

COMMUNITY ACTIVITIES AND CULTURAL COMMISSION

Staff Report

April 14, 2015

To: Community Activities and Cultural Commissioners

From: Janet Bombard, Library and Community Activities Director

Subject: Consider a request for a waiver of fees, and provide recommendation to the City Council regarding the 5th Annual Run in the Name of Love 5K and 2K event to be held June 21, 2015

ANALYSIS/DISCUSSION:

The fifth annual Run in the Name of Love 5K and 2K event is scheduled to take place on Sunday, June 21, 2015. Approximately 1,500 people are expected to participate.

The event will begin at Sunset Center and finish in the Del Mar Parking Lot. Event organizers have secured a Coastal Development Permit from the City Planning and Building Department to close the Del Mar lot.

The event organizer, Just Run Program Director Susan Love, is requesting a waiver of fees in the amount of \$4,052. The event has received a waiver of fees annually beginning in 2012.

City Policy C12-02 (Attachment A) provides guidelines for special event fee waivers. Issues the commission may wish to consider when formulating a recommendation to the City Council with respect to the fee waiver request include:

- The number of years for which an organization will be eligible for ongoing waivers of fees for the same event shall be no more than three years from the inception of the event.
- Charitable contributions will be made to charitable organizations within the 93921 zip code area. Just Run, the charitable beneficiary of the proceeds from Run in the Name of Love, is not in the 93921 zip code area. However, Big Sur International Marathon, the event's sponsor, has contributed to charities in the 93921 area code. Does that, in the commission's opinion, satisfy the intent of the policy?
- Priority will be given to organizations that provide educational and/or community programs and events that are open to the general public free of charge

Sunset Center sponsored the race for its first two years: 2011 and 2012; the Big Sur International Marathon has sponsored the race since then. The event organizer, therefore, does not have financial statements for the first two years of the event. Letters from the businesses affected by the event, as required by Policy C12-02, will be provided under separate cover.

DOCUMENTATION REQUIRED WITH WAIVER REQUEST – RUN IN THE NAME OF LOVE

	YES	NO
Detailed scope of the event	X	
Proposed budget for the event	X	
Anticipated economic impact to the City and community	X	
Anticipated positive and negative impacts of the event on the community	X	
What charitable contributions will be made (if any), either directly or indirectly, to the community?	X	
What is the anticipated amount or percentage of the contribution(s) and to what organization(s) will it be made?	X	
Written survey of businesses and/or residents affected by the event indicating their acceptance of the proposed event. Note: this will be provided to the commission under separate cover.	X	

ADDITIONAL DOCUMENTATION REQUIRED FOR ESTABLISHED EVENTS THAT HAVE RECEIVED FEE WAIVERS

	YES	NO
Past financial statements since inception of event. *	X	
Documentation showing actual charitable contributions to organizations within the 93921 zip code area since inception of event.	X	

* The event was sponsored by Sunset Center for its first two years; therefore, the event organizer does not have those financial statements.

GUIDELINES

	YES	NO
The number of years for which an organization will be eligible for ongoing waivers of fees for the same event shall be no more than three years from the inception of the event		This will be the fifth year of the event
Charitable contributions will be made to charitable organizations within the 93921 zip code area		X
The total dollar amount of fee waivers authorized each fiscal year shall not exceed \$27,500		
The City shall waive no more than \$5,000 in fees for a special event	Request is for \$4052	
Priority will be given to organizations that provide educational and/or community programs and events that are open to the general public free of charge		X

The checklist on the following page, using Policy C12-02, "Event Fee Waivers", was developed to help the CA&CC in its consideration of the fee waiver request.

ATTACHMENTS:

- Attachment A: City Council Policy C12-02, Event Fee Waivers PP 24-25
- Attachment B: 2015 Run in the Name of Love Special Event Permit Application pp 26-29
- Attachment C: Documentation required for a fee waiver as per City Council Policy C12-02, submitted by event organizer PP 30-43
- Attachment D: Estimated 2015 Run in the Name of Love event fees P. 44
- Attachment E: Additional documentation regarding the event, submitted by the event organizer PP 45-51

CITY COUNCIL POLICY C12-02
EVENT FEE WAIVERS
Revised July 1, 2014

- I. Purpose
- II. Community Event Fees
- III. Application Process
- IV. Documentation Required with Waiver Request
- V. Additional Documentation Required for Established Events
- VI. Guidelines

I. Purpose

The City supports and encourages events that have a significant economic, charitable, or community benefit. The City will consider waiving certain fees in order to promote the City and special events. The City is regularly being approached to waive fees for Community Events. This policy is designed to outline the process and criteria for the submittal, and review by Council, of fee waiver requests.

II. Community Event Fees

Fees eligible for Waivers:

- Special Event Permit Fee
- Fees associated with street closures
- Fees associated with events on the beach or at City Parks
- Parking stall fees

Fees not eligible for Waivers:

- Grant writing expenses
- Damage deposits
- Overtime costs for City personnel
- Costs for personnel with which the City contracts in order to facilitate the event

III. Application Process

- An applicant shall submit in writing a request for a fee waiver to the Community Activities Director
- All special event fee waiver requests will first be considered by the Community Activities and Cultural Commission (CA&CC) at a regularly scheduled meeting.
 - a. In the case of requests for fee waivers for new events - or established events that have previously received a waiver of fees and are within the three-year window outlined in the Guidelines below - the Community Activities and Cultural Commission may make a formal request to the City Administrator to waive eligible fees up to \$5000 instead of securing Council approval
 - b. Requests for fee waivers from events going into their fourth year or more must come to the City Council after being reviewed by the Community Activities and Cultural Commission.
- The City Administrator shall be given authority to apply this policy for waivers up to \$5000

ATTACHMENT A

- Staff or the applicant can appeal a waiver request to the City Council.
- Events proposed for co-sponsorship must be placed on a City Council agenda

IV. Documentation Required With Waiver Request

- Detailed scope of the event
- Proposed budget for the event
- Anticipated economic impact to the City and community
- Anticipated positive and negative impacts of the event on the community
- What charitable contributions will be made (if any), either directly or indirectly, to the community? What is the anticipated amount or percentage of the contribution(s) and to what organization(s) will it be made?
- Written survey of businesses and/or residents affected by the event indicating their acceptance of the proposed event

V. Additional Documentation Required for Established Events That Have Received Fee Waivers

- Past financial statements since inception of event
- Documentation showing actual charitable contributions to organizations within the 93921 zip code area since inception of event

