

# MEMORANDUM

Agenda Item No. 11(A)(14)

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**TO:** Honorable Chairman Joe A. Martinez  
and Members, Board of County Commissioners

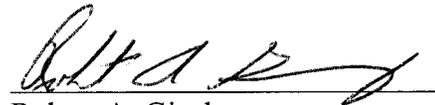
**DATE:** April 5, 2005

**FROM:** Robert A. Ginsburg  
County Attorney

**SUBJECT:** Resolution authorizing  
provision of in-kind services  
for the American Cancer  
Society's Relay For Life  
events

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The accompanying resolution was prepared and placed on the agenda at the request of Commissioner Katy Sorenson.



Robert A. Ginsburg  
County Attorney

RAG/jls



# MEMORANDUM

(Revised)

**TO:** Honorable Chairman Joe A. Martinez  
and Members, Board of County Commissioners

**DATE:** April 5, 2005

**FROM:**   
Robert A. Ginsburg  
County Attorney

**SUBJECT:** Agenda Item No. 11(A)(14)

Please note any items checked.

- "4-Day Rule" ("3-Day Rule" for committees) applicable if raised
- 6 weeks required between first reading and public hearing
- 4 weeks notification to municipal officials required prior to public hearing
- Decreases revenues or increases expenditures without balancing budget
- Budget required
- Statement of fiscal impact required
- Bid waiver requiring County Manager's written recommendation
- Ordinance creating a new board requires detailed County Manager's report for public hearing
- Housekeeping item (no policy decision required)
- No committee review

Approved \_\_\_\_\_ Mayor  
Veto \_\_\_\_\_  
Override \_\_\_\_\_

Agenda Item No. 11(A)(14)  
4-5-05

RESOLUTION NO. \_\_\_\_\_

RESOLUTION AUTHORIZING PROVISION OF IN-KIND PARK AND RECREATION SERVICES FOR THE AMERICAN CANCER SOCIETY'S APRIL 16-17, 2005 RELAY FOR LIFE IN HOMESTEAD AND THE JUNE 17-18, 2005 RELAY FOR LIFE IN CUTLER RIDGE IN AN AMOUNT NOT TO EXCEED \$3,152 TO BE FUNDED FROM THE DISTRICT 8 IN-KIND RESERVE FUND

**WHEREAS**, the American Cancer Society has requested in-kind services from the Miami-Dade Park and Recreation Department for its Relay for Life events in Homestead on April 16-17, 2005 and in Cutler Ridge on June 17-18, 2005 in an amount not to exceed \$3,152 (see attached Fee Waiver/In-Kind Service Application); and

**WHEREAS**, the American Cancer Society's Relays for Life are countywide events and the in-kind services will be funded from the District 8 In-kind Reserve Fund,

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA**, that this Board authorizes the Park and Recreation Department to provide in-kind services for the American Cancer Society's April 16-17, 2005 Relay for Life in Homestead and the June 17-18, 2005 Relay for Life in Cutler Ridge in an amount not to exceed \$3,152 to be funded from the District 8 In-kind Reserve Fund.

The foregoing resolution was sponsored by Commissioner Katy Sorenson and offered by Commissioner \_\_\_\_\_, who moved its adoption. The motion was seconded by Commissioner \_\_\_\_\_ and upon being put to a vote, the vote was as follows:

Joe A. Martinez, Chairman  
Dennis C. Moss, Vice-Chairman

Bruno A. Barreiro  
Jose "Pepe" Diaz  
Sally A. Heyman  
Dorrin D. Rolle  
Katy Sorenson  
Sen. Javier D. Souto

Dr. Barbara Carey-Shuler  
Carlos A. Gimenez  
Barbara J. Jordan  
Natacha Seijas  
Rebeca Sosa

The Chairperson thereupon declared the resolution duly passed and adopted this 5<sup>th</sup> day of April, 2005. This resolution shall become effective ten (10) days after the date of its adoption unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board.

MIAMI-DADE COUNTY, FLORIDA  
BY ITS BOARD OF  
COUNTY COMMISSIONERS

HARVEY RUVIN, CLERK

By: \_\_\_\_\_  
Deputy Clerk

Approved by County Attorney as  
to form and legal sufficiency.



Mariela Martinez-Cid

MIAMI-DADE COUNTY  
FEE WAIVER/IN-KIND SERVICES APPLICATION

Please complete the following form in its entirety and submit completed form along with requested materials, if applicable, to:

Special Events Staff  
Communications Department  
111 N.W. 1st Street, Suite 2510  
Miami, FL 33128

Phone: (305) 375-2836  
Fax: (305) 375-3968

\*Requests will not be considered without completion of this application.

