

City of Valdez

Budget Year 2018

## Intent to Host an Event and Request for City Support

This application is available on line at:

[www.ci.valdez.ak.us](http://www.ci.valdez.ak.us)

### **Application Instructions:**

Please review this entire packet of information prior to starting your application. Do not omit any of the requested information or required attachments. If an item does not apply to your event, note "N/A" for that item. A check list is attached in this application for your use.

Complete Sections A - E if you are requesting City Support.

Complete Sections A, B, C & E if you are only requesting to host an event on City property, but not requesting any City Support.

**ONE SINGLE SIDED ORIGINAL of your completed application packet is due by 5:00pm on Friday, August 4<sup>th</sup>, 2017.** Failure to comply with the deadline may be grounds for rejection of the application. **Incomplete applications will not be considered.** Submit your application early to ensure thoroughness.

Mail to:

City of Valdez  
PO Box 307  
Valdez, AK 99686  
ATTN: Doug Desorcie

or Deliver to:

City of Valdez  
212 Chenega Ave  
Valdez, AK 99686  
ATTN: Doug Desorcie

If you need assistance, contact Doug Desorcie, Event Coordinator, at (907)835-2531 or [d-desorcie@ci.valdez.ak.us](mailto:d-desorcie@ci.valdez.ak.us)

# Application Check List, Event Check List, Deadlines and Helpful Resources

## If seeking City Support –

**On or about June 30<sup>th</sup> of each year prior to the event year, Intent to Host Event Application available:**

- Intention to Host Event Application, including Section D submitted to the Community Events Coordinator within the Parks, Recreation and Cultural Services Department.
- Application must include all mentioned requirements below.
- No consideration for event support if complete application is not submitted by the deadline.

## Application Check List

This check list is simply for your use in preparation of your application packet. It is not a part of the packet to be copied and submitted.

You are encouraged to check and double check your facts and figures prior to making your copies. Packets that omit any of the requested information or that contain errors in calculations will be returned to the applicant for correction and resubmission. **The ensuing delay may jeopardize your application for consideration if an application is not submitted in its entirety by the application deadline of August 4, 2017, 5:00pm.**

### A COMPLETE APPLICATION PACKET INCLUDES:

- \_\_\_\_\_ Intent to Host an Event, Sections A - E, if applicable.
- \_\_\_\_\_ Current documentation of Non-Profit status.
- \_\_\_\_\_ Current State of Alaska and City of Valdez business licenses, if applicable.
- \_\_\_\_\_ Current documentation of tax exempt status, if applicable.
- \_\_\_\_\_ Event Detail Plan.
- \_\_\_\_\_ Detailed Event Budget.

**Once support has been approved and funded in the City's operating budget or if not seeking City Support -**

**60 days prior to Event date(s):**

- Intent to Host Event Application submitted to the Community Events Coordinator within the Parks, Recreation and Cultural Services Department, if not seeking City Support.
- This will put the Event on our internal Planning Calendar, not published to the public.
- Things to consider for event planning purposes:
  - Are you a business?
    - Please refer to <https://www.commerce.alaska.gov/web/cbpl/BusinessLicensing.aspx> for your State of Alaska Business License and <http://www.ci.valdez.ak.us/DocumentCenter/Home/View/181> for your City of Valdez Business License.
  - Are you a not-for-profit?
    - Please refer to <https://www.irs.gov/charities-non-profits> for your tax exemption documentation.
  - Will you be serving food?
    - Please refer to [http://dec.alaska.gov/eh/fss/Food/TFS\\_Home.html](http://dec.alaska.gov/eh/fss/Food/TFS_Home.html) to ensure compliance with the State of Alaska.
  - Will you be serving alcohol?
    - Please refer to <https://www.commerce.alaska.gov/web/amco/PermitApplicationForms.aspx> to ensure compliance with the State of Alaska and <http://www.ci.valdez.ak.us/DocumentCenter/View/65> to ensure compliance with the City of Valdez.
  - What is your event activity and anticipated attendance?
    - You may be required to provide proof of liability insurance based on the event activity and/or features of the event, the location of the event, and/or if the event attendance is anticipated to draw a large crowd.
    - You may be required to provide proof of liability insurance if your event is on City property and you are charging a fee to those attending.