VI. Guidelines

- The number of years for which an organization will be eligible for ongoing waivers of fees for the same event shall be no more than three years from the inception of the event
- Charitable contributions will be made to charitable organizations within the 93921 zip code area
- The total dollar amount of fee waivers authorized each fiscal year shall not exceed \$27,500
- The City shall waive no more than \$5,000 in fees for a special event
- Priority will be given to organizations that provide educational and/or community programs and events that are open to the general public free of charge

CITY OF CARMEL-BY-THE-SEA
COMMUNITY SERVICES
PO BOX CC

CARMEL-BY-THE-SEA, CALIFORNIA 93921
Phone: 831/620.2020 Fax: 831/624.2132
E-Mail: mmperotti@ci.carmel.ca.us; ptomasi@ci.carmel.ca.us
jbombard@ci.carmel.ca.us; srana@ci.carmel.ca.us

SPECIAL EVENT PERMIT

TYPE OF EVENT

Race/Walk

X Race Parade Festival Film Permit Fundraiser Other:

EVENT TITLE: 5th Annual Run in the Name of Love 5K and 2K

DATE OF REQUEST: January 13, 2015

DATE/TIME OF EVENT: June 21, 2015 – 7:30 AM – 9:00 AM - Sunset Center (Start)

SET-UP TIME: 5:30 AM

TEAR-DOWN TIME: 11:30 AM Del Mar Parking Lot (Finish)

SPONSOR: The Big Sur International Marathon

CONTACT PERSON: Doug Thurston, Race Director

TELEPHONE/CELL PHONE: Phone: 831/625.6226; Cell: 916/802.7668
Fax: 831/625.2119

EMAIL: doug@bsim.org

ADDRESS: 3618 The Barnyard/PO Box 222620, Carmel, CA 93922

DAY OF EVENT CONTACT PERSON: Race Directors: Doug Thurston, Susan Love and Mike Dove

TELEPHONE/CELL PHONE: Doug Thurston Cell: 916/802.7668; Cell: Susan Love: 831-818-3989; Cell: Mike Dove: 831-905-4301

EVENT LOCATION: Beginning at Sunset Center, Ending at Del Mar Parking Lot

ESTIMATED ATTENDANCE: *Participants:* 1,200 Runners/300 Walkers (approx.)

ADMISSION: ___ Free **XX** Pre-sold Ticket ___ Other (please specify)

___ FOR-PROFIT ORGANIZATION (Please make note if there is a charity component to your event and who would benefit).

X NOT-for-PROFIT ORGANIZATION \ ID Number: 77-0048388
Big Sur International Marathon (just Run Youth Fitness Program)

ATTACHMENT B

5th Annual Run in the Name of Love 5K
Special Event Permit
Page 2

SPONSOR EQUIPMENT: (Please list in detail all equipment utilized for the event. Ex: Tents, tables, chairs, sound system, vehicles)

Tables at Sunset Center for: Shirt & bib pick-up, water, information, volunteer check-in
Tables and tents at Del Mar for: Food & drinks
Tables and Chairs for participants at Del Mar
Sound systems – Start, Finish-line, Ocean & Scenic & Del Mar Parking Lot
Platform at Start and Finish Area

SPONSOR EQUIPMENT, Continued:

Tables/screen for Timing Company at Ocean & Scenic
Start Omni/Banner – Across San Carlos and at Finish Line at Ocean & Scenic and small inflatable Omni at Del Mar Parking Lot
Fencing for food chute
Tents for computers/results; VIPs, etc.
Porta-Potties at Sunset Center (courtyard) and Del Mar parking lot (south of existing beach restrooms). A total of approx., 21 units.
2- 3-yard dumpsters

STREET CLOSURES / PARKING STALLS: All Del Mar parking lot will be closed from 5:00 a.m. to 11:30 a.m., all stalls. San Carlos 8th to 10th will open after start of race (approx. 9:00). **W/Scenic Road to Del Mar will be closed.**

Parking Stalls (signs posted 48hrs in advance): Del Mar parking lot all stalls west of Scenic. San Carlos 8th to 10th both sides. 9th St. San Carlos to Dolores both sides; Dolores & 8th Dolores & 10th to accommodate traffic detour.

Street Closures(requires council action): Streets will be monitored by Carmel off-duty police officers and sponsor is providing volunteers at key locations for traffic, runner and walker control.

CITY PERSONNEL / EQUIPMENT: A two (2) hour minimum is used in order to place equipment at their locations prior to the event, brief city personnel and handle any delays or changes in the original plan once the event starts. **Total Cost for this event is TBD.**

I. Police Personnel / Equipment

- Equipment N/A
- Personnel TBD

Mandatory 2-Police Officers Security/Traffic Control; 4 hour minimum \$119 per hour – TBD

ATTACHMENT B

5th Annual Run in the Name of Love 5K
Special Event Permit
Page 3

II. Public Works Personnel / Equipment

- Equipment: Barricades to be placed at San Carlos & 8th, Dolores & 8th, Scenic & 8th, Dolores & 9th, Dolores & 10th, San Carlos & 10th San Antonio and Ocean; San Antonio & 8th, San Antonio & 13th.
- Personnel – **One person to drive the city truck; two outside laborers to pick up equipment (A-frames, cones, barricades).**

III. Building Services Personnel / Equipment – N/A

CONDITIONS OF APPROVAL: Approval contingent upon submittal of appropriate insurance coverage and payment of fees stipulated by the City of Carmel-by-the-Sea (Policy C89-45, C89-47, C95-06).

Business License Required: Any event requiring the support of professional or service Special business must insure that each business obtain a City Business License.

- Yes
- No

1. **Insurance Policy:**

- Required as stated: Organizer/Organization to be named as additional insured:**
- Co-sponsored by City Council (support groups only)
- Other conditions as required:

2. **Fees:**

- Required as stated: **Fees waived per Council Resolution**
- 012-21. Fees for Police Off-Duty Assistance and Outside Labor costs will be billed to event organizer.**
- Co-sponsored by City Council

4. **Other conditions as required:**

- Prior notification of event to affected area
 - Garbage/Recycling
 - As per Municipal Code Section 8.74, the use of single-use carryout plastic bags is prohibited from use at any business, restaurant, corporate or individual special event.
 - Cups, plates, or any type of food or liquid containers made of **styrofoam** are not permitted
 - Applicant is advised that the Department of Alcoholic Beverage Control may summarily revoke the Temporary Conditional License should the Department, in its discretion, determine that the public welfare and morals are being impaired, or a law enforcement problem is being created; and that upon notice of such, sales of alcoholic beverages at the event for which the Temporary Wine License was issued shall cease immediately.*

ATTACHMENT B

5th Annual Run in the Name of Love 5K
Special Event Permit
Page 4

GENERAL COMMENTS: (please describe event in detail)

The 5th annual "Run in the Name of Love" will be composed of a 5K run and a 2K walk. The run/walk will begin at Carmel by-the-Sea's Sunset Center on San Carlos and end at Scenic Road at Ocean Ave. Awards, raffle and refreshments will be located in the Del Mar Parking lot at the base of Ocean Avenue. Dogs will be permitted in the Walk. Upon approval, the event will be held on June 21, 2015. The 5K, with an expected number of 1,000 participants will begin at 8:30 am and the 2K, with an expected number of 300 participants, will begin at 8:40 am. Welcome, announcements, and National Anthem will begin at approximately 8:00 am. Routes and maps are attached. The finish celebration will end at 11:00 am at Del Mar, the parking lot will be open to the general public for parking at 11:30 a.m.

