



STAFF REPORT

Title: Request for Funding - 4 Wing Cold Lake - 2020 Air Show Sponsorship

Meeting Date: September 10, 2019

Executive Summary:

The 2020 Cold Lake Air Show will be held on July 18-19, 2020. 4 Wing Cold Lake is requesting for a sponsorship of \$125,000 for civilian performer contract fees plus fuel costs, travel and accommodation fees for the performers.

Background:

4 Wing is seeking a partnership with the City of Cold Lake to conduct their third two (2) day air show being July 18-19, 2020.

For the 2016 air show, Council resolved to provide a sponsorship in the amount of \$75,000 + GST for a total of \$78,750 (staff report attached). The 2016 air show was a very successful event. It is understood that 4 Wing was able to turn a surplus to funding to the base fund.

Council sponsored \$131,250.00 inclusive of GST to be the "Performer Sponsor" for the 2018 Cold Lake Air Show (staff report attached).

For the 2020 air show, 4 Wing is requesting for a sponsorship of \$125,000 for civilian performer contract fees plus fuel costs travel and accommodation fees which were separate during the previous airshow. For reference purposes we have attached both the previous request for funding and the sponsorship package for the upcoming air show.

Further to the sponsorship of the Airshow, Council will need to consider the budget for the key mark street festival which opens the Airshow weekend (AKA Full Throttle Festival). Costs associated with hosting the festival has been in the order of magnitude of \$30,000; inclusive of the music acts, amusement activities, and support services.

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 the September 10, 2019 agenda, \$64,665.00 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:

Council may consider the following options:

- Council provide support to the 2020 Cold Lake Air Show for \$125,000 from contingency
- Council defeat a motion to provide support to the 2020 Cold Lake Air Show
- Council consider an alternative amount in support of the 2020 Air Show

Recommended Action:

That Council authorize the City of Cold Lake to be the “Performer Sponsor” in the amount of \$125,000 + GST (\$131,250 inclusive of GST) for the civilian performer contracts fees for the 2020 Cold Lake Air Show being held July 18-19, 2020, to be committed from 2020 Contingency (1-2-97-99-991) in the 2020 Operating Budget.

Budget Implications (Yes or No):

Yes

Submitted by:

Kevin Nagoya, Chief Administrative Officer