Type of Event/Application (select one of the following):

- District Event - Request for fee waiver/in-kind services will require Commission sponsor (Complete questions 1-7, sign, date and submit prior to event)
- Major Event - Large Event with expected attendance of over 5,000 or significant probability of protests, controversy, violence or vandalism (Complete questions 1-12, sign, date and submit form no later than 120 days prior to event date)
- Special Event - Event with expected attendance of less than 5,000 with localized impact limited to an individual community or municipality (Complete questions 1-12, sign, date and submit form no later than 60 days prior to event date)

1. Full legal name of the requesting organization: AMERICAN CANCER SOCIETY

2. Corporate Status: Select one of the choices below (For profit entities are not eligible):

- Not-For-Profit or Tax Exempt (attach proof)
- Local Government or Public Entity
- Other (specify): \_\_\_\_\_

3. Name and contact information for single point of contact (address, phone, fax, e-mail address, etc.): MISTI ALDERS,  
3901 NW 79th Ave, Suite 224, Miami, FL 33146

4. Specify fee waiver or in-kind service requested (quantify, if applicable): Large Stage (25'x8'x8') for Homestead on  
10-17 APR 05 and Small Stage (17'x8'x8') for Cutler Ridge on 11-12 JUN 05

5. Name, description, and purpose of the event (if event is a fund-raiser, define the beneficiaries): NAME: Relay For Life (see  
attached page titled "what is Relay For Life?")

6. Please select ALL that apply to event

- Economic Development: Event supports vitality or growth of the local economy
- Youth/Education: Event benefits youth of any age and/or offers educational benefits
- Health and Social Services: Event supports health-related causes and/or social programs or institutions that improve quality of life within the community
- Arts and Culture: Event supports music, theatre, literature, art or culture
- Environmental: Event benefits environmental concerns or promotes conservation
- Sports and Athletics: Event supports/promotes organized sports or recreational participation

7. Physical address of event venues (please specify Commission District(s)): HOMESTEAD: 1601 SE 28th AVE., Homestead,  
FL 33015-1204 (District B), CUTLER RIDGE: 10100 SW 200 ST., MIAMI, FL (District B) -  
Cutler Ridge Park Homestead Sports Complex

- 8. Description of regional or local impact: Please see description of "What is Relay For Life?" (attached)
- 9. Daily/hourly event schedule, including set-up and breakdown schedule (attach event calendar, if applicable): (Please see attached documentation: event timeline and sample program from Relay for Life of Homestead 2004)
- 10. Detailed description of event venues (map or schematic of event venues, access points, surrounding roadways and traffic flow diagrams, if applicable): \_\_\_\_\_
- 11. Expected number of participants and estimated attendance (per day, if applicable): Homestead: 500, Curlew Ridge: 300
- 12. Itemized budget, including total event budget, total host budget and total commitment of resources (attach additional pages as needed):  
(See attached budgets for both events) total expenses may not exceed 10% of the earned income

I hereby certify that all the statements made in this application are true and correct.

Marti Niders  
Signature of Authorized Representative

3/10/05  
Date

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## What is Relay For Life?

Relay For Life is a celebration of life in honor of those touched by cancer. Relay For Life also raises funds for the American Cancer Society's programs of research, education, advocacy and service - programs that can reduce cancer deaths and cancer incidence, and improve the quality of life for those touched by cancer.

Relay For Life began in 1985. Dr. Gordon Klatt, an oncologist in Tacoma Washington, wanted to make a difference in the lives of his cancer patients. Dr. Klatt's idea was to run laps around a track for 24 hours and raise funds. He raised \$27,000 and donated the money to the American Cancer Society. Since then, Relay For Life has grown to become the American Cancer Society's national signature activity. In 2003-2004, over 4100 Relay For Life events were held throughout the United States and raised just over \$300 million. More than 3 million people participated and over 500,000 cancer survivors walked the opening lap. In Florida we grew to 214 events, had more than 80,000 participants and more than 18,000 survivors walking the opening laps of our community events. More than \$14.3 million was raised in the fight against cancer. This coming year we will hold 266 events and raise over \$17 million. Relay For Life is the largest fundraising event in the United States. It has also grown to thirteen other countries outside of the United States.

Relay For Life is a true community event where people of all ages and from all walks of life come together for a common cause. We walk, jog or run relay style around the tracks or pathways at school or community football fields, fairgrounds and parks for twenty-four hours. Friends, relatives, local businesses, hospitals, schools, churches, service clubs and other organizations organize teams of 10-15 people. Each team member is asked to raise a minimum of \$100 before the event.