NOTIFICATIONS

DATE ADVISED DATE REVISED

CHIEF OF POLICE:

CARMEL FIRE DEPARTMENT:

DEPARTMENT OF PUBLIC WORKS:

FOREST AND BEACH:

PLANNING AND BUILDING:

RISK MANAGEMENT DEPT.

CITY COUNCIL READ BOARD:

OUTSIDE AGENCIES:

MST
WASTE MANAGEMENT

APPROVED BY:

Janet Bombard, Community Activities Director

I _____ have read and agreed to comply with all conditions of this permit:
Susan Love
(Please print)

Susan Love
(Signature)

DATE: _____

ATTACHMENT C

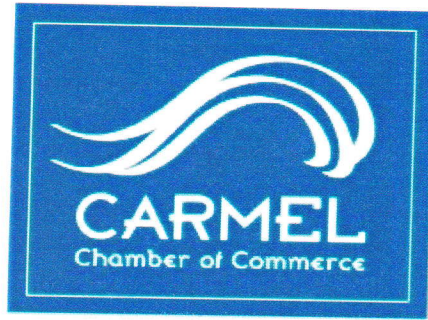


Big Sur International Marathon
P.O. Box 222620, Carmel, CA 93922

REQUEST FOR FEE WAIVER

REQUEST FOR CO-SPONSORSHIP WITH CARMEL-BY-THE-SEA

- SCOPE OF THE EVENT
- PROPOSED 2015 BUDGET
- DOCUMENTATION
- FINANCIAL STATEMENTS FROM 2013 AND 2014
- BIG SUR MARATHON CONTRIBUTIONS TO ORGANIZATIONS WITHIN THE 93921 ZIP CODE AREA



March 30, 2015

Dear Community Activities & Cultural Commission,

This letter is to express my support for the Run in the Name of Love held each June in Carmel by-the-Sea. This is a fantastic event. It is the only run/walk event held in Carmel and it is held at a great time – Sunday morning. The impact is mild and we have never received any complaints at the Chamber of Commerce about it. Many people participate year after year – either because it is a nice training-run length or to honor a loved one – or both.

The event is completely volunteer-run and it is always very organized – I know because I have volunteered each year since it started. I hope you will lend a hand in any way you can for this great home-grown event.

Thanks for all you do.

Monta M. Potter
President/CEO
Carmel Chamber of Commerce

DOCUMENTATION

A professionally-conducted economic impact survey has not been conducted. However, the goals of Run in the Name of Love are to showcase Carmel-by-the-Sea, offer a sporting event for the community and visitors of all ages, and to have a positive economic impact on our local shops, restaurants, and inns. During the 2014 event, 19 states were represented as well as two foreign countries. At this early date in the registration process, 41 cities are already represented along with four states. We are anticipating 800 to 1,000 participants this year, many of whom will have numerous friends and family members accompanying them.

The feedback from city businesses has been overwhelmingly positive. Shops and restaurants are frequented and many of the out of town participants make a vacation weekend out of the event.

At one of the City Council debates, Mayor Burnett stated that "We need to give them a reason to come back." Many of our runners and walker now make Run in the Name of Love an annual event, some returning for their fifth year. This event clearly brings people to Carmel-by-the-Sea.

Publicity is afforded to our raffle donors: all local business owners. They are publically thanked at our awards ceremony and on our website and the winners have often continued to patronize their businesses.

Most of our sponsors are local and they have profited by the exposure on our website, in the media, and on race day.

Carmel-by-the-Sea has been greatly promoted by the event. Carmel is showcased in thousands of postcards distributed up and down the coast of California as well as in advertisements and magazines, newspapers and radio and TV. The Run in the Name of Love website displays beautiful photos of Carmel.

In the past, Carmel has been given a Gold sponsor designation in exchange for parking lot fee waivers. These benefits included listing Carmel-by-the-Sea on the participant shirts, a link on our website, and acknowledgements many times during pre- and post-event ceremonies. We have been very proud to have had Carmel's support and its commitment to bring Run in the Name of Love to our community during the past four years. We would be honored to have Carmel remain on our list of Carmel sponsors and donors.

The organizing committee is composed solely of volunteers, committed to the goals and purpose of Run in the Name of Love and willing to work on behalf of this city and the positive impact it has on our community.

ATTACHMENT C

The impact that this event has on our participants as they reflect upon and honor someone who is or was a special person in their lives cannot be explained or realized unless observed. Please join us on June 21st to see and appreciate what this event means to so many people.

Additionally, this event encourages participation in an athletic endeavor. As Sam Farr stated in an address during a past City Council meeting, "all cities need to insure that physical activities and events are available to its citizens." This event encourages all ages to participate. Last year our youngest participant was 2, the oldest was 88. There is a 5K distance and a 2K distance to ensure that almost anyone interested is capable of participating.

One hundred percent of the proceeds from Run in the Name of Love will be donated to the Big Sur International Marathon's youth fitness program JUST RUN. JUST RUN is free to all youth organizations and schools. It promotes physical activity, good citizenship, healthy eating, and pride in accomplishment. The program relies on grants, donations, and sponsorships. JUST RUN recently won the National Program of the Year award from Running USA, the trade organization in running. We are proud to have this event support this highly acclaimed and effective program for children. We can think of no greater cause.

According to Steve Rana and Joe Bouche, there have been zero complaints from residents and businesses during the past four years. We respect the guidelines and agreed upon stipulations. Residents affected most by the event are hand-delivered letters and postcards explaining the event and welcoming their comments and feedback. The impact of Run in the Name of Love is undeniably positive.

