATURDAY, NOVEMBER 3, 2018, FROM 10:00AM-2:00PM

SUMMARY

Oakland Parks, Recreation & Youth Development received a request from Rookie Moms Inc. (510families.com), a local website serving families of the East Bay. The website provides resources and information to help families in the (510) area code at no cost to users. Rookie Moms Inc. (510families.com) is requesting permission to collect onsite entry fees at their East Bay Preschool Fair to be held at the Lakeside Park Garden Center on Saturday, November 3, 2018. The funds raised will help pay for the expense of planning, promoting, and executing the Preschool Fair. Approval from the Parks and Recreation Advisory Commission is required per O.M.C. section 12.64.080.

FISCAL IMPACT

There will be a positive fiscal impact to Oakland Parks, Recreation & Youth Development. Rookie Moms Inc. (510families.com) is paying all rental fees associated with the event estimated at \$2,205.00.

PROJECT / PROGRAM DESCRIPTION

The event will consist of inviting families with children 0-5 years of age, to connect with local preschools and sponsors. There will be performers such as, a magician, music teacher, balloon artist, or a rainbow fairy to entertain the children while parents research various preschools. This event affords parents the opportunity to connect with many schools in one venue.

The following funds are being requested to collect on site:

- Entry Fees (\$10.00 per family)

BACKGROUND / LEGISLATIVE HISTORY

Rookie Moms, Inc. (510families.com) is a web based organization that was started seven years ago by two local moms, Heather Flett and Whitney Moss. The name of the parent company is Rookie Moms, Inc. operating out of Berkeley, California. In addition to the website, 510families.com has a weekly newsletter, semi-regular events and online resource guides for families to obtain information. Their organization is ad-supported by local businesses.

RECOMMENDATION

Staff recommends that the Park and Recreation Advisory Commission approve the request from Rookie Moms, Inc. (510families.com) to collect onsite funds for entry fees at their East Bay Preschool Fair to be held at the Lakeside Park Garden Center on Saturday, November 3, 2018, from 10:00am-2:00pm.

Respectfully submitted,

/s/ Zermaine Thomas

Prepared by:

Zermaine Thomas

Central Reservations

/s/ Nicholas Williams

Approved by:

Nicholas Williams

Director

Attachments: Exhibit A – Rookie Moms, Inc. (510families.com) Proposal Letter
Exhibit B – Rental Application



Fun with Kids in the East Bay *

August 18, 2017

To: Park and Recreation Advisory Commission
City of Oakland
250 Frank H. Ogawa Plaza, Suite 3330
Oakland, CA 94610

From: Heather Flett
Rookie Moms, Inc. (510families.com)
2808 Martin Luther King Jr. Way
Berkeley, CA 94703

RE: Request for approval to sell tickets at the door for preschool fair: November 3, 2018,
Lakeside Park Garden Center

1. Brief History of Organization:

510families.com is a local website serving families of the East Bay. The website provides resources and information to help families in the (510) area code at no cost to users. The website was started seven years ago by two local moms, Heather Flett and Whitney Moss. The name of the parent company is Rookie Moms, Inc. operating out of Berkeley, CA with only ourselves as employees. In addition to the website, 510families.com has a weekly newsletter, semi-regular events and online resource guides. Our organization is ad-supported by local businesses.

2. Overview of the Event:

510families.com would like to host a Preschool Fair for East Bay families to help in their preschool selection process. We will invite families, with children 0-5 year of age, to connect with local preschools and sponsors. We plan to invite a few area performers – a magician, music teacher, balloon artist, or a rainbow fairy – to entertain the children while the parents do their research. The event will be a wonderful opportunity for parents to connect with many schools all in one place.

3. Request to Collect Funds on Site:

We would like to charge admission to the families to defray our costs of running the event. Most ticket sales will be made online, prior to the event. We estimate we will charge \$5.00 per family in advance. In order to allow additional families to pay at the door, we estimate charging \$10.00 per family for tickets purchased the day of the event. We anticipate selling admission to an additional 30-50 families on-site, the day of the event, for a forecasted amount of \$300-500.00.

4. Why are funds being collected on-site?

We would like to allow for families to pay on-site in order to allow more families access to the 510families.com Preschool Fair. Due to Lakeside Park Garden Center's close proximity to the Botanical Garden, Lake Merritt, and Fairyland, some families walking by may be interested in attending our Preschool Fair. We would like the opportunity to welcome those families to our event.

5. Who will benefit from the funds bring collected?

510families.com is a very small, women-owned business serving families in the East Bay. The funds collected will help pay for the expense of planning, promoting, and executing the Preschool Fair. The funds will benefit Rookie Moms, Inc. the parent company of 510families.com.

6. Non-Profit Certificate:

Rookie Moms, Inc. and 510families.com is not a non-profit organization. We do not have 501c3 status.

7. Rental Application:

Our rental application has been completed and is part of this request.

8. Minimum Rental Payment plus Deposit

Our minimum rental payment plus deposit was submitted via a credit card and accompanied this request.