Food, fun and camaraderie are part of the Relay For Life experience. There is the opening ceremony and first lap called our 'victory lap'. We cheer on our local cancer survivors, our friends, family and co-workers who have survived cancer. There is also a more solemn aspect of the event during the Luminaria ceremony. This is an emotional candle-lighting ceremony to honor those who have survived cancer and to remember those who have not. This powerful ceremony ties participants personally to the cause of fighting cancer. Relay For Life is about a community taking up the fight.

Relay For Life - It's all about providing Hope for the future, Progress towards a cure, and Answers to cancer questions.

**One Community, One Mission, One Fight!**

*For more information about Relay For Life or to learn how to become involved, contact Misti Alders at 305-779-2854 or [Misti.Alders@cancer.org](mailto:Misti.Alders@cancer.org)*

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**RELAY FOR LIFE**  
**2004/2005 BUDGET PLANNING FORM**

UNIT: Dade  
 SITE: Homestead  
 DATE: 16-17APR05  
 STAFF PARTNER: Misti Alders

**INCOME CODE = 40200 PLUS SUB SOURCE CODES**

2005 Net Income Goal = **\$40,000**      2005 Sponsorship Goal      \$2,500  
 2005 Luminaaria Goal      \$2,000  
 2005 Team \$ Goal      \$35,500      Actual Income      Projected Income      YTD Income 2005  
 Veteran Site 2005 Team # Goal      26      2004

**Teams**      Please fill out the boxed areas

Team Commitment Fee	\$100	This is built into your team money raised - you may increase this fee but the minimum must be \$100				
Total Teams 2004	25	*Please take from your PSE report				
Team Retention Rate	60%	*Overwrite this rate if yours is greater				
Returning Teams 2005	14	*This is a formula - do not enter number			\$16,200	
Team Average 2004	\$1,174	*This is a formula - do not enter number				
Large Team Money 2004	\$7,000	Total \$ raised by all teams meeting large team criteria				
# of Large Teams 2004	2	*Any team with 20+ team members and raising \$5,000+				
# of Large Teams 2005	2	*This should be the same as 2004			\$7,000	
New Teams 2005	10	*Please use your unit and community profiles to verify this number by listing out your resources on your prospect list			\$12,300	
Team Income 2004	\$34,000	*Please take this from last year's accounting or RFL National Reporting Database				

Sponsors			Total \$'s	Total \$'s		Total \$'s
# of Gold Level Sponsors 2005	0	\$ Amt for Gold Level 2005	\$0	\$0		\$0
# of Silver Level Sponsors 2005	0	\$ Amt for Silver Level 2005	\$0	\$0		\$0
# of Bronze Level Sponsors 2005	0	\$ Amt for Bronze Level 2005	\$0	\$0		\$0
# of Other Sponsors' 2005	1	Total \$ Amt for 'Other Sponsors' 2005	\$2,500	Total \$'s	\$2,500	\$2,500

Luminaria					
# of Luminaria Sold 2004	140	\$ Raised in Luminaria Income 2004	\$ 2,000	\$2,000	
<b>TOTAL INCOME</b>			\$38,500	\$40,000	\$0

Donor Benefit Costs (also known as DBCs and Direct Expense) are in blue (or shaded). According to our RFL Standards, DBCs cannot be more than 10% of your Gross Income. In addition, you are encouraged to keep your expenses at a minimum (recommended below 8%).

Codes	Expense	Actual Expenses		YTD Expenses	
		2004	2005	2004	2005
40201	Food & Beverage		\$0.00		\$0.00
40201	Logistics		\$0.00		\$0.00
40201	Entertainment		\$0.00		\$0.00
40201	Decorations		\$0.00		\$0.00
40201	Print Materials		\$0.00		\$0.00
40201	Gifts & Favors		\$0.00		\$0.00
40201	Event Awards		\$0.00		\$0.00
40201	Luminaria		\$0.00		\$0.00
40201	Sponsorship		\$0.00		\$0.00
40201	Post Event		\$0.00		\$0.00
40201	Miscellaneous		\$0.00		\$0.00
51020	National Materials		\$0.00		\$0.00
51030	Local Materials		\$0.00		\$0.00
51100	Meetings		\$0.00		\$0.00
51110	Training & Orientation		\$0.00		\$0.00
51040	Medals & Awards		\$0.00		\$0.00
50910	Rental Fees		\$0.00		\$0.00
50700	Postage & Shipping		\$0.00		\$0.00
50510	Office Supplies		\$0.00		\$0.00
51200	Travel & Transportation		\$0.00		\$0.00
50105	Temp to Perm Salaries		\$0.00		\$0.00

**\*\*\*See Expense Worksheet for a complete listing and to populate this year's projected and actual expenses**

Total Direct Expense (DBC's)	\$0	\$0	\$0
Total Indirect Expense (budgeted)	\$0	\$0	\$0
Total Net Income (Gross - DBO)	\$38,500	\$40,000	\$0