The Coastal Commission's stipulation that we cannot conduct an auction or sell raffle tickets, combined with the potential costs of the parking lot fees, equals a \$6,000 negative financial impact. Thus, we are requesting that the parking lot fees be waived to support our efforts to continually orchestrate Run in the Name of Love and to raise money for JUST RUN. We are hopeful that Carmel-by-the-Sea will support us during our 2015 presentation and remain a co-sponsor.

SCOPE OF THE EVENT – RUN IN THE NAME OF LOVE

The Big Sur International Marathon is looking forward to presenting the fifth annual Run in the Name of Love, deemed “one of Carmel-by-the-Sea’s premier events.” This unique event affords runners and walkers the opportunity to honor or to pay tribute to someone who is or was a very special person in their lives while enjoying the charm of the area, historic sites, the natural beauty of the course (including views of sandy, white beaches, the dramatic Pacific Ocean, Point Lobos, and Pebble Beach), and a memorable finish celebration.

Run in the Name of Love is composed of a 5K run and a 2K walk. The run/walk will begin at Carmel-by-the-Sea’s Sunset Center on San Carlos and end on Scenic Road at Ocean Avenue. Dogs will be permitted in the Walk. The event is scheduled for June 21st, 2015. The 5K, with an expected 800 participants, will begin at 8:30 AM and the 2K, with an expected 200 participants, will begin at 8:40 AM. As in the past four years, the finish celebration (awards, raffle, and refreshments) will be located in the Del Mar Parking Lot. Set-up of the announcer platform, tables, porta-potties, fencing, and tents will begin at approximately 4:30 AM. The timing company will arrive at 7:00 to prepare and to set-up their equipment. At 10:50 AM the race organizers and military volunteers from DLI will begin to dismantle the equipment, remove all items, and insure that the parking lot is left in a pristine condition. The parking lot will reopen for public parking at 11:30.

Proceeds will benefit JUST RUN, the Big Sur Marathon’s highly acclaimed youth fitness program.

ATTACHMENT C



INCOME/EXPENSES/PROFIT: 2013 AND 2014

2013 RITNL:		
Contributions/Sponsors	16974.49	
Entry fees	21736.42	
	-----	38710.91
Direct Expenses		20552.84

		18158.07
2014 RITNL:		
Contributions/Sponsors	13187.00	
Entry fees	20973.00	
	-----	34160.00
Direct Expenses		21925.72

		12234.28

The details of revenue and expenses are on the following pages.

45,410

Big Sur International Marathon, Inc. Transactions by Account As of September 30, 2013

4:03 PM
03/19/15
Accrual Basis

Type	Date	Num	Adj	Name	Memo	Clr	Split	Debit	Credit	Balance
4020 - Run For Love Contributions										
General Journal	10/31/2012	1	*				1002 · Cash-R...		2,989.49	2,989.49
General Journal	2/28/2013	23	*				1002 · Cash-R...		2,000.00	4,989.49
General Journal	3/31/2013	26	*				1002 · Cash-R...		78.00	5,067.49
General Journal	4/30/2013	30	*				1002 · Cash-R...		6,120.00	11,187.49
General Journal	5/31/2013	34	*				1002 · Cash-R...		3,711.00	14,898.49
General Journal	6/30/2013	38	*				1002 · Cash-R...		2,076.00	16,974.49
Total 4020 - Run For Love Contributions								0.00	16,974.49	16,974.49
TOTAL								0.00	16,974.49	16,974.49

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Big Sur Internationals Marathon, Inc.
Transactions by Account
 As of September 30, 2013

4:03 PM
 03/19/15
 Accrual Basis

Type	Date	Num	Adj	Name	Memo	Clr	Split	Debit	Credit	Balance
4438 - Run For Love Entry Fees										
General Journal	3/31/2013	26	*				1002 · Cash-R...		525.00	525.00
General Journal	4/30/2013	30	*				1002 · Cash-R...		1,395.00	1,920.00
General Journal	5/31/2013	34	*				1002 · Cash-R...		3,310.00	5,230.00
Check	6/10/2013	22663		Cash			1002 · Cash-R...	500.00		4,730.00
Check	6/18/2013	22695		Jann Stout			1002 · Cash-R...	25.00		4,705.00
General Journal	6/30/2013	38	*				1002 · Cash-R...		17,031.42	21,736.42
Total 4438 · Run For Love Entry Fees								525.00	22,261.42	21,736.42
TOTAL								525.00	22,261.42	21,736.42

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Big Sur Internationals Marathon, Inc.

Transactions by Account

As of September 30, 2013

4:03 PM
03/19/15
Accrual Basis

Type	Date	Numb	Adj	Name	Memo	Cir	Split	Debit	Credit	Balance
6202 - Run For Love Expenses										
Check	10/19/2012	21697		Susan Love			1002 - Cash-R...	500.00		500.00
Check	2/21/2013	22090		Keri Marion			1002 - Cash-R...	200.00		700.00
Check	3/6/2013	22118		Monterey County P...			1002 - Cash-R...	300.00		1,000.00
Check	3/18/2013	22156		Susan Love			1002 - Cash-R...	15.00		1,015.00
Check	3/27/2013	22195		Chase Bank			1002 - Cash-R...	748.01		1,763.01
Check	5/23/2013	22613		Carmel Community ...			1002 - Cash-R...	1,118.00		2,881.01
Check	5/30/2013	22638		B.I.G.			1002 - Cash-R...	715.36		3,596.37
Check	6/4/2013	22652		A-Z Rentals			1002 - Cash-R...	369.27		3,965.64
Check	6/10/2013	22661		San Francisco Exa...			1002 - Cash-R...	625.00		4,590.64
Check	6/12/2013	22668		Pacific Etched Glas...			1002 - Cash-R...	515.54		5,106.18
Check	6/12/2013	22671		Carmel Pine Cone			1002 - Cash-R...	225.00		5,331.18
Check	6/12/2013	22672		Geiger			1002 - Cash-R...	162.16		5,493.34
Check	6/18/2013	22694		Susan Love			1002 - Cash-R...	521.27		6,014.61
Check	6/18/2013	22696		Monterey Signs			1002 - Cash-R...	606.52		6,621.13
Check	6/18/2013	22698		Doug Thurston			1002 - Cash-R...	35.00		6,656.13
Check	6/18/2013	22699		South Valley Endur...			1002 - Cash-R...	3,129.00		9,785.13
Check	6/18/2013	22701		Rudy Novotny			1002 - Cash-R...	750.00		10,535.13
Check	6/24/2013	22703		B.I.G.			1002 - Cash-R...	5,601.43		16,136.56
Check	6/24/2013	22704		Carmel Pine Cone			1002 - Cash-R...	112.50		16,249.06
Check	6/24/2013	22714		Penske Truck Leasi...			1002 - Cash-R...	205.36		16,454.42
Check	6/24/2013	22715		Penske Truck Leasi...			1002 - Cash-R...	161.43		16,615.85
Check	6/26/2013	22722		Capital One			1002 - Cash-R...	206.46		16,822.31
Check	6/28/2013	22728		Kevin Smith			1002 - Cash-R...	278.67		17,100.98
Check	7/2/2013	22732		Geiger			1002 - Cash-R...	85.82		17,186.80
Check	7/3/2013	22743		Chase Bank			1002 - Cash-R...	400.46		17,587.26
Check	7/8/2013	22745		Carmel Marina Corp			1002 - Cash-R...	169.00		17,756.26
Check	7/10/2013	22753		Carmel Pine Cone			1002 - Cash-R...	225.00		17,981.26
Check	7/12/2013	22760		Golden State Porta...			1002 - Cash-R...	1,624.13		19,605.39
Check	7/25/2013	22780		Carmel Pine Cone			1002 - Cash-R...	600.00		20,205.39
Check	7/25/2013	22791		Capital One			1002 - Cash-R...	166.60		20,371.99
Check	7/25/2013	22792		Capital One			1002 - Cash-R...	12.74		20,384.73
Check	8/22/2013	22877		Active Network			1002 - Cash-R...	168.11		20,552.84
Total 6202 - Run For Love Expenses								20,552.84	0.00	20,552.84
TOTAL								20,552.84	0.00	20,552.84