**45 days prior to Event date(s):**

- Any marketing materials and marketing plan – any City supported event will require City branding on all marketing materials, logo will be provided.
- Land Use Permit Application – If using City lands for a different reason than allowed by zoning regulations and code.

- Fire/EMS/ public safety plan – as applicable and requested by the City. See attached Site Safety Plan sample. Pertains to street closures, large crowd gatherings, risky and/or hazardous activities, etc.

### **30 days prior to the Event date(s):**

- Effected Departments' approval... Fire/EMS/Public Works/Etc.

### **21 days prior to the Event date(s):**

- Alcoholic Beverage Permit Application(s) – for the City of Valdez and the State of Alaska, as applicable.
- Business License/Non-profit Tax Exemption documentation, as applicable.
- Liability Insurance, \$1,000,000 naming the City of Valdez, its employees and volunteers as an additional insured. This should be specific to the event and its activities and provide date(s) and the location of the event.
- If you have sought and have been approved for City financial Support, you must submit an itemized invoice to receive any payments. **No invoices will be processed for payment without all requested and required event documentation** such as, but not limited to an Alcoholic Beverage Permit for the City and the State of Alaska, Business License or Non-profit Tax exemption documentation, Liability Insurance and site safety plan. Financial statements may be requested, and may include an audit of the event. **Any cash donation from the City must be returned to the City if the necessary budget is not expended in full or the event is cancelled for any reason.**

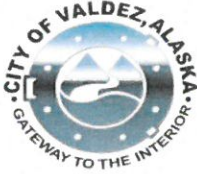
### **7 days after the Event date(s):**

- An after event review is conducted with the Event Organizers and the City of Valdez Event's Coordinator.
- If you have sought and have been approved for City Support, future year's applications will not be considered unless an after event review is conducted to the extent to satisfy the needs of the City of Valdez to complete an event report.

### **Other Resources for your event planning –**

- Please note that your request for City resources is dependent upon availability. In addition, the City will not compete with local commercial service providers in providing requested resources that are available during your event. If your request includes a service that is available from a local commercial service provider, you will be directed to contract with them directly and that specific resource request from the City of Valdez will be denied.
- The Community Events Coordinator serves as a single point of contact for City resources only.





# Intent to Host an Event Application

**Criteria and Restrictions:** Your request for City Support will be evaluated based on the following criteria, and will be limited to the following restrictions:

## Criteria:

Purpose of the Event: What demonstrated community need is being met? What is the impact on the community if your event is not provided for? What other events/agencies/etc. exist to meet this need? How do they compare to your event?

Management of the Event: Effective management of financial and human resources? Appropriate technical skills and knowledge to host applicable event? Fiscally responsible? Proven ability/track record?

Community Support of the Event: Strong participation? Volunteer services? Financial support shown through private and corporate contributions, user fees, in-kind donations?

Economic Value Proven by the Event: Does this event bolster the local economy? Do out of town visitors come for the event? Is this event highlighted on outside news media?

Specifics of the Event: Target population - who benefits from the event? Cost effective? Well thought-out concept and organized plan of action? Measurable results?

## Restrictions:

1. The Organization must submit non-profit documentation with this application. City Support will not be considered for for-profit businesses or informal associations/organizations.
2. There is no guarantee of annual funding, or in-kind support. The intent is for your event to become self-sufficient.
3. Any funding or support provided is subject to the availability of funds lawfully appropriated for disbursement.
4. Any funding or support provided is intended to supplement your event, not be your sole source of support for the event.
5. If applicable timeline/deadline is not adhered to, the City reserves the right to remove any indication of Support.
6. There will be an after-event review with the event organizers and the City's Event Coordinator
7. City branding will be prominently displayed on any event marketing (logo(s) will be provided).

**INSTRUCTIONS:** Please complete Sections A, B, C, and E if you are planning to host an event. Please complete Sections A - E if you are requesting any City Support. Please refer to the Event Check List and Deadlines for additional instructions, due dates, and event timelines.