In-kind Donors: Vendor	Quantity	Item	COST
I.E. Joe's BBQ	300	Survivor Dinner	\$1,200.00
<b>Total Value for In Kind Gifts</b>			<b>\$1,200.00</b>

**INSTRUCTIONS - YOU SHOULD BEGIN YOUR BUDGET PROCESS WITH YOUR UNIT PROFILE AND COMMUNITY ASSESSMENT COMPLETE**

Income: Work with your leadership volunteers to identify a large, comprehensive prospect list for sponsors and teams. This can be done during your 3 year "Leaving a Legacy" meeting. What is your goal that you determined and new) and the anticipated level they will give. Next you should plug in your luminaria income and total bags sold from the previous year. The income for this year will populate itself and will always remain flat due to there being no basis for an increase. Once you have done these two things you should fill in the left hand side of the team income section. Your numbers for returning teams and new teams will populate for you. These numbers are based on a maximum of 10% expenses being built into the formula. However, you should always work toward the lowest expense possible. Finally, look to your leadership volunteers to determine a plan of action to ensure the number of retained teams needed is reached and establish a prospect list large enough, with a follow up plan, to achieve the number of new teams needed by your team recruitment committee. Use the Income and Expense Tracking form attached to keep up to date records and to help with finalizing your budget at the end of the year.

Expenses: Work with your leadership volunteers to receive a minimum of three bids for items on your budget. Any in-kind donations from the previous year, get a commitment from now. Work with the suggestions on the Expense Worksheet as well as local knowledge of what you need for your site or don't need (i.e. site already has lights and dumpsters)

All items from the expense worksheet will roll up and the total will pull to the main budget form. Again, use the income and expense tracking form attached to keep yourself up to date on all expenses.

**\*\*Make sure you are tracking income and expenses in the Crystal Reports on a weekly to bi-weekly basis.**



UNIT: Dade  
 SITE: Cutler Ridge  
 DATE: 17-18JUN05  
 STAFF PARTNER: Misti Alders

2004/2005 BUDGET PLANNING FORM

INCOME CODE = 40200 PLUS SUB SOURCE CODES

2005 Net Income Goal =  2005 Sponsorship Goal

\$5,000

2005 Luminaria Goal

\$0

2005 Team \$ Goal

\$30,000

Projected Income 2005 YTD Income 2005

Teams

Please fill out the boxed areas

Team Commitment Fee	\$100	This is built into your team money raised - you may increase this fee but the minimum must be \$100					
Team Average	\$1,200	New Site Team Average					
		*Please use your unit and community profiles to verify this number by listing out your resources on your New Site Team Goal	25	prospect list		\$25,000	

Sponsors

\*New sites should not be focusing on sponsorship or setting a goal unless it is already committed

# of Gold Level Sponsors 2005		\$ Amt for Gold Level 2005		Total \$'s		\$0	
# of Silver Level Sponsors 2005		\$ Amt for Silver Level 2005		Total \$'s		\$0	
# of Bronze Level Sponsors 2005		\$ Amt for Bronze Level 2005		Total \$'s		\$0	
# of Other Sponsors 2005	1	Total \$ Amt for 'Other Sponsors' 2005	\$5,000	Total \$'s		\$5,000	

Luminaria

\*New sites should not be setting a luminaria goal on the budget. Work toward a # of bags goal with committee

# of Luminaria Sold		\$ Raised in Luminaria Income				\$0	
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TOTAL INCOME

\$30,000

\$0



# Memorandum



**Date:** April 5, 2005

**To:** Honorable Chairman Joe A. Martinez  
and Members, Board of County Commissioners

**From:** George M. Burgess  
County Manager 

**Subject:** District Specific In-Kind Reserve Request Recommendation

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The Office of Strategic Business Management (OSBM) has reviewed the attached in-kind request and recommends for the item to move forward to the Board of County Commissioners for consideration. The district specific in-kind reserve balance allows for the funding of this request.

Background

The American Cancer Society, a not-for-profit organization, is requesting in-kind services for two separate events, Homestead Relay for Life scheduled for April 16-17, 2005 and Cutler Ridge Relay for Life scheduled for June 17-18, 2005.

In-kind services have been requested in the amount of \$3,152 from the Park and Recreation Department for large and small stages. These events will be funded from the District 8 District Specific in-kind reserve funds.

In FY 2004-05, the American Cancer Society has received \$13,184 in in-kind services from the Police and Park and Recreation Departments through Resolution 90-04 funded by the District 10 district specific in-kind reserve.

Inkind03105

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