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Big Sur International Marathon, Inc.
Transactions by Account
 As of September 30, 2014

4:00 PM
 03/19/15
 Accrual Basis

Type	Date	Num	Adj	Name	Memo	Cir	Split	Debit	Credit	Balance
4020 - Run For Love Contributions										
General Journal	10/31/2013	1	*				1002 · Cash-R...		82.00	82.00
General Journal	2/28/2014	16	*				1002 · Cash-R...		106.00	188.00
General Journal	3/31/2014	19	*				1002 · Cash-R...		2,534.00	2,722.00
General Journal	4/30/2014	23	*				1002 · Cash-R...		3,625.00	6,347.00
General Journal	5/31/2014	29	*				1002 · Cash-R...		4,750.00	11,097.00
General Journal	6/30/2014	33	*				1002 · Cash-R...		955.00	12,052.00
General Journal	7/31/2014	38	*				1002 · Cash-R...		1,135.00	13,187.00
								0.00	13,187.00	13,187.00
TOTAL								0.00	13,187.00	13,187.00

Total 4020 · Run For Love Contributions

40

Big Sur International Marathon, Inc.
Transactions by Account
 As of September 30, 2014

4:00 PM
 03/19/15
 Accrual Basis

Type	Date	Num	Adj	Name	Memo	Clr	Split	Debit	Credit	Balance
4438 - Run For Love Entry Fees										
General Journal	2/28/2014	16	*				1002 - Cash-R...		335.00	335.00
General Journal	3/31/2014	19	*				1002 - Cash-R...	685.00		1,020.00
General Journal	4/30/2014	23	*				1002 - Cash-R...	1,130.00		2,150.00
General Journal	5/31/2014	29	*				1002 - Cash-R...	3,690.00		5,840.00
Check	6/11/2014	24053		Cash			1002 - Cash-R...	400.00		5,440.00
Check	6/16/2014	24066		Lorri Sullivan			1002 - Cash-R...	35.00		5,405.00
Check	6/16/2014	24069		Andrea Blanco			1002 - Cash-R...	40.00		5,365.00
General Journal	6/30/2014	33	*				1002 - Cash-R...	15,608.00		20,973.00
								475.00	21,448.00	20,973.00
								475.00	21,448.00	20,973.00
Total 4438 - Run For Love Entry Fees										
TOTAL										

41

Big Sur International Marathon, Inc.

Transactions by Account

As of September 30, 2014

4:01 PM
03/19/15
Accrual Basis

Type	Date	Num	Adj	Name	Memo	Clr	Split	Debit	Credit	Balance
6202 - Run For Love Expenses										
Check	1/13/2014	23420		Keri Marion			1002 - Cash-R...	200.00		200.00
Check	1/21/2014	23436		Road Runners Club...			1002 - Cash-R...	715.00		915.00
Check	2/18/2014	23502		Monterey County P...			1002 - Cash-R...	300.00		1,215.00
Check	2/19/2014	23507		Keri Marion			1002 - Cash-R...	200.00		1,415.00
Check	2/26/2014	23519		Capital One			1002 - Cash-R...	1,029.22		2,444.22
Check	5/15/2014	23980		Active Network			1002 - Cash-R...	85.79		2,530.01
Check	5/23/2014	23998		City of Carmel			1002 - Cash-R...	1,118.00		3,648.01
Check	6/3/2014	24026		Capital One			1002 - Cash-R...	194.45		3,842.46
Check	6/4/2014	24035		Ron Scardera			1002 - Cash-R...	35.00		3,877.46
Check	6/9/2014	24044		Moshay, Inc			1002 - Cash-R...	5,165.00		9,042.46
Check	6/10/2014	24048		Kevin Smith			1002 - Cash-R...	17.47		9,059.93
Check	6/13/2014	24056		Pacific Etched Glas...			1002 - Cash-R...	895.13		9,955.06
Check	6/16/2014	24068		South Valley Endur...			1002 - Cash-R...	2,104.89		12,059.95
Check	6/16/2014	24070		Rudy Novotny			1002 - Cash-R...	750.00		12,809.95
Check	6/16/2014	24071		Carmel Pine Cone			1002 - Cash-R...	225.00		13,034.95
Check	6/23/2014	24072		Carmel Pine Cone			1002 - Cash-R...	225.00		13,259.95
Check	6/23/2014	24075		Golden State Porta...			1002 - Cash-R...	2,106.22		15,366.17
Check	6/23/2014	24077		A-Z Rentals			1002 - Cash-R...	359.07		15,725.24
Check	6/23/2014	24083		Ormi Promotional			1002 - Cash-R...	465.27		16,190.51
Check	6/23/2014	24085		Monterey Signs			1002 - Cash-R...	545.76		16,736.27
Check	6/23/2014	24087		Penske Truck Leasi...			1002 - Cash-R...	271.16		17,007.43
Check	6/23/2014	24088		Penske Truck Leasi...			1002 - Cash-R...	214.98		17,222.41
Check	6/30/2014	24103		Chase Bank			1002 - Cash-R...	274.09		17,496.50
Check	6/30/2014	24106		Capital One			1002 - Cash-R...	139.49		17,635.99
Check	6/30/2014	24109		Capital One			1002 - Cash-R...	2,313.02		19,949.01
Check	7/2/2014	24117		Geiger			1002 - Cash-R...	110.67		20,059.68
Check	7/7/2014	24132		Susan Love			1002 - Cash-R...	157.79		20,217.47
Check	7/16/2014	24149		Active Network			1002 - Cash-R...	204.47		20,421.94
Check	7/21/2014	24164		Offset Project			1002 - Cash-R...	338.00		20,759.94
Check	7/30/2014	24168		Geiger			1002 - Cash-R...	364.46		21,124.40
Check	7/30/2014	24169		Monterey Signs			1002 - Cash-R...	135.63		21,260.03
Check	7/31/2014	24190		Carmel Pine Cone			1002 - Cash-R...	600.00		21,860.03
Check	8/11/2014	24227		Active Network			1002 - Cash-R...	3.83		21,863.86
Check	9/29/2014	24414		BMI			1002 - Cash-R...	19.00		21,882.86
General Journal	9/30/2014	47					1200 - Account...	42.86		21,925.72
								21,925.72	0.00	21,925.72
TOTAL								21,925.72	0.00	21,925.72

