



STAFF REPORT

Title: Request for Funding - Communities in Bloom (CIB) Cold Lake - March 26, 2019 Delegation

Meeting Date: April 9, 2019

Executive Summary:

Communities in Bloom representatives Ms. Lisa Borowitz and Ms. Jazelle Daly attended the March 26, 2019 regular meeting of Council as a delegation.

Ms. Borowitz and Ms. Daly provided Council with a power point presentation which updated Cold Lake Communities in Bloom and Environmental Society (CIB) progress involving their merging of the Community Garden Society and their responsibilities.

The provincial CIB is a non-profit organization, fostering civic pride, environmental responsibility, and beautification through community involvement including citizens, businesses, institutions, and municipalities.

The CIB Program evaluates participating communities on their overall contributions of municipal Council and departments, industry, businesses, and the private sector, including volunteer efforts in regards to the following criteria:

- Tidiness
- Environmental Action
- Heritage Conservation
- Urban Forestry
- Landscape
- Floral Displays

An update was also provided on entering the City to participate in the 2019 Provincial or National recognition programs. It was noted that in 2015, the City of Cold Lake was awarded a five (5) Bloom evaluation by the CIB Provincial Recognition Committee. This five (5) Bloom Provincial rating allows the City the opportunity to compete and be recognized at the National level. In order to participate, the CIB Committee are asking for Council's support and approval of a \$5,000 budget which includes:



- \$1,000.00 entry fee to compete in the National CIB Program.
- \$1,500.00 travel costs for the judges to evaluate the community.
- \$2,500.00 for twenty (20) CIB pole banners for downtown.

As the City has received awards for infrastructure and has showcased the community in many different aspects, now is the time to prove that the City is "so much more than flowers", and be recognized at a national level for contributions towards the "GREEN" industry.

Ms. Borowitz and Ms. Daly further advised that CIB was approached by the Cold Lake Community Garden Society to absorb their operations under CIB. The opportunities of doing this include:

- Increase CIB's exposure and engagement in the community.
- Initiate new green projects and apply for additional grants.
- Partner with, and operating under the guidance and direction of the City.

CIB are seeking Council's support with the merger, and approval to renew the contract for use of the land as a Community Garden.

Mayor Copeland thanked Ms. Borowitz and Ms. Daly for their informative presentation, advising that Council would consider the request of CIB at their next regular meeting of Council being April 9, 2019.

Background:

In considering the nature of the Communities in Bloom (CIB) delegation presented by Ms. Lisa Borowitz and Ms. Jazelle Daly their ask are summarized as follows:

- \$1,000.00 entry fee to compete in the National CIB Program.
- \$1,500.00 travel costs for the judges to evaluate the community.
- \$2,500.00 for twenty (20) CIB pole banners for downtown.

The City of Cold Lake was awarded a 5 Bloom evaluation by the CIB Provincial Recognition Committee in 2015. The 5 Bloom Provincial rating allows the City the opportunity to compete and be recognized at the national level.

The City has partnered in the past with CIB, for the accommodation and travel of Provincial Recognition Committee. Further, this partnership is expressed in the City's current service levels. As such administration believes that CIB should continue the



practice of notifying Council and administration when CIB is intending to participate in a Communities in Bloom competition.

With the City forming partnership with CIB, administration's recommendation is for the costs expressed by Ms. Lisa Borowitz and Ms. Jazelle Daly be expensed to the City's 2019 Operating Budget.

In 2019, Council budgeted \$60,000 for sponsoring functions, goodwill, and other activities for the staff and community. To date, without consideration of this request or any others on March 26, 2019 agenda, \$11,685.00 has formally been allocated from the 2019 Council Goodwill by motion of Council.

Alternatives:

Council may consider the following options:

1. Donate \$___. to the Cold Lake Communities in Bloom and Environmental Society for the 2019 National Recognition Program with the funds coming from Council Goodwill.
2. That Council accept the Communities in Bloom and Environmental Society of Cold Lake (CIB) delegation presentation made at the March 26, 2019 regular meeting of Council as information, and that Council authorize a budget of \$5,000 to host the Communities in Bloom funded from Council Contingency.
3. Respectfully decline the opportunity to donate to the Communities in Bloom.
4. Receive to report as information.

Recommended Action:

That Council accept the Communities in Bloom and Environmental Society of Cold Lake (CIB) delegation presentation made at the March 26, 2019 regular meeting of Council as information, and that Council authorize a budget of \$5,000 to host the Communities in Bloom funded from Council Contingency.

Budget Implications (Yes or No):

Yes

Submitted by:

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