



STAFF REPORT

Title: Request for Funding - Cold Lake Fighter Jets Football Club - March 26, 2019 Delegation

Meeting Date: April 9, 2019

Executive Summary:

Cold Lake Fighter Jets Football Club representatives Mr. Damen Schaub and Mr. Andrew Heliotis attended the March 26, 2019 regular meeting of Council as a delegation.

Mr. Schaub and Mr. Heliotis provided Council with a power point presentation with respect to the newly formed, locally owned and operated Cold Lake Fighter Jets Football Club and their outlook for the season as well as a sponsorship package. The Cold Lake Fighter Jets Football Club have society status, and are a senior football team and the newest member (1 of 17 communities) of the Alberta Football League (AFL).

The Cold Lake Fighter Jets Football Club is an eighteen plus (18+) men's recreation club. The Fighter Jets Coach and Defensive Coordinator is Mr. Chris McKenna who has coached local high schools and has a previous AFL coaching background. Mr. Schaub and Mr. Heliotis highlighted the following:

- Team uniforms will cost around \$10,000.00 for sixty (60) sets of jerseys and pants (thirty (30) sets of home colors and thirty (30) sets of away colors).
- The team will consist of 40-50 players (currently have 40 players)
- There will be ten (10) games per season; being five (5) home games and five (5) away games plus two (2) play-off games.
- Transportation costs came in lower than they had budgeted.
- A \$2,500.00 expansion team fee is required.
- Costs for the first year will be \$7,000.00 and year two (2) will be \$50,000.00.

The Cold Lake Fighter Jets Football Club are seeking Council's consideration of a one-time sponsorship of \$10,000.00 from the City.

Mayor Copeland thanked Mr. Schaub and Mr. Heliotis for their informative presentation, advising that Council would consider their request for funding at their next regular meeting of Council being April 9, 2019.

Background:

In considering the nature of the Cold Lake Fighter Jets Football Club delegation presented by Mr. Schaub and Mr. Heliotis there is a onetime sponsorship of ask \$10,000.00 from the City.



In a recent email from Mr. Mr. Schaub, he expresses that the budget plan is only \$5,100.00 away from breaking even for the 2019 opening season.

Examining the Club's budget plan, administration continues to be supportive of their projected revenues. However, concerning to administration is the lack of expression of volunteers need to work ticket sales, canteen and liquor. Additional clarification will be sought by administration to understand costs related to facility use.

Further to delegation, the Cold Lake Fighter Jets have provided additional information of which has been attached for reference purposes.

The request is above and beyond the allocations in the City's Recreation and Cultural Grant Policy. Section 4.1.1 Development Grants provides the following:

The purpose of this grant is to encourage and support new recreation and cultural events in the community. The Development Grant will fund:

- new initiatives by established non-profit organizations;
- provide seed funding for the development of recreation and culture programs by new non-profit organizations.

New organizations or new initiatives, by established eligible non-profit organizations, may be considered for developmental grants for a period of two consecutive years up to a maximum of \$2,000.00 each year, after which they may be considered under other grant categories subject to funding availability.

The City also has an equipment Grant in the City's Recreation and Cultural Grant Policy. Section 4.1.4 Equipment Grant provides the following:

The purpose of this grant is to assist new or established non-profit organizations operating within the City of Cold Lake in repairing or purchasing equipment necessary to run programs or enhance existing programs. The Equipment Grant guidelines:

- up to a maximum of \$500.00 per organization per calendar year;
- educational institutions are not eligible for this grant.

Lastly, Section 4.4 allows for other funding requests to be considered by Council. We've attached a copy of the City's Recreation and Cultural Grant Policy for reference purposes.



Administration does have on record a previous ask from the “Cold Lake Jets” Football Club (not to be mistaken as the Cold Lake Fighter Jets Football Club) for the Development Grant articulated above.

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 a onetime sponsorship of \$ _ _ . _ _ to the Cold Lake Fighter Jets Football Club with the funds coming from Council Goodwill.
2. Respectfully decline the opportunity to donate to the Cold Lake Fighter Jets Football Club.
3. Receive to report as information.

Recommended Action:

That Council accept the Cold Lake Fighter Jets Football Club delegation presentation made at the March 26, 2019 regular meeting of Council as information, and donate a onetime sponsorship of \$ _ _ . _ _ to the Cold Lake Fighter Jets Football Club with the funds coming from Council Goodwill.

Budget Implications (Yes or No):

Yes

Submitted by:

Kevin Nagoya, Chief Administrative Officer