



STAFF REPORT

Title: Request for Funding - Cold Lake Cruisers - March 26, 2019 Delegation

Meeting Date: April 9, 2019

Executive Summary:

Cold Lake Cruisers Car Show representative Mr. Bill Parker attended Council's regular meeting of March 26, 2019 as a delegate.

Mr. Parker advised Council that the Cold Lake Cruisers' have a mandate of working with the youth and the community. They currently have twenty-two (22) members, and this will be their nineteenth (19th) year in operation.

Mr. Parker also advised that the Cold Lake Cruisers annual Car Show is scheduled for the weekend of August 16-18, 2019, and requested assistance and permission to work with the City's Community Events Programmer in growing the weekend into a full festive event. The weekend will consist of the following:

Friday, August 16 - Community Cruise from Cold Lake North to the South and on to 4 Wing.

Saturday, August 17 - Northern Lights Realty will host a fundraising pancake breakfast in the morning. Throughout the remainder of the day, with the City as a partner, would also like to have other functions throughout the City (i.e. bouncy castles, a soapbox derby, blow-up movie, etc.).

Sunday, August 18 - 7:00 a.m. - 5:00 p.m. Car Show 'n Shine with 150-180 cars expected.

Mr. Parker further requested Council's consideration in proclaiming Friday, July 12, 2019 as Collector Car Appreciation Day.

Mayor Copeland thanked Mr. Parker for his presentation, advising that Council would consider his request at the April 9, 2019 regular meeting of Council.

Background:

Historically, the City has not permitted the rental of bouncy castles or the blow-up movie theatre for private events. Administration views the care and supervision of bouncy castles and the blow-up movie theater similar to the mobile stage. Although the mobile stage carries a higher expectation for care and supervision, bouncy castles and the blow-up movie theatre are viewed in the same manner (which was originally purchased major City Events such as Canada Day, Aqua Daze, and Family Fun Day, etc).



Further to the above, it should be noted that the City has been experiencing an increase in requests to purchase and rent out supplies and equipment (along with the request to waive any fees to make community events cheaper to host).

In considering the nature of the Cold Lake Cruisers delegation presented by Mr. Bill Parker there are two (2) separate asks. The ask for financial support of the City in the form of waiving of fees associated with rental costs of City assets, or alternatively the City to partner with private events (of which should have some broader discussion on service levels for community events).

Administration understands the aim of Mr. Parker's request for City support on Saturday, August 17. The rental price for three (3) bouncers for 1.5 hours at the Energy Centre is \$300.00. The rental package for the blow-up movie theater has not been established at this time due to the fact that this is a very new acquisition. City costs related to the blow-up movie theater is contingent on a license fee specific to a movie plus staffing mobilize and demobilize the infrastructure. Movie licenses are in the range of \$200 to \$600.

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 Cruisers for the Cold Lake Cruisers Annual Car Show operating the weekend of August 16-18, 2019 with the funds coming from Council Goodwill.
2. Respectfully decline the opportunity to donate to the Cold Lake Cruisers Annual Car Show
3. That Council accept the Cold Lake Cruisers delegation presentation made at the March 26, 2019 regular meeting of Council as information, and request that the Cold Lake Cruisers follow-up with administration to clarifying their request.
4. Receive to report as information.

Recommended Action:

That Council accept the Cold Lake Cruisers delegation presentation made at the March 26, 2019 regular meeting of Council as information, and request that the Cold Lake Cruisers follow-up with administration to clarifying their request.

Budget Implications (Yes or No):

Yes



City of **Cold Lake**

Submitted by:
Kevin Nagoya, Chief Administrative Officer