



STAFF REPORT

Title: Request for Funding - Lakeland Multicultural Association (LMA) - March 26, 2019 Delegation

Meeting Date: April 10, 2019

Executive Summary:

Lakeland Multicultural Association (LMA) representatives Ms. Evert Chandra and Mr. Kunal Jadav attended Council regular meeting of March 26, 2019 as a delegation.

Ms. Chandra and Mr. Jadav provided Council with a brief power point presentation highlighting the following:

- LMA was established in May 2018 with a mission to building culturally diverse communities with inclusion, diversity, and community partnerships to enhance diversity on the Lakeland region.
- LMA will arrange events that highlight different cultures.
- LMA will include elements from various cultures in the events organized (i.e. clogging at the Diwali event, along with traditional dances from India).

The Lakeland region has a very diverse population, but very few events that showcase that diversity. LMA is looking to change that through diversity in entertainment, food, dances, sports, and more.

The LMA hosted the following events in 2018:

- September 15 - Film Festival (half day event with two (2) foreign film screenings and a meal. Total event cost was \$4,586.79 with three (3) community partnerships, and \$500.00 in-kind donations. 180 volunteer hours were put in for event planning and setup, with a total of 175 attendees).
- November 10 - Diwali Night (cultural showcase event which presented a variety of cultural programs by local artists and out-of-town professionals and food. Total event cost was \$9,797.61 with three (3) community partnerships, and \$200.00 in-kind donations. 180 volunteer hours were put in for event planning and setup, with a total of 310 attendees).
- November 24 - Mosaic Pop-up Museum (LMA encouraged community members to bring in artifacts from their cultural history. Total event cost was \$478.77 with one (1) community partnership. 100 volunteer hours were put into the event planning and setup, with a total of 75 attendees).



The LMA has received overwhelming, positive support of their 2018 events and are planning on hosting the following events in 2019:

- June 30 - Games from Near and Far (the event will have three (3) major activities being sport competition, indoor family games, and group games with the top three (3) teams in the sports competition getting prizes).
- September 21 - Folktales - A Storytelling Festival (a full-day event with two (2) portions; being a free morning family event with storytelling, story writing, a light lunch, and treasure hunts, and an evening component with live storytelling (dance theatre and other local storytelling talent).
- November 2 - Diwali Night (a fun evening of diverse live entertainment, dinner, and dance).

Approximate events costs are as follows

- Games from Near and Far - \$2,000.00
- Folktales - A Storytelling Festival - \$6,000.00
- Diwali Night - \$9,000.00

LMA events bring more vibrancy and excitement to the City and its' residents while bringing people in from neighbouring towns and villages which translates in benefits to local businesses. The LMA are seeking Council's consideration in providing support both financially and in kind as follows:

- June 30 Games from Near and Far event - the City could help by way of venue rental costs, promotion and event management, provision of chairs and table, and use of the common passage area. LMA suggested that this event could be the grand opening for the artificial turf field and part of the Canada Day Celebrations.
- September 21 Folktales - A Storytelling Festival event - the City could help by providing staffed bouncy castles at the fieldhouse, staffed rock climbing wall use for four (4) hours, portion of artist travel costs to Cold Lake - Kehewin Dance Theatre (50% of \$1,800.00).
- November 2 Diwali event - the City could help with providing fireworks and/or help with the fire permit, or help with performer travel and accommodation costs of \$1,000.00, or cost of venue, promotions and décor at \$800.00.

Mayor Copeland thanked Ms. Chandra and Mr. Jadav for their informative presentation, advising that Council would consider the request of the Lakeland Multicultural Association (LMA) at their next regular meeting of Council being April 9, 2019.



Background:

In considering the nature of the Lakeland Multicultural Association (LMA) delegation presented by Ms. Evert Chandra and Mr. Kunal Jadav there are two separate asks. The ask for financial support of the City as the waiving of fees associated with the rental of a City asset is discouraged by administration. The second ask is more impactful to City services that being for the City to partner with private events.

Examining the delegation request form the LMA for their three (3) scheduled events, the asks are summarized in a financial expression as follows.

- Games from Near and Far, June 30, 2019
 - ❖ Artificial turf field - 12 hours (\$700)
- Folktales – A Storytelling Festival, September 21, 2019
 - ❖ Fieldhouse, bouncy castles, climbing wall - 4 hours (\$750)
 - ❖ Contribution for artist travel costs (\$900)
- Diwali, November 2, 2019
 - ❖ Contribution for artist travel and accommodation costs (\$1,000).
 - ❖ Contribution to purchase the decorations (\$800) or
 - ❖ Fieldhouse Banquet (~\$1,800)
 - ❖ Fireworks (approx. \$15,000 to \$30,000)

Total ask from LMA is in the magnitude is in the order of \$6,000 (exclusive of fire works). Note, the production cost for a fireworks display is in the range of \$1,000.00 per minute. Additionally City fireworks display is conducted by City Fire-Rescue Services. At this time, administration does not recommend fireworks do to fact that some broader discussions should occur on planning and the expectation of the number of fireworks that the City Fire-Rescue Team should be hosting.

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 Lakeland Multicultural Association for the three events expressed in their delegation and summarized in this report with the funds coming from Council Goodwill.
2. Respectfully decline the opportunity to donate to the Lakeland Multicultural Association.
3. Receive to report as information.

Recommended Action:



That Council accept the Lakeland Multicultural Association (LMA) delegation presentation made at the March 26, 2019 regular meeting of Council as information, and further donate \$ _ _ _ . _ _ to the Lakeland Multicultural Association for the Games from Near and Far being held on June 30, 2019, the Folkstales Festival being held on September 21, 2019, and the Diwali Night being held on November 2, 2019.

Budget Implications (Yes or No):

Yes

Submitted by:

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