



## STAFF REPORT

**Title:** Request for Funding - Cold Lake Entertainment Society/Grande Parlour - Verge Arts Festival - June 25, 2019 Delegation

**Meeting Date:** July 9, 2019

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### **Executive Summary:**

Grande Parlour Creative Director Ms. Teresa Pettit attended Council's June 25, 2019 regular meeting of Council as a delegate.

Ms. Pettit advised Council that the Grande Parlour will be hosting their second annual Verge Arts Festival from August 9-10, 2019, and are requesting Council's consideration in providing a grant in the amount of \$7,500.00 towards the operational costs for the upcoming festival.

Ms. Pettit also advised that Grande Parlour would be requesting funding in the amount of \$7,500.00 from the M.D. of Bonnyville.

Mayor Copeland thanked Ms. Pettit for her presentation advising that Council would consider the request of Grande Parlour at their next regular meeting of Council being July 9, 2019.

### **Background:**

Last year, Council authorized the City of Cold Lake to provide a grant in an amount of up to \$7,500.00 (Resolution No. CM2018 0710.1019) to the Cold Lake Entertainment Society/Grande Parlour to host the first Verge Arts Festival that was held August 10-12, 2018.

Policy No. 097-RC-07 referred to as the Recreation and Culture Grant Policy (attached for reference purposes) articulates:

#### 4.1.2 Special Event Grant

The purpose of this grant is to encourage and support diverse and comprehensive recreation and culture, special events, or tournaments within the City. The Special Event Grant will fund:

- New tournaments or special programs expected to bring non-local participants into the community;
- New or unique recreation and culture events within the City.



Events being offered outside the City will not be funded under this grant

Up to a maximum of \$1,000.00 per organization, per event, each calendar year will be considered. Annual or regularly occurring events will not be eligible.

It is understood that the organization is request \$7,500.00 which is beyond the policy framework in Section 4.1.2.

The Recreation and Culture Grant Policy articulates options for other funding requests (Section 4.4).

The organization's request for a street closure will be subject to existing road closure policies under the authority of Infrastructure Services. There are referral and notification requirements in accordance to the policy. As the request is related to the increase capacity to the facility, the organization will have to work with the City's Planning and Development Services as it relates to safety codes which are reviewed by the Fir Chief via an application for a load capacity review. This request may or may not be achievable based on safety codes.

Being that Council is supportive of almost all request coming to Council as they relate to events, festivals, etc., Administration is recommending that Council either amend the Recreation and Culture Grant Policy or develop a program relating to "Festival and Events Subsidies" to allow anyone in the community that is putting on an event to access municipal funding from the City of Cold Lake. This could be considered in part an "Economic Development Strategy" for the community. Administration could have the draft framework of a program ready for Council's review by September 2019.

In 2019, Council budgeted \$60,000 plus an additional \$60,000 (Resolution No. CRM20190625.1010) for sponsoring functions, goodwill, and other activities for the staff and community. To date, without consideration of this request or any others on July 9, 2019 agenda, \$51,685.00 has formally been allocated from the 2019 Council Goodwill by motion of Council. It should be noted that this does not include incidental expenses such as hosting events, gifts, etc.

**Alternatives:**

1. That Council accept the Grande Parlour delegation presentation made at Council's June 25, 2019 regular meeting as information, and provide a sponsorship grant in the amount of \$7,500.00 to the Cold Lake Entertainment Society/Grande Parlour to host the 2<sup>nd</sup> Annual Verge Arts Festival being held August 9-10, 2019 with funds to come from Council Goodwill (1-2-11-20-229).



2. That Council accept the Grande Parlour delegation presentation made at Council's June 25, 2019 regular meeting as information, and respectfully decline the opportunity to provide a sponsorship grant in the amount of \$7,500.00 to the Cold Lake Entertainment Society/Grande Parlour to host the 2<sup>nd</sup> Annual Verge Arts Festival being held August 9-10, 2019 with funds to come from Council Goodwill (1-2-11-20-229).

**Recommended Action:**

That Council accept the Grande Parlour delegation presentation made at Council's June 25, 2019 regular meeting as information, and provide a sponsorship grant in the amount of \$7,500.00 to the Cold Lake Entertainment Society/Grande Parlour to host the 2<sup>nd</sup> Annual Verge Arts Festival being held August 9-10, 2019 with funds to come from Council Goodwill (1-2-11-20-229).

**Budget Implications (Yes or No):**

Yes

**Submitted by:**

Kevin Nagoya, Chief Administrative Officer