



# CITY COUNCIL AGENDA ITEM

REQUESTED COUNCIL MEETING DATE 10/24/06

**SUBJECT:** Kelley Harrell, Senior Community Director of the March of Dimes, is requesting the City of Port Orange to be a 2007 Greater Halifax Walk America Site Sponsor for the Greater Halifax WalkAmerica to be held Saturday, May 5, 2007.

**DEPARTMENT:** PARKS AND RECREATION

**RECOMMENDED MOTION:** Council must decide to waive any or all of the fees for this event.

**SUMMARY:** Kelley Harrell, Senior Community Director of the Central Florida Division of the March of Dimes, is requesting the City of Port Orange to be a 2007 Greater Halifax Walk America Site Sponsor by allowing MOD the use of the City Complex grounds as a staging area for the Greater Halifax WalkAmerica to be held Saturday, May 5, 2007. The total cost for renting the facility would be \$1,300.70 (Rental items \$83.00, Service items \$200.00, Personnel \$1017.70).

**ATTACHMENTS:**  Ordinance  Resolution  Budget Resolution  
 Other

Support Documents/Contracts Available for Review in Manager's Office

**DEPARTMENT HEAD-** Glen T. Walker

Date: 10/12/06

**FINANCE DEPARTMENT**

Approved as to Budget Requirements

Date

**CITY ATTORNEY**

Approved as to Form and Legality

Date

**CITY MANAGER**

Approved Agenda Item for:

Date

10/24/06

August 15, 2006

Mr. Kenneth W. Parker, City Manager  
Mayor Allen Green  
Members of the Port Orange City Council  
1000 City Center Circle  
Port Orange, FL 32129

On behalf of the March of Dimes, we would like to request that the City of Port Orange join us once again as the Greater Halifax WalkAmerica Site Sponsor by allowing the use of the City Municipal Complex grounds as our staging area for the Greater Halifax WalkAmerica to be held Saturday, May 5, 2007.

WalkAmerica 2007 will mark the 37<sup>th</sup> Anniversary of the nation's first, best and most exciting walking event. We anticipate a total of over 2,500 walkers representing approximately 400 companies throughout Volusia County to join in our fight to save babies by participating in the Greater Halifax and South Volusia WalkAmerica.

City of Port Orange will have the opportunity to associate itself with reputable national sponsors such as K-Mart, Cigna HealthCare, Famous Footwear and Discovery Health Channel, as well as local sponsors. The City of Port Orange logo will appear on material designed to generate widespread visibility, positioning the City as one committed to the elimination of birth defects and the reduction of infant mortality.

March of Dimes funds over \$36 million in grants in the nation and provides community based education and program services to families of all socio-economic backgrounds. March of Dimes is America's premier advocate for the health of our youngest citizens, babies. It is only with the continued support of community leaders such as yourself that the March of Dimes is able to continue its mission to eliminate birth defects, prematurity and infant mortality.

I look forward to discussing this proposal and to working with you as we help to save babies through education, research, advocacy, and community service. Please contact me with any questions at my office, (386) 274-3267 or on my cellphone, (386) 453-4556. Thank you for your kind consideration regarding this request.

*Saving babies, together,*

Kelley Harrell  
Senior Community Director, Volusia County  
March of Dimes

**March of Dimes  
2007 WalkAmerica Sponsorship Opportunity  
Proposal for City of Port Orange**

**WalkAmerica, the event: May 5, 2007**

- The first, best and most exciting charitable walking event in the world raising over \$86 million.
- Locally, approximately 2,500 people representing 400 companies raised over \$185,000 in the year 2006.
- Two Walk sites covering Volusia County:

<b>South Volusia</b>	<b>Saturday, April 14, 2007</b>
<b>Greater Halifax</b>	<b>Saturday, May 5, 2007</b>
- Walker demographics:
  - Average individual income \$67K
  - 47% are married
  - 61% have attended or graduated college
  - 69% are female
  - 62% are ages 18-45
- 76% of all funds raised are used to support local and national educational programs and medical research.

