



STAFF REPORT

Title: Request for Funding - Cold Lake Alpine Ski Society

Meeting Date: November 12, 2019

Executive Summary:

The Cold Lake Alpine Ski Society is preparing to host their 5th annual sanctioned Alberta Alpine Nancy Greene Ski Race on January 18 & 19, 2020 (letter attached). The race will bring 100-150 young ski racers from 4-17 years of age and their families to the area for a two-day ski competition called the "Kinosoo Ridge Blizzard Blast". The Cold Lake Alpine Ski Society are seeking sponsorship in order to make this an outstanding experience for those attending and as such, are requesting Council's consideration for the City of Cold Lake to once again be the only Double Black Diamond Sponsor in the amount of \$2,500.00.

Background:

The Cold Lake Alpine Ski Society is preparing to host their 5th annual sanctioned Alberta Alpine Nancy Greene Ski Race on January 18 & 19, 2020 (letter attached). The race will bring almost 100-150 young ski racers from 4-17 years of age and their families to the area for the two-day ski competition called the "Kinosoo Ridge Blizzard Blast". The Cold Lake Alpine Ski Society are seeking sponsorship in order to make this an outstanding experience for those attending and as such, are requesting Council's consideration for the City of Cold Lake to once again be the only Double Black Diamond Sponsor in the amount of \$2,500.00.

The Double Black Diamond Sponsor is intended to help the Cold Lake Alpine Ski Society provide a "warm welcome" to racers and their families to Cold Lake through a racers "Welcome Bag". The bag will include a t-shirt, a snack, hand warmers, and other trinkets that make kids smile.

In 2016, 2017, 2018 & 2019, Council provided sponsorship to the Cold Lake Alpine Ski Society's annual Alpine Ski Race by way of becoming a "Double Black Diamond Sponsor" in the amount of \$2,500.00 each year.

Council also indicated for the 3rd annual event that there was no need for the Double Black Diamond Sponsor to be exclusive, and Council gave their permission to the Society to offer the Double Black Diamond Sponsor to other sponsors.

For reference purposes, we've attached Policy No. 097-RC-07 Recreation and Culture Grant Policy for reference purposes.



In accordance to the City of Cold Lake's Recreation and Culture Grant Program, Council may consider any request for funding for an event with a clear and structured fund raising program.

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 November 12, 2019 agenda, \$65,045.00 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.

Council's goodwill budget for 2020 has not been approved. To date, \$0.00 has formally been allocated from the 2020 Council Goodwill budget.

Alternatives:

- That Council provide sponsorship by way of becoming a "Double Black Diamond Sponsor", in the amount of \$2,500.00, towards the Cold Lake Alpine Ski Society's Alberta Alpine Nancy Greene Ski Race being held January 18