Total 6202 - Run For Love Expenses

49

ATTACHMENT C

BIG SUR INTERNATIONAL MARATHON CHARITABLE CONTRIBUTIONS TO ORGANIZATIONS WITHIN THE 93921 ZIP CODE AREA 2012 – 2014

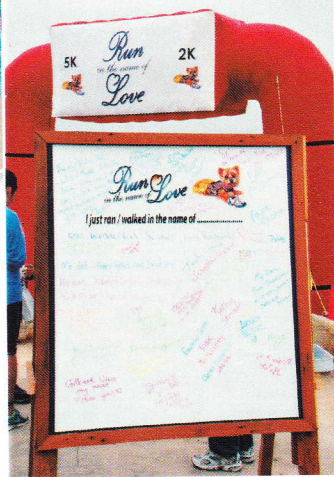
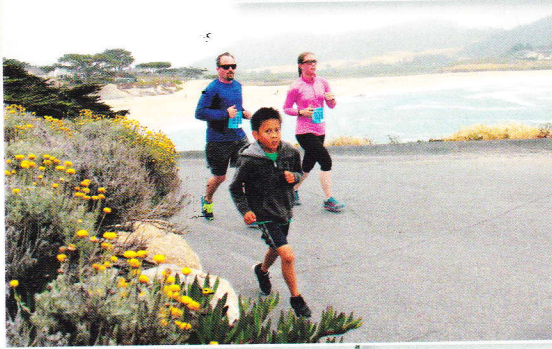
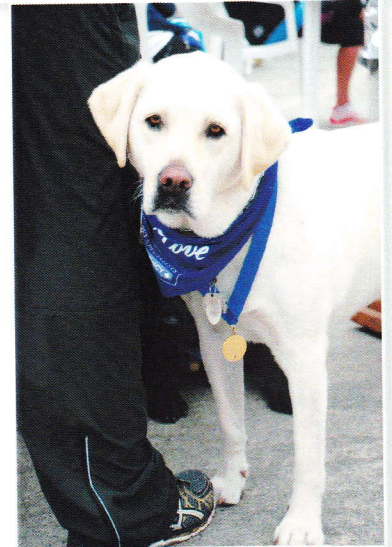
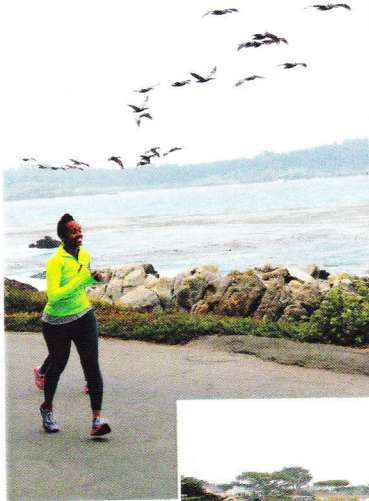
American Red Cross	\$6,000
Carmel High Track & Field/Cross Country	\$3,300
Carmel Host Lion Club	\$5,350
Carmel Mission Catholic Youth Ministry	\$6,400
Carmel Mission Foundation	\$2,500
Junipero Serra School Washington Program	\$9,000
Knights of Columbus Carmel	\$4,200

ATTACHMENT D

Estimated Fees for 2015 Run in the Name of Love		
	Eligible for a Fee Waiver	Not Eligible for a Fee Waiver
Run in the Name of Love		
Processing Fee	\$ 155.00	
Sound permit	\$ 27.00	
Damage Deposit (refundable)	\$ 200.00	
Block Closures (6) \$365/blk	\$ 2,190.00	
3-Del Mar Parking Lot/2-San Carlos bet 8-10/ Scenic between 8th and Ocean (1) (6 total)		
Barricades (12) @ \$65 each	\$ 780.00	
A-frames @ \$25 each (4)	\$ 100.00	
No Parking/Detour signs \$3 each (200)	\$ 600.00	
2 off duty PD officers (4 hrs each) @ \$119/hr		\$ 952.00
1 additional Parking Officer (4 hrs) at \$69/hr		\$ 276.00
2 Outside Labor Staff (4 hrs each) @ \$18/hr		\$ 144.00
Note: Traffic cones will be provided by event organizer		
	\$ 4,052.00	\$ 1,372.00

ATTACHMENTE

Run Love in the name of Love



FATHER'S DAY
Sunday, June 21, 2015
runinthenameoflove.org

Run Love
in the name of



The original **RUN IN THE NAME OF LOVE** was held in Charlottesville, VA, a benefit race memorializing Brian James Love, an outstanding young man from Carmel, CA. Brian was a scholar, musician, athlete, and leader. He was captain of the University of Virginia's snowboarding team. During team practice one afternoon he hit a tree and died instantly, three months prior to graduation.

Brian had been secretly training to run his first marathon to surprise his "marathoner mom." In an effort to capture his generous spirit and contagious energy, the students honored Brian and his dedication to the university and the community by organizing and participating in the first **Run in the Name of Love 5K**.

The proceeds were donated to the Arc of the Piedmont, an area charity with which Brian had been associated in life. The Arc of the Piedmont is a non-profit organization providing advocacy, hope and support for people of all ages with intellectual and developmental disabilities. Significantly, Brian had volunteered his time and services to this organization and had raised money through student government to further its cause.