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

Date of Application: 8/15/2017

ATTENTION: Zermaine Thomas

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

Name of Business/Organization: Rookie Moms, Inc (510Families.com)

Business/Organization Address: 2808 Martin Luther King Jr. Way Berkeley 94703
Street Address City Zip Code

Applicant Name: Heather Flett

Applicant Mailing Address: 2808 Martin Luther King Jr. Way Berkeley 94703
Street Address City Zip Code

Phone Number: (415) 559-9852 Fax Number: _____ E-mail: events@510Families.com

Facility/Park Name: Lakeside Park Garden Center

Room(s)/Site(s) Vista Room and Garden Room (60, 60fts and 200 chairs)

EVENT INFORMATION:

Date(s) of Event: Saturday, November 3, 2018

Time In/Prep Time 8:00am Actual Event Time 10:00 am to 2:00 pm Cleanup/Time Out 3:00 pm

Type of Event/Purpose: (be specific, i.e. Wedding Reception, Meeting, Birthday Party, Banquet, Picnic, BBQ, Walk, Run, Festival, Rally, Quinceanera, Bar/Batmitzvaah/Bar/Batmitzvaah, etc.)
East Bay Preschool Fair and Family Event

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.)
The equipment provide with your sound use fee

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) 300 Approximate # of Adults 200 # of Teens _____ # of Children/Infants 100

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? NONE
 Yes No TBD

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

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) 120.00 x 7 = 840.00
(Monthly Rate) (# of hours)
- (2) 100.00 x 7 = 700.00
(Hourly Rate) (# of hours)
- (3) Permit Processing Fee = 30.00
- (4) Deposit = 300.00
- (5) Setup/Teardown = 225.00
- (6) Kitchen = 60.00

- (7) Alcoholic Beverage Fee = NONE
- (8) Administrative Service Fee = NA
- (9) Caterer Opt Out Fee = TBD
- (10) Sound Use Fee = 50.00
- (11) Other Charges = NA

TOTAL: \$ 2,205. Less Advance Minimum Payment of \$ 1,240.00; BALANCE DUE 30 DAYS BEFORE EVENT: \$ 995.00
(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 (5199)
(See attached Authorization for Credit Card Payment Form)

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

APPLICANT SIGNATURE Heather Flett DATE 8/15/2017



CITY OF OAKLAND
Oakland Parks, Recreation & Youth Development

TO: Mandolin Kadera-Redmond, Chair, Parks & Recreation Advisory Commission
FROM: Zermaine Thomas, Central Reservations
DATE: January 26, 2018
SUBJECT: **REQUEST FROM OAKLAND TECHNICAL HIGH SCHOOL PARENT TEACHER STUDENT ASSOCIATION (PTSA), TO COLLECT OPTIONAL DONATIONS ON-SITE FOR THEIR 3RD ANNUAL OAKLAND TECH FAMILY FITNESS AND FUN 5K RUN AT LAKESIDE PARK ON SUNDAY, MARCH 18, 2018, FROM 9AM-11AM**

SUMMARY

Oakland Parks, Recreation & Youth Development received a request from Oakland Technical High School Parent Teacher Student Association (PTSA), a non-profit organization, requesting permission to collect on-site optional donations at their "3rd Annual Oakland Tech Family Fitness and Fun 5k Run" to be held at Lakeside Park on Sunday, March 18, 2018. The funds raised will recover the costs of the event, such as OPR's permit costs, and to support the PTSA programs and activities. PTSA Funds raised go toward various educational programs for the benefit of students. Approval from the Parks and Recreation Advisory Commission is required per O.M.C. section 12.64.080.

FISCAL IMPACT

There will be a positive fiscal impact to Oakland Parks, Recreation & Youth Development. Oakland Technical High School: Parent Teacher Student Association (PTSA) is paying all fees associated with this event estimated at \$490.00.

PROJECT / PROGRAM DESCRIPTION

The event will consist of walking, running and jogging around Lake Merritt, to promote family fitness, exercise and fun. There is no admission charge for this event however the Oakland Tech High School PTSA will accept optional donations from participants and their families.

BACKGROUND / LEGISLATIVE HISTORY

The Oakland Technical High School Parent Teacher Student Association (PTSA) is a nonprofit 501(c)3 organization that benefits Oakland Technical High School students, parents and enriches their public school educational experience. The Oakland Technical High School PTSA has been supporting Oakland Technical High School students, teachers, and parents since approximately the School's founding in 1914.

RECOMMENDATION

Staff recommends that the Park and Recreation Advisory Commission approve the request from Oakland Technical High School Parent Teacher Student Association (PTSA) to collect on-site optional donations for their event to be held at Lakeside Park on Sunday, March 18, 2018, 9:00am-11:00am.