## SECTION A: Event Sponsoring Organization Information

Sponsoring Organization:	American Cancer Society - Relay For Life - Valdez Chapter		
(Financially responsible party & must match certificate of insurance)			
Physical Address:	3851 Piper Street, Suite U-240, Anchorage, AK 99508		
Mailing Address:	Same		
Day Phone:	1-800-227-2345		
Email Address:	www.cancer.org Non-Profit Tax ID#13-1788491		
Organization Status:	For Profit	Will need to submit business license	
Check one	<input checked="" type="checkbox"/> Not for Profit	Will need to submit tax exempt documentation	
	Community Interest Group (Unorganized)		

Event Contact Person:	Shawnda Gallup - Logistics Chair
Email Address:	shawndagallup@gmail.com
Cell Phone:	907-831-9037
Event website (if applicable):	www.relayforlifeofvaldez.org

## SECTION B: Event Information

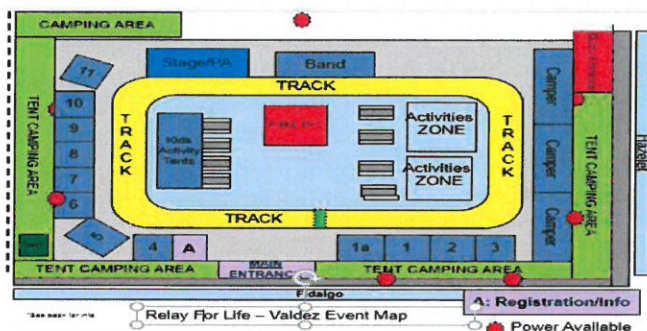
Event Name:	Relay For Life of Valdez		
What type of event:	<input checked="" type="checkbox"/> Run/Walk	<input type="checkbox"/> Parade	<input checked="" type="checkbox"/> Street fair/park festival
Check all that apply	<input type="checkbox"/> Concert	<input type="checkbox"/> Private Party	<input type="checkbox"/> Other (specify)
Is this event a reoccurring annual event?	<input checked="" type="checkbox"/> New Event?		
If reoccurring event, are there any changes to this year from previous years? <input checked="" type="checkbox"/> YES NO			
Explain:	This year we would like to be considered for addition to the City Events and Run Calendars to help promote our main and side fundraising events.		
Event date(s):	June 1-2 (Main Event) & July 28 (Color Run)		
Event location(s):	Kelsey Dock Uplands		
Event Set-up:	12:00PM on June 1st		
Event Tear-down:	3:00PM on June 2nd		



## SECTION C: Event Details

- 1 Please provide event details and activities; include site maps, use of volunteers, safety & crowd control plans, etc. Supply additional documentation labeled EVENT DETAILS if more space is required.

Event involves a created track with fundraising booths along the outer perimeter with different team and committee activities. The event runs for 12-24 hours (depending on the year) and is a way to bring the community together to show its support for cancer patients. There generally is a community style BBQ, live/recorded music, kids and adult activities such as carnival games, yoga, zumba, etc. The Colors of Cancer Fun Run is a 1 mile or 5k run/walk event which includes a donation registration fee and 7-8 color stations for dousing participants with non-toxic "holi" colors.



Expected attendance:	100 Participants	20 Spectators	Total 120
----------------------	------------------	---------------	-----------

What is the targeted demographic(s) of your participants? All ages, family friendly, all races, genders, religions and financial status' are welcome to participate, though some activities require a donation to participate

What is the targeted demographic(s) of your spectators? Same as participants

Is this event free to the public to participate in? ☒ YES ☐ NO

Is this event free to spectators? ☒ YES ☐ NO

Is this event a fundraiser? ☒ YES ☐ NO

If fundraiser, who benefits? American Cancer Society/Relay For Life

Admission/ Event fees: None for main event, Donation for some activities & Run

Do you plan to utilize volunteers? ☒ YES ☐ NO

2

Will items or services be sold at the event?

☒ YES ☐ NO

If YES, please explain:

Different teams will have booths with fundraising items for sale. Some do garage sale type items, some do baked goods, others do crafts or event related items.

3

Will there be food at your event?

☒ YES

NO

If YES, will it be sold?

YES

☒ NO Donations Accepted

Will vendors be cooking or heating food onsite?

☒ YES

NO

City Volunteers have provided BBQ services

Will it be catered?

By Who:

4

Will your event involve the sale or consumption of alcoholic beverages?

YES

☒ NO Not at this time, but may change if logistics are figured out.

If YES, will it be sold?

YES

NO

Will it be catered?

By Who:

You will need to apply for an alcohol waiver to be on any City property. Have you applied for this waiver?

YES

NO

5

Will there be any construction of stages or other improvements, including tents and awnings?

