



CITY OF CARSON

Legislation Text

File #: 2021-370, Version: 1

Report to Mayor and City Council

Wednesday, May 05, 2021

Consent

SUBJECT:

CONSIDER CO-SPONSORSHIP OF THE AMERICAN CANCER SOCIETY'S 2021 RELAY FOR LIFE EVENTS (CITY COUNCIL)

I. SUMMARY

For many years, the City has provided support for the American Cancer Society's annual Carson Relay for Life. In past years, this event has been held at the facility now known as the Dignity Health Sports Park. Support has included, among other things, a fee waiver for the use of City equipment and staff time. In the current year, the COVID-19 pandemic has complicated the ability of staff to deliver programs and events in person. As such, the partnership with the American Cancer Society for this year's activities is being proposed as a virtual program, with the possibility of some in-person experiences should County health protocols allow later in the summer. This year's co-sponsorship request accounts for multiple fundraising activities on various dates leading up to the main walk-a-thon event in July. Therefore, this item is being brought to the City Council for direction on the City's participation in this year's event.

II. RECOMMENDATION

CONSIDER and PROVIDE direction.

III. ALTERNATIVES

TAKE another action the City Council deems appropriate.

IV. BACKGROUND

For many years, the City of Carson has supported the American Cancer Society's Relay for Life event, which raises funds for the fight against cancer. This year's walk-a-thon activity is scheduled to take place on July 24, 2021, at Carson Park's athletic field; health protocols permitting. Although it was unclear of authorization to do so previously, in 2019 the City

Council did approve a co-sponsorship, affirming its support for these events.

This year's request to City Council is comprehensive and includes a variety of fundraising activities that lead up to the traditional flagship walk-a-thon event in July. These include the following:

- Pancake Breakfast (drive thru) - May 1, 2021
- Silent Auction (virtual) - May 27, 2021
- Paint the Town Purple (ribbon decorations) - June 21-25, 2021
- 5k Run/Walk (virtual, independent) - July 5-10, 2021
- Main Walk-a-Thon (virtual/in-person) - July 24, 2021 (tentative)

All funds raised will be handled by the American Cancer Society staff and volunteers and are used to advance research and support of cancer initiatives. City staff are not involved in collecting or managing any money during these events. Attached is a comprehensive summary of items provided by the City of Carson to Relay for Life and their associated cost for 2021 (Exhibit No. 1). This item is being brought to the City Council for direction on what participation the City should have in this year's event.

It should be noted that staff is seeking retroactive approval of co-sponsorship of the May 1st Pancake Breakfast activity given that the City Council will be considering this item after that event has taken place.

V. FISCAL IMPACT

The fiscal impact is contingent upon the action the City Council chooses to take. The cost associated with co-sponsoring the 2021 Relay for Life events itemize in Exhibit No. 1 is estimated to be \$8,336.

VI. EXHIBITS

1. 2021 Relay for Life Expenses (pg.3)

1.

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