



STAFF REPORT

Title: Request for Funding - Hearts for Healthcare's 2nd Annual Mega Bounce 5K Run

Meeting Date: August 13, 2019

Executive Summary:

At Council's regular meeting held July 9, 2019, Council postponed this item to the August 13, 2019 regular meeting of Council.

Attached is a letter from Hearts for Healthcare announcing their second annual Hearts for Healthcare Megan Bounce 5K Run scheduled to take place Saturday, September 7, 2019. Last year, there were 487 participants, 90+ volunteers, and 60+ local businesses, groups, and individuals that helped contribute to the event's success. This year, Hearts for Healthcare are hoping for at least 600 participants with a goal of raising \$35,000.

Sponsorship opportunities are as follows:

\$1,500.00 Diamond (already secured)

\$1,000 Platinum

- Inflatable/Foam Obstacle Supporters (8 available)
- **Water Stations (4 available) (already secured)**
- Family Fun Zone Supporter (1 available)

\$750 Gold (2 stations available)

\$500 Silver

\$250 Bronze

Hearts for Healthcare are seeking Council's consideration of becoming a Family Fun Zone Platinum Level Supporter in the amount of \$1,000 to sponsor the event of which the donor provides bouncy houses, games, activities within the zone and any other promotional material they wish to contribute (banners, posters, sway for race kits, etc.), and H4H will secure and coordinate volunteers and provide a Family Fun zone sign (11x17) with the City's name and logo.

Hearts for Healthcare are also looking for the City to consider registering a team to take part in the run. Registrant's prices are attached. It would be \$59 per Councilor to register.

Background:

Last year, Council provided Hearts for Healthcare with a sponsorship in the amount of \$1,500.00, and Council volunteered to tend the City's sponsored inflatable station.



Supporting the Platinum sponsorship comes with the additional commitment to be the Family Fun Zone provider. It is not clear to administration what Hearts for Healthcare's expectation is for the Family Fun Zone. Administration is envisioning three bounce houses at a rental fee of \$2,000.

In its' 2019 budget, 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 August 13, 2019 agenda, \$61,085.00 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:

- That Council authorize the City of Cold Lake to become a Family Fun Zone Platinum Level Supporter by way of providing a sponsorship in the amount of \$1,000.00 to the Hearts for Healthcare's 2nd Annual Mega Bounce 5K Run plus \$2,000.00 for the Family Fun Zone rental fee.
- That Council defeat a motion authorizing the City of Cold Lake to become a Family Fun Zone Platinum Level Supporter by way of providing a sponsorship in the amount of \$1,000.00 to the Hearts for Healthcare's 2nd Annual Mega Bounce 5K Run plus \$2,000.00 for the Family Fun Zone rental fee.
- If Council is interested in entering Councilors into the race, City Council should also consider a motion outlining how many registrations would be entered on behalf of City Council.

Recommended Action:

That Council authorize the City of Cold Lake to become a Family Fun Zone Platinum Level Supporter by way of providing a sponsorship in the amount of \$3,000 to the Hearts for Healthcare's 2nd Annual Mega Bounce 5K Run, whereas, the City will be provide a \$1,000.00 cash donation and \$2,000 cash donation to offset the amusement equipment rental costs to host the Family Fun Zone being held Saturday, September 7, 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