



Item 19 Town of Atherton

CITY COUNCIL STAFF REPORT – CONSENT

TO: HONORABLE MAYOR AND CITY COUNCIL
FROM: GEORGE RODERICKS, CITY MANAGER
DATE: SEPTEMBER 18, 2013
SUBJECT: REQUEST FOR FEE WAIVER

RECOMMENDATION:

Review request for fee waiver and determine if waiver is warranted.

BACKGROUND

By Resolution the Town established a schedule of master fees. Pursuant to the Resolution, only the City Council has the authority to waive a fee. At the May Council meeting, Council approved a fee waiver policy that established guidelines to be used to evaluate requests for fee waivers and to implement a structure and process through which consistent information for fee waiver requests will be collected and evaluated.

The policy is only applicable to fees related to events at Holbrook Palmer Park and the display of banners in Town-authorized locations.

The Town received an official request for a fee waiver from Menlo Park Fire District to hang a banner at Marsh and Middlefield to advertise for their annual pancake breakfast in October. The banner is scheduled to be hung from September 30 through October 14. The fee to be waived is \$75.00.

FISCAL IMPACT

Forfeiture of \$75.00

Attachments: Fee Waiver Policy
Request for Fee Waiver



TOWN OF ATHERTON

Fee Waiver Policy

1. Purpose

The purpose of this policy is to establish guidelines to be used to evaluate requests for fee waivers and to implement a structure and process through which consistent information for fee waiver requests will be collected and evaluated.

This policy is only applicable to fees related to events at Holbrook Palmer Park and the display of banners in Town-authorized locations.

2. Background

Fee waivers are an expense to the Town's General Fund. Fees are established to pay for the cost of a service provided by a Town department. When a fee waiver is granted, the Town General Fund pays the department in an amount equal to the fee waived. Only the City Council may grant a fee waiver request.

3. Policy

The City Council, may, at their sole discretion, approve or disapprove fee waiver requests. Effective July 1, 2013, the following general guidelines will be used to assist in the determination of whether a requested fee waiver is eligible or ineligible.

| Fee waiver requests will be reviewed in the context of the overall Park budget.

Direct Town costs associated with any service or event may not be waived.

The City Council may establish a cap on the amount of fee waivers that may be granted during any fiscal year.

Eligible for fee waivers

- Atherton Standing Committees, Council, and Community Designated Groups. These groups are providing a direct service that is similar to or complementary to a Town policy goal or direct service that the Town is typically responsible for providing.
- Governmental agencies that do not receive tax funding and can demonstrate an inability to pay a Town fee.

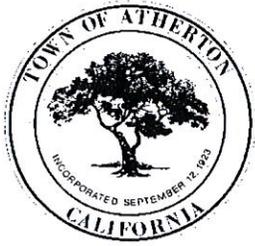
Ineligible for fee waivers

- For-profit organizations.
- Vendors.
- Fund raising events - where attendees pay a fee for admission to the event or in the case of festivals where vendors pay to participate in the event.
- Other governmental agencies – unless they can demonstrate an inability to pay the Town fee.

5. Fee Waiver Request Form

All fee waiver requests must include a Fee Waiver Request form. The form may be obtained via the Town website and/or the City Clerk's Office. Fee Waiver Request Forms must be complete, signed, and accompanied by supporting documentation to demonstrate eligibility for the requested fee waiver. Demonstrated eligibility does not assure approval of a fee waiver request.

Fee Waiver Requests will be presented to the City Council for consideration at a Council meeting.



TOWN OF ATHERTON
FEE WAIVER REQUEST FORM

91 ASHFIELD ROAD, ATHERTON, CALIFORNIA 94027
PH: 650-752-0500 Fax: 650-688-6528

Title of Event: Alissa Ruch Burn Foundation
PANCAKE BREAKFAST
Contact Person: CAROL PARKER
Name of Organization: MENLO PARK FIRE DISTRICT
Mailing Address: 170 Middlefield Road
Phone Number: 650-388-6342 Fax Number: _____
Email Address: carolp@menlofire.org
Location(s) and dates of event in Atherton: _____

We are presenting a fee waiver request to the City Council in accordance with Town policy.

Applicant Signature: [Signature] Date: 8/26/2013
CITY MANAGER: _____ Date: 8/29/13 SAD 18

TOWN OF ATHERTON FEE WAIVER GUIDELINES: *All requests for a fee waiver must be addressed to the Town in writing. Fee Waiver Requests will be presented to the City Council for consideration at a Council meeting.*

ELIGIBLE FOR FEE WAIVERS:

- (1) Atherton Standing Committees, Council, and Community Designated Groups. These groups are providing a direct service that is similar to or complementary to a Town policy goal or direct service that the Town is typically responsible for providing;
- (2) Governmental agencies that do not receive tax funding and can demonstrate an inability to pay a Town fee.

INELIGIBLE FOR FEE WAIVERS:

- (1) For-profit organizations;
- (2) Vendors;
- (3) Fund raising events where attendees pay a fee for admission to the event or in the case of festivals where vendors pay to participate in the event;
- (4) Other governmental agencies – unless they can demonstrate an inability to pay the Town fee.



**TOWN OF ATHERTON
BANNER PERMIT APPLICATION
FOR TOWN-SPONSORED EVENTS
91 ASHFIELD ROAD, ATHERTON, CALIFORNIA 94027
PH: 650-752-0500 Fax: 650-688-6528**

\$75 nonrefundable fee

Title of Event: Alissa Ruth BURN Foudation Pancake Breakfast
Contact Person: CAROL PARKER
Name of Organization: Menlo PARK Fire District
Mailing Address: 170 Middlefield Road
Phone Number: 650-688-8415 **Fax Number:** _____
Email Address: carolp@menlofire.org
Location(s) and dates of event in Atherton: Fire Station 1

Dates Requested: 9/30/13 TO 10/14/13

Banner Dimensions: _____ **BY** _____

PLEASE INDICATE THE EXACT WORDING OF THE BANNER:

Applicant Signature: Carol Parker **Date:** Sept Aug 26, 2013

We are requesting approval of the City Manager to have MCE put up a banner in accordance with Town policy.

CITY MANAGER: _____ **Date:** 8-29-13

TOWN OF ATHERTON BANNER GUIDELINES: *All requests for the posting of banners on public agency property within the limits of the Town of Atherton must be addressed to the Town in writing. The banners will be installed and removed by Town Staff. All banners must meet the following criteria before approval can be granted:*

- (1) Banner must be associated with the Town of Atherton or a Town sponsored event taking place within Atherton Town limits, the banner may not be displayed for more than two weeks;
- (2) The banner must be approved by the City Manager;
- (3) Preferred banner size is 5' high by 12' wide including grommets in all four corners in addition to the middle of banner on top and bottom;
- (4) No banners can be hung exclusively, unless no other banners are scheduled;
- (5) Banner applications are accepted for the following year beginning in December
- (6) Applicant is responsible for retrieving the banner within ten (10) business days from Town Hall or banner will be disposed of.

TOWN OF ATHERTON PRIORITY: The following shall be the priority for display of banners in order as follows: Town of Atherton; Atherton Standing Committees, Council, Community Designated Group and Town sponsored events; Only one (1) event may be advertised in a banner.