**Rationale for corporate financial investment**

- WalkAmerica is a morale booster. It builds team spirit, rallies employees around a cause that makes them feel proud of their company and provides them with a way to help improve the health of America's children – and their own children and grandchildren.
- WalkAmerica increases your corporate visibility. It is a great way to enhance corporate relations in our community. Nearly 2,500 participants and more than 400 major corporations in Volusia County are involved and see the company name teamed with a winner. This audience affords your company and other major sponsors marketing opportunities for products and services.
- WalkAmerica presents the opportunity to distribute product to 2,500 participants.
- WalkAmerica presents the opportunity for company representation on strategic Walk committees (chaired by key corporate leaders), i.e., revenue committee, corporate recruitment and public relations.
- WalkAmerica presents the opportunity to major sponsors to have corporate visibility on thousands of printed pieces circulated throughout Volusia County.
- WalkAmerica presents the opportunity for exposure of company executives to the Executive Committee and Board of Directors of the March of Dimes.
- WalkAmerica presents the opportunity for company executives to receive serious consideration for March of Dimes Board appointment.
- WalkAmerica introduces company executives to other arenas for March of Dimes partnership and participation, i.e., events with possible committee involvement and chairmanship.

## **Corporate Site Sponsorship**

Designation as a Corporate Site Sponsor on:

- **Over 21,250 printed pieces**
- **prime positioning of banners, signage or other visuals at all WalkAmerica**
- **acknowledgment in all corporate presentations (5,000 Impressions)**
- **designation in all news releases (15) and media efforts**
- **special recognition on five corporate "team" captain mailings (2,000)**
- **special recognition at WalkAmerica kick-off events (200)**

**Printed Pieces include:**

1. 10,000 Walker Sponsorship Envelopes
2. 1,500 Walk Route Maps
3. 1,750 Walk Publicity Posters
4. 2,000 Team Captain Mailings
5. 5,000 Newsletters (1 WalkTalk and 1 Division)
6. 500 Walk Material Request Forms
7. 500 WalkAmerica t-shirts

**City of Port Orange will provide:**

- **The use of the grounds within the City of Port Orange Municipal Complex from 5:00 A.M. until 3:00 P.M. on Saturday, May 5, 2007 to be used as the stage site for Greater Halifax WalkAmerica.**
- **The use of Electricity**
- **The use of Parking areas**

## PROPOSAL ACCEPTANCE AGREEMENT

This serves as an agreement between the City of Port Orange and the March of Dimes. City of Port Orange will provide the following at no charge for the Greater Halifax WalkAmerica on Saturday, May 5, 2007:

- **The use of the grounds within the City of Port Orange Municipal Complex from 5:00 A.M. until 3:00 P.M. on Saturday, May 5, 2007 to be used as the stage site for Greater Halifax WalkAmerica.**
- **The use of Electricity**
- **The use of Parking areas**

Once you have thoroughly reviewed the enclosed proposal and upon acceptance of this opportunity, please return this signed contract by fax to (407) 599-5870.

Thank you for your consideration.

### **CITY OF PORT ORANGE**

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Signature & Title

Date

### **MARCH OF DIMES**

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Kelley Harrell  
Senior Community Director

Date

# EVENT COST ESTIMATES

March of Dimes Walk America 2007 Date 5/5/2007 Time 6am-11am

RENTAL ITEM	UNIT COST	RENTAL FEE
Application Fee	\$ 25.00	\$ 25.00
Amphitheater		\$ -
City Center Circle		
City Center Plaza	\$ 50.00	\$ 50.00
Soccer Fields		
Light Tower		
Trash Cans	4@ \$2.00	\$ 8.00
Barricades		
1/2 sound system		
Veteran's Park		
Tents	gray tent	\$ -
<b>SUB TOTAL</b>		<b>\$ 83.00</b>

SERVICE ITEMS		
Road Closures	no	
Electrical hook up (pedastools)	1@ \$50.00	\$ 50.00
Power supply		
Golf Carts		
Bleachers		
Stage(portable)	\$150.00	\$ 150.00
Water Hook Up		
Insurance	need	
<b>SUB TOTAL</b>		<b>\$ 200.00</b>

PERSONNEL	Reg. Man Hrs	Reg. Labor Cost	O.T. Man Hrs	O.T. Labor Cost
<b>Parks &amp; Recreation:</b>				
Event Supervisor	2	\$ 57.70		
Parks Supervisor				
2 Parks Employees	18	\$ 280.00	10	\$ 200.00
Recreation staff				
<b>Police:</b>				
Sgt.				
Patrol Officers			8	\$ 240.00
VIPS	16			
<b>Fire:</b>				
ERV			8	\$ 240.00
<b>Public Works:</b>				
staff-city hall restrooms				
<b>SUB TOTAL</b>	<b>36</b>	<b>\$ 337.70</b>	<b>26</b>	<b>\$ 680.00</b>
<b>GRAND TOTAL</b>		<b>\$ 1,300.70</b>		