

MEETING DATE: **06/09/08**

AGENDA ITEM: Joint Item: Consideration of a Fee Waiver Request by Sporteve for their Inaugural 5K Run/Walk & Kiddie Run Event, and the Use of Agency Property (Chairs).

ATTACHMENTS

	<u>Pages</u>
1. Request Letter from Sporteve, dated 3/26/08;	1-2
2. 5K Run/Walk route; and	3
3. 5K Run/Walk & Kiddie Run Event Flyer.	4



March 26, 2008

City Council Members

Re: Agenda item March 20th sporteve 5K

Honorable Members of the City Council,

You will be hearing from staff regarding our request to have the City of Culver City sponsor a new citywide event this summer. We at sporteve have been working with your staff to establish the first annual 5K Run/Walk and Kiddie Run in downtown Culver City on Sunday, June 29th. All proceeds will be donated to the Culver-Palms Family YMCA.

We understand your need to balance the needs of the City with the needs of the businesses and believe that this is a wonderful opportunity to bring the businesses and the community together for an event that will be fun, rewarding, and successful.

We are proposing a 5K a Run/Walk from the corner of Culver Boulevard and Main Street, west on Washington Boulevard to Center Street, and back. We will also include a short Kid Fun Run from the Expo at Media Park to the corner of Culver Boulevard and Main Street.

We have hired Walt Walston and W2Promotions to provide event management services. W2 Promotions has put on running events throughout the greater Southern California area in venues as diverse as Universal Studios Backlot, the Palos Verdes Peninsula, downtown Los Angeles, Beverly Hills and along the famous Venice Boardwalk. Walt has over 28 years experience and helps to promote and execute over 15 events a year. We are anticipating a total of 800 - 1,000 participants in this inaugural event.

We are requesting the City be a sponsor and partner in this endeavor. This would include waiving the fees associated with all city support services, permits, and equipment from the Public Works Department; required Event Permits; Trash

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June 4, 2008

disposal; the use off Media Park; and the use of city tables and chairs. The total estimate for these services is not to exceed \$6900.00.

We are partners with the Culver-Palms Family YMCA in this endeavor and any profits from the event will be donated for their use. Our total budget for the event is \$27,750.00. We will be approaching local businesses and corporations, primarily along the run/walk route for sponsorships and contributions.

This event is a wonderful opportunity to bring together the families and businesses in Culver City. We are encouraging the local restaurants to establish teams to compete for the "Fastest Foodies" prize. We are also working with Rebecca Fairbanks, of your Employee Wellness Program to establish City Hall Department teams to compete for the "Swiftest City Haller". For community members we will have prizes for the "Fastest Family", the "Fastest Couple", and the "Fastest Single Female" among others. Our vendors, sponsors, and affiliates will supply prizes for the top finishers.

All participants will receive an organic cotton T-shirt provided by Topo Ranch, designed by local artist Travis Savilla depicting the route and sponsors. Many of our over 200 vendors will be participating in the Expo including Clif Bar, Zoot Sports, Brooks Running, FRS, and Suunto. We will also invite race sponsors to participate to introduce local businesses to community members within Culver City and beyond.

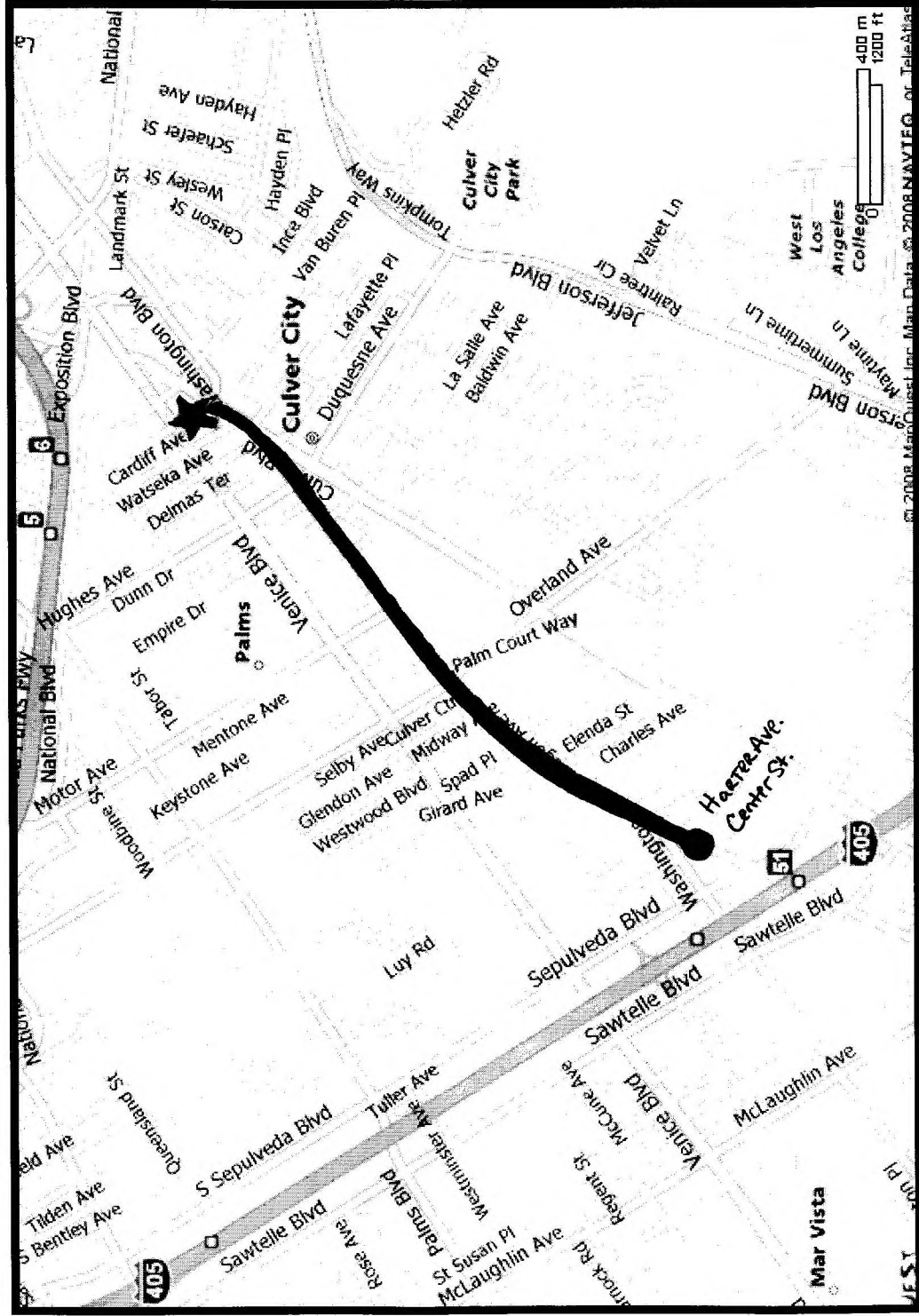
We anticipate that it will be a very exciting weekend as people arrive the week prior to the event to pick up their race packets and on Sunday morning to participate in the festivities and races. This is a critically important event for *sporteve*. It is an opportunity to both give back to the community we have become so much a part of and receive some much needed publicity as a retailer.