Respectfully submitted,

/s/ Zermaine Thomas

Prepared by:

Zermaine Thomas

Central Reservations

/s/ Nicholas Williams

Approved by:

Nicholas Williams

Director

Attachments: Exhibit A – Oakland Technical High School PTSA Proposal Letter
Exhibit B – Post Event Report (2014)
Exhibit C – Rental Application

Joel Freid
Parliamentarian
Oakland Tech High School PTSA
694 Arimo Ave.
Oakland, CA 94610
JoelFreid@juno.com
510-444-1968

January 9, 2018

By US mail and email: ZThomas@oaklandnet.com

Ms. Zermaine Thomas
Central Reservations Representative
Office of Parks and Recreation
250 Frank Ogawa Plaza, Suite 3330
Oakland, CA 94612

Re: Request for approval of Oakland Tech 5K event on March 18, 2018

Dear Oakland Parks and Recreation Advisory Commission:

This proposal letter is to request approval of our 3rd Oakland Tech Family Fitness and Fun 5K event on March 18, 2018. On behalf of the Oakland Tech High School Parent Teacher Student Organization (PTSA), thank you for approving our 2nd Annual 5K event at the same location in 2014. This year's event, like before, will be a walk, run or jog around Lake Merritt starting at Lakeside Park by the Cameron-Stanford House and Lake Chalet, to promote family fitness, exercise, and fun.

The Oakland Tech high school PTSA is a nonprofit 501(c)(3) organization that benefits Oakland Tech students and parents and enriches their public school educational experience. The PTSA's 501(c)(3) certificate is attached, as is my ID per your instructions. There will be no admission charge for the event. The PTSA will accept optional donations to the PTSA from participants and their families, in order to recover costs of the event, such as OPR's permit costs, and to support PTSA programs and activities. PTSA Funds raised go toward various educational programs for the benefit of students. The Oakland Tech PTSA has been supporting Oakland Technical High School students, teachers, and parents since approximately the School's founding in 1914.

Exhibit A

This letter respectfully requests PRAC approval of the event for the Oakland Tech PTSA. At the 5K event, the PTSA will be accepting donations, but will not be requesting any particular dollar amount to collect on-site. If you have any questions or wish additional information, please feel free to contact me. I plan to attend the next PRAC meeting when this request will be on the agenda. Please confirm that when and where this meeting will take place. I am guessing that the PRAC meeting will be on Wednesday Feb. 14 at 4:30 pm at the Lakeside Park Garden Center, 666 Bellevue Ave., Oakland. Please confirm. Thank you.

Sincerely,

Joel Freid

Attachments

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 Tech Family Fitness Lake Merritt 5K Run/Walk
Location of Event: Around Lake Merritt Starting at Lake Chabot
Date/Hours of Event: 12/7/13 ~~12/12~~ Sunday 8am-Noon Permit No. 41132
Contact Person: Joel Freid Phone No. 510-339-2221
Contact Person Address: 694 Arimo Ave, Oakland, CA 94610

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

12/8/13

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: 250
2. Were registration or donation fees collected on-site for the event? Yes No Not Applicable
3. If yes, how many people registered? N/A How many people made donations? ~30
4. What was the cost for registration? 0
5. How much money was collected on site for registration fees?
6. How much money was collected on site for donations? ~\$1200

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 *N/A No vendors*

Of no, why not? _____

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

IV. COMMENTS

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

While the event was a big success, even more publicity would have made it even better.

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

None.

Submitted by: *Joel Fried* Date: *2/5/18*
 Approved by: *[Signature]* Date: *2-5-18*
(OPR Staff)
 Comments: _____



CITY OF OAKLAND
 OAKLAND PARKS AND RECREATION

Rental Application

ATTENTION: Zermaine Thomas

Date of Application: 10/31/17

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

Name of Business/Organization: Oakland Tech High School PTSA

Business/Organization Address: 4351 Broadway Oakland 94609

Applicant Name: Joel Freid, OT PTSA Parliamentarian

Applicant Mailing Address: 699 Arimo Ave. Oakland 94610

Phone Number: 510-339-2221 E-mail: Joel.Freid@juno.com

Facility/Park Name: 5K Start is in Lakeside Park between

Room(s)/Site(s): Cameron Stanford House & Lake Chalet

EVENT INFORMATION

Date(s) of Event: Sunday, March 18, 2018

Time In/Prep Time: 8am Actual Event Time: 9am to 11am Cleanup/Time Out: Noon

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

Oakland Tech Family Fitness 5K Walk/Run

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) 250 Approximate # of Adults 100 # of Teens 125 # of Children/Infants 25

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

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

(3) Permit Processing Fee = 30

(4) Deposit = 300

(5) Setup/Teardown = _____

(6) Kitchen = _____

(7) Alcoholic Beverage Fee = _____

(8) Administrative Service Fee = _____

(9) Caterer Opt Out Fee = _____

(10) Sound Use Fee = _____

(11) Other Charges = _____

TOTAL: \$ 490 Less Advance Minimum Payment of \$ _____ BALANCE DUE 30 DAYS BEFORE EVENTS

(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
 (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 Joel Freid DATE 10/31/17

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

Exhibit C