Brian's mother, Susan Love, traveled to the university to lead the students in the race every year of its existence. However, she had a dream and a goal to move the race from the East Coast to Brian's hometown. Due to her determined efforts, the overwhelming support of Carmel-by-the-Sea, and a generous community, her dream is now a reality. Significantly, **Run in the Name of Love** expanded in scope. *All* participants are encouraged to "**Run in the Name**" of someone *they* love, either as a memorial or as a tribute to someone who is loved in life.





WHAT OUR PARTICIPANTS HAD TO SAY

A delightful event! I plan to do this next year and bring along even more friends :)
Wendy C. Carmel, CA

Once again, perfectly done!!! Thank you.
Karen P. King City, CA

Most well run and organized race I've ever taken part of. See you next year!
Alison S. San Rafael, CA

It's so nice to have a small, local race that is as well-run as a huge, international event – it's a treat for your locals.
Ben G. Marina, CA

I have conceived, planned and executed hundreds, if not thousands, of events over the past 30+ years and I think everyone involved in Run in the Name of Love deserves a huge pat on the back and a resounding "well done!" I thoroughly enjoyed participating and look forward to doing so again! I love the concept, your mission, your passion – I applaud you for creating something meaningful and positive from a basis of tragedy and utilizing the opportunity to benefit others.
Nancy L. Lawndale, CA

You all did a great job and I truly enjoyed it. My sister and mom went for support and even they enjoyed the whole event! Lope T. Salinas, CA

Running in tribute to someone was a touching experience. It set a beautiful tone for the race.
Michael M. Carmel, CA

Love the course and the cause. Well done!
Jeff S. Corral de Tierra, CA

One of the most beautiful race courses I've ever run!
Arica J. Hayword, WI

We thoroughly enjoyed the whole experience from start to finish. Great goodie bags, beautiful course, great energy. If we lived in the area, we'd do this race every year without question.
Wendy H. Frankfort, IL

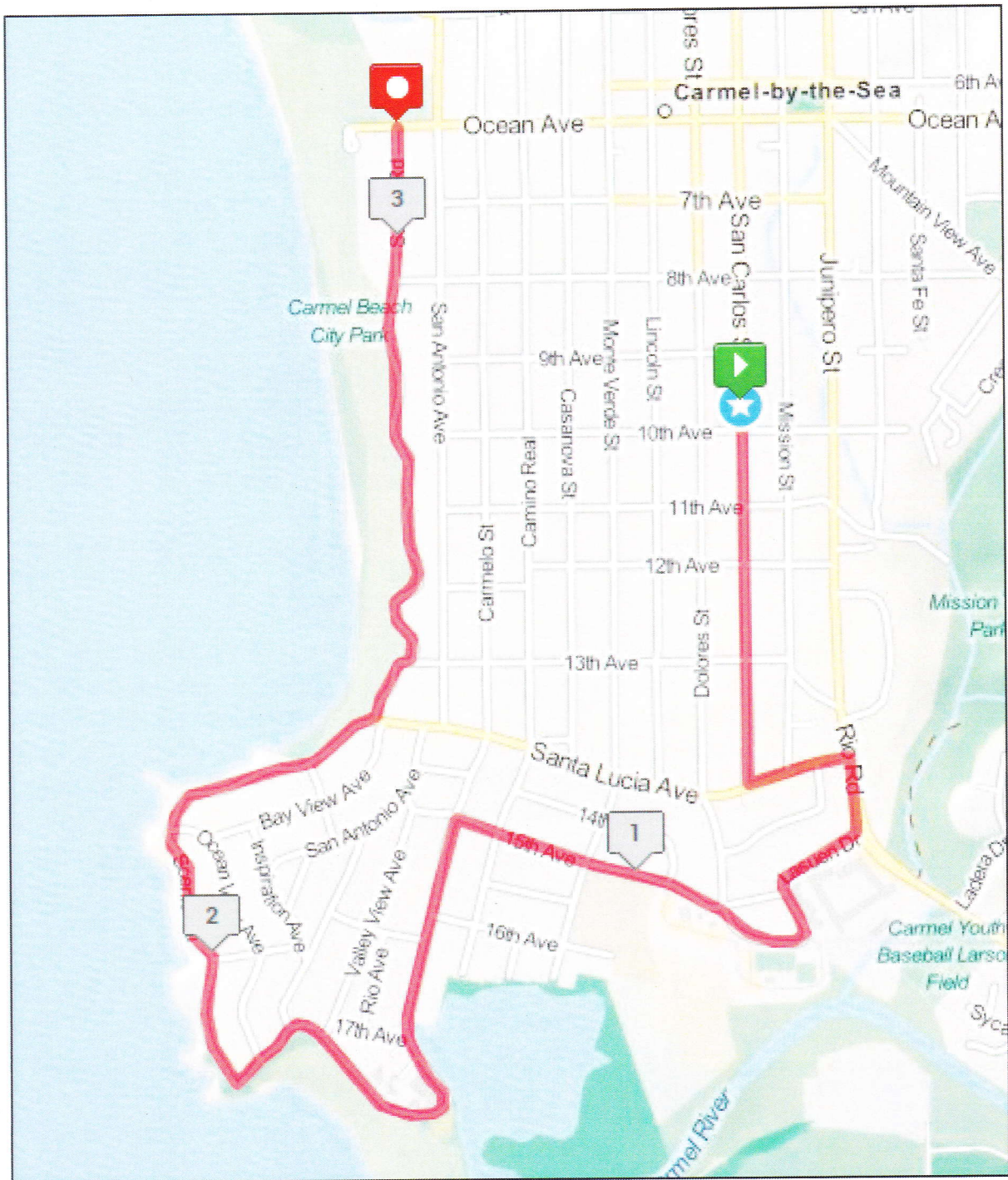
Great event, great area, great people. Thank you for making this a fun event for the entire family to enjoy!
Sonny P. Salinas

As a runner of many years, its beautiful races like this one that remind me how great it is to RUN IN THE NAME OF LOVE.
Victoria L. Marion, KY

Run Love

in the name of

5K Course



ATTACHMENT
E

RUNNERS FOR A GOOD CAUSE



PHOTOS BY DAVID ROYAL — MONTEREY HERALD

Runners take off at the start of the Run in the Name of Love in Carmel on Sunday.