We look forward to working with you to insure the success of this event.

Sincerely,

D'Lynda Fischer, President
sporteve, Inc.

Sporteve 5 K Run/Walk Route



sporteve™
Inaugural
5k Run/Walk
and Kiddie Run
Sunday, June 29th
in Culver City, CA

The City of Culver City is proud to present the inaugural 5k Run/Walk and Kiddie Run. This event is a great way to get the family involved in a healthy lifestyle and to enjoy the beautiful weather in Culver City. The race will start at the Culver City Community Center and will follow a scenic route through the city. The Kiddie Run is a 1-mile race for children ages 5 and under. The 5k Run/Walk is a 5-mile race for all ages. Registration is \$28 for the 5k and \$15 for the Kiddie Run. Registration for the 5k after June 27 is \$35.

The race is a non-competitive event and is open to all. There is no need to be a professional runner. The race is a great way to get the family involved in a healthy lifestyle and to enjoy the beautiful weather in Culver City. The race will start at the Culver City Community Center and will follow a scenic route through the city. The Kiddie Run is a 1-mile race for children ages 5 and under. The 5k Run/Walk is a 5-mile race for all ages. Registration is \$28 for the 5k and \$15 for the Kiddie Run. Registration for the 5k after June 27 is \$35.

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Proceeds benefit the Culver-Palms Family YMCA

Registration Form

Please complete the registration form below and return it with your registration fee to *sporteve* via mail, fax or in-person. You may also register online at www.sporteve.com or the morning of the race beginning at 7:30 a.m. Advance registration is \$28 for the 5K and \$15 for the Kiddie Run. Registration for the 5K after June 27 is \$35.

Mail: *sporteve*, 3849 Main Street, Culver City, CA 90232 | Fax: 310.838.6022 | Web: www.sporteve.com

Name: _____ Sex: ☐ Male ☐ Female

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Birth date (month/day/year): _____ / _____ / _____ Age on race day: _____

T-shirt: ☐ Men's (S-XXL) ☐ Women's (XS-L) Size: ☐ XS ☐ S ☐ M ☐ L ☐ XL ☐ XXL

Are you running as a member of a team? ☐ Yes ☐ No

If yes, what is the name of the team? _____

Team category: ☐ Families ☐ Restaurants ☐ City Departments ☐ Entertainment Firms

Which race are you registering for? Payment total: _____

☐ 5K Run/Walk (\$28 by June 27)

Payment method: ☐ Check (payable to *sporteve*) ☐ Credit card

☐ 5K Run/Walk (\$35 after June 27)

Credit card number: _____

☐ Kiddie Run (\$15 - no late fee)

Expiration date: _____ Card type: ☐ MC ☐ VI ☐ Discover ☐ AMEX

Waiver and Release. Must be signed by all entrants. I know that running a road race is a potentially hazardous activity. I am medically able and properly trained for the race. I assume all risks associated with running in the event including but not limited to falls, contact with other participants, effects of weather including heat and humidity, traffic and the condition of the roads, all such risks of racing being known and appreciated by me. Having read this waiver and knowing these facts and in consideration of my acceptance of entry, I for myself, and heirs, executor, or anyone entitled to act on my behalf, waive and release W2 Promotions and its employees, *sporteve* and its employees, all race sponsors, officials, volunteers, employees, the City of Culver City and all governmental entities, and any of their representatives and succession from all claims over every kind of nature whatever, foreseen or unforeseen, known or unknown. I grant my permission to all of the foregoing to use any photography, motion pictures, video, or sound recordings, or any other record of this event for any legitimate purpose.

Signature: _____

Date: _____

Parent's signature for participant under age 18:

Parent's printed name: _____

Date: _____

Parent's signature: _____