YES

Please describe: Use of pop up tents/awnings. Use of a platform for a stage (usually provided by committee). Some participants pitch camping tents on grass to stay overnight in.

6

What is your clean up plan after the event?

Please Describe: All teams that erect tents are responsible for removal of all of their items at the end of the event. Event committee ensures all posted signs, decorations, activity tents, etc are removed at the end of the event. Color Run powder color shall be kept to road and side walk surfaces only and is naturally removed by wind/rain.



7

Please describe your plan for crowd control and event security.

Crowd Control and Security Measures are not necessary for this event. We will however use flag banners to encase the main event to avoid vehicle traffic from entering site during event, reducing risk of injury to participants walking the track. Volunteers will be on site at all times throughout the event.

8

Please describe your plan for health services and sanitation to include running water, sewer & solid waste.

We request city support with provided garbage cans throughout the event, which will be emptied by volunteers during and after the event. Restroom facilities will be the Ruth Pond and Kelsey Dock restrooms. Running water will be provided by volunteers campers.

9

Please describe your plan for emergency services, to include fire and EMS support (or first aid response). Site Safety plan sample attached.

On site we will have basic first aid supplies, with a number of the volunteers being first aid trained. Use of 911 and the local Valdez Fire and Emergency Services will be utilized in the event an injury beyond basic first aid occurs. This is not likely based on the event activities.

10

Please describe your marketing and/or promotional plan for this event. \*If City Supported, City of Valdez Logo must be displayed on all marketing material.

Use of our local Facebook Page, Valdez Online Bulletin Board (Facebook), printed posters, PWSC Display Board and City of Valdez Event Site. Use of KVAK radio slots have been used in the past, and may be used again this year if sufficient Sponsorships are received.

## SECTION D: City Support of Event

1	Have you read and understand the City's Support Criteria and Restrictions, including required supplemental materials and timelines/deadlines?	<input checked="" type="radio"/> YES	<input type="radio"/> NO
2	Are you requesting City support of the event, by use of facilities, land, amenities, staff, and/or cash? *If NO, please complete SECTION E. You do not need to complete SECTION D.	<input checked="" type="radio"/> YES	<input type="radio"/> NO
3	Have you requested City support for your event in the past?	<input checked="" type="radio"/> YES	<input type="radio"/> NO
	<p>3.1 If YES, please highlight any differences to this year's request from previous year's request.</p> <p>Slightly higher funding request and request to be considered for addition to the City Events Calendar and P&amp;R Run Schedules.</p>		
4	<p>Briefly describe why your event needs the support of the City. Include the impact to the event if the City were not to provide the requested support.</p> <p>Each year, an average of 30 Valdez/Cordova residents use the services provided through the American Cancer Society and funds raised by Relay For Life events across the nation. Our event allows us to not only raise necessary funds to keep these services available to all cancer patients, but also allows us to spread the word about what American Cancer Society can do for cancer patients in our own town.</p>		
5	<p>Are you requesting the use of any City Land?</p> <p>5.1 What is the location and the area of the land requested? (Square Feet, Acres, Square Miles, etc.)</p> <p>Kelsey Dock Uplands Parking Lot Ruth Pond Grass Area near Fidalgo Street Pringle Covered Area</p> <p>5.2 Please describe what, if any, alterations will be made to the property. (Only temporary alterations will be considered and all property must be returned to its original condition)</p> <p>Picnic Tables brought over from pringle area to parking lot, fire pit laid down in parking lot, pop up tents erected, area cordoned off by pennant banner flags.</p>		



6	Are you requesting the use of any City Facilities?
6.1	Which Facility?
	Kelsey Dock Uplands Parking Lot, Pringle Covered Area & Grass area by Ruth Pond
6.2	Have you already reserved the Facility with the responsible department and paid any reservation fees?
	City Supported status will <b>not negate facility rental or user fees.</b>
	No
6.3	Please describe the intended use(s) of the facility(ies) requested.
	Kelsey Dock Uplands Parking lot for main event staging
	Ruth Pond Grass for Kids Carnival Games
	Pringle Covered area for Kids Bike Rodeo (if SWAN elects to participate with us again)
7	Are you requesting the use of any City owned amenities?
7.1	What are you requesting? (include quantities)
	Yes:
	8 picnic tables
	BBQ Trailer
	Fire Pit
	6 Pop Up Tents for Event Activities (if available)
	2-4 Fold Out Tables
	4 Fold Out Chairs
	6-8 Garbage Cans
8	Are you requesting the use of any City owned heavy equipment?
8.1	What equipment and for what purpose?
	The City will not compete with local commercial service providers in providing requested resources that are available during your event. If your request includes a service that is available from a local commercial service provider, you will be directed to contract with them directly and that specific resource request from the City of Valdez will be denied. (City heavy equipment may only be operated by City Employee operators. If equipment is requested, it is implied that it includes a City operator for the equipment. This request may have limitations as to where the equipment may be used).
	Large Forklift to Deliver Fire Pit