Hundreds participate in tribute of loved ones

By Dennis Taylor
dtaylor@montereyherald.com
@MCHDennisTaylor on Twitter

CARMEL » The finish line feels a few strides closer if you're running in tribute or memoriam, which is the whole point behind Run in the Name of Love, an eight-year-old event that attracted a record 750 participants (and a bunch of happy dogs) for a Sunday-morning romp through some of the most beautiful scenery in the world.

The annual event, a fundraiser for the Big Sur International Marathon's Just Run youth fitness program, offered a time-certified 5K race for the fitness buffs, along with a non-competitive 2K walk/run for people (and their dogs) who

prefer a gentler challenge.

Both courses began at Sunset Center in Carmel and ended in the Del Mar parking area for Carmel Beach, where volunteers waited with medallions for two-legged participants, dog biscuits for the four-legged types.

Monterey Peninsula resident Susan Love started Run in the Name of Love in 2006 to honor her son, Brian, who was captain of the snowboarding team at the University of Virginia when he struck a tree during practice and was killed. The first four runs were held on that campus. The last four have been on the Monterey Peninsula. This is the first year the race was been in Carmel.

Because the race is always



Hattie Engel is flanked by her sons Mason, left, 5, and Wyatt, 4, while signing a message in memory of her late husband, Curt, near the finish line of the Run in the Name of Love in Carmel on Sunday. Curt Engel passed away from colon cancer. At far left is family friend Georgia Stahl-Ricco, 6.

+ **Online:** A photo gallery and video from Sunday's race.

Running

FROM PAGE 1

held on Father's Day, many participants ran to honor their dads. Others dedicated the run to friends, relatives or acquaintances who have passed away, or to a living person who has faced hardship or provided inspiration.

"In May of 2011 I lost my sister, Eva Childs, in a car crash, and in September of that year my dad, Garry Childs, passed away from cancer. Hopefully I'll always be able to call that the worst year of my life," said Detroit native and Carmel Valley resident Amanda Childs, who ran the 5K in memory of both family members. "I just stumbled upon this race — I try to keep track of events in the area — and decided to run today because it's Father's Day and to remember both of them.

"The run was tough — I haven't been running much," she said. "But I achieved my goal today, and that was to keep running, keep going, kind of like what I did when I lost them. I thought about my

sister and my father a lot today."

Joey Nln (yes, a name without vowels), completed the 5K course in 22 minutes, 7 seconds, wearing pink hair and a glittering tiara — adornments he dons for every race — and ran in honor of a 5-year-old (also named Joey) who was born with a congenital heart condition — a boy who is now a runner, himself.

"I take care of him — I'm his nanny — and I ran for him today," Nln said. "Doctors actually had to put his heart back inside his body when he was born, then had to do several other heart surgeries when he was still a newborn. I run about 6 miles a day and he goes with me. He can run about 3 1/2."

Nln, a 60-year-old Marina resident, has his own inspiring tale to tell. He weighed 240 pounds when he began running in January of 2013. Six marathons and a lot of other races later, he weighs 157.

"I started running mainly because I was in a really deep depression at the time," said Nln, a professional belly dancer. "And one day I decided that

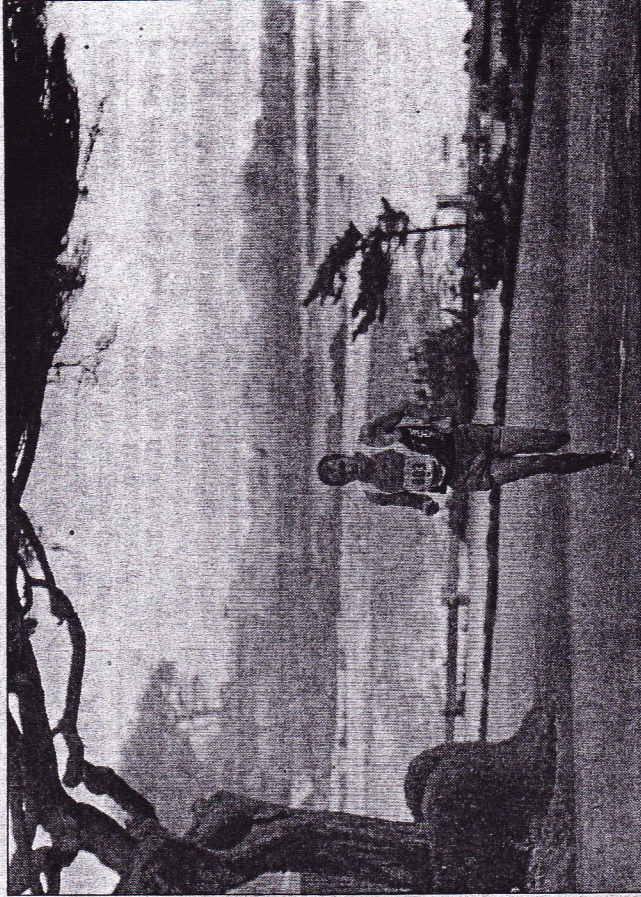
I needed to get out of the house. Running has made all the difference for me — my house isn't dark anymore."

Pattie McCracken of Monterey participated with two names on her bib, a Father's Day tribute to her late dad, George, and in memory of Don Bieher, who was a popular member of her running club, "The Wednesday Night Laundry Runners," who died three years ago.

"Don passed about three years ago, and my dad also has been gone for a few years, so I just wanted to remember both of them today," she said. "Both of them died of leukemia, which is kind of prevalent in older men — something I didn't realize before."

Hattie Engel, a Monterey native now living in Petaluma, did the 2K event with her sons, Mason, 5, and Wyatt, 4, Engel's friend, Gina Stahl-Ricco, also did the 2K course with her 6-year-old daughter, Georgia.

"I did the run today in memory of our friend, Carla Silversmith, who was an amazing and hysterical human being who died of Lou Gehrig's disease," said Stahl-Rico, a Novato resi-



DAVID ROYAL — MONTEREY HERALD
Past Big Sur Marathon winner Adam Roach breaks away from other runners above Carmel Beach during the Run in the Name of Love in Carmel on Sunday.

dent. "She was a beautiful person, a singer."

Engel's husband, Kurt, was diagnosed with colon cancer last year and died just three months later at 38.

"It's our first Father's Day without him, and we just decided that a great way to spend this day

would be running for him," she said.

Adam Roach, 30, a Pacific Grove man who won the Big Sur International Marathon in both 2012 and 2013, was Sunday's 5K winner in 15:37, ahead of Eduardo Orozco (16:28) and Ivan Rodriguez (16:34.)

Complete results are posted at run4love.org.
Dennis Taylor can be reached at 646-4344.