9

Are you requesting a cash donation from the City to support your event?

9.1 What is the amount of the request? \$2500.00

9.2 A detailed, line-item, breakdown of exactly what this funding will be used for is required with the request of a cash donation. Is this documentation attached? **Yes**

9.3 What is the total event budget? **Provide supporting documentation.** No funding will be considered unless a detailed event budget is attached to this application by the deadline.

9.4 Please provide a detailed description of the need for this funding.

Each year the event committee purchases consumable and capital supplies to support that year and future years events.

These funds are deducted from the events overall fundraising numbers. Donations from Sponsors, such as the City of Valdez, offset these deductions to ensure the money raised goes to the vital patient services and research that are funded by the American Cancer Society.

Financial statements may be requested, and may include an audit of the event. Any cash donation from the City must be returned to the City if the necessary budget is not expended in full or the event is cancelled for any reason.

## SECTION E: Signature

By signing below, I have read, understand and agree to meet the deadlines/timelines, criteria and restrictions described within this application. I also state that I represent the Event Sponsoring Organization and have the right to sign such agreement on their behalf.

Shawnda Gallup

Printer Name

Logistics Chair

Title

Shawnda Gallup

Signature

2017-08-10

Date



## INTERNAL REVENUE SERVICE

Ogden, IRS Center

## Department of the Treasury

P.O. Box 9941, Ogden, Utah 84409

MS 6273

Refer Reply To: 0423291513

Date: January 31, 2012 3910C

AMERICAN CANCER SOCIETY INC  
NATIONAL HOME OFFICE  
& FINANCE  
250 WILLIAMS ST 4TH FLR  
ATLANTA GA 30303

Taxpayer Identification Number: 13-1788491

Dear Taxpayer:

We received your request dated January 05, 2012, asking us to verify your Employer Identification Number 13-1788491 and name.

This letter confirms the parent and subordinate organization are exempt under Section 501(c) [3] of the Internal Revenue Code.

Parent Organization

Name: AMERICAN CANCER SOCIETY INC

Subordinate Organization

EIN: \_

Name:

The EIN and Name on our records is 13-1788491 and AMERICAN CANCER SOCIETY INC NATIONAL HOME OFFICE.

Please provide a copy of this letter to your subordinate. A separate letter will not be mailed to the subordinate organization.

If you have any questions, please call us toll free at 1-877-829-5500. or you can write to us at the address shown at the top of this letter. If you write, please include:

1. A copy of this letter ,
2. Your telephone number and
3. The best hours you can be reached in the spaces below.

You should keep a copy of this letter for your records.

Telephone Number \_\_\_\_\_ Hours \_\_\_\_\_

Sincerely Yours,

Ogden Entity Department

2018 Relay For Life of Valdez  
Planned Expenses

<b>Expenses</b>	<b>Estimated</b>	<b>Actual</b>
Kick Off Items	\$150.00	
Flyers (ACS printed/mailed)	\$100.00	
Event Tee Shirts (survivor/regular)	\$500.00	
Kick Off Advertising	\$152.00	
Wristbands	\$150.00	
Vista Print Banners (event/sponsor)	\$100.00	
Relay Fundraising Banners	\$100.00	
Event Decorations	\$300.00	
Kids Games Give Aways	\$500.00	
Color Run Supplies	\$100.00	
Color Run Advertising	\$152.00	
Capital Expense - 2 Pop Up Tents	\$300.00	
Luminaria Ceremony Supplies	\$150.00	
Event Rentals (if not donated)	\$250.00	
Relay Event Advertising (KVAK)	\$152.00	
<b>TOTALS</b>	<b>\$3,156.00</b>	<b>\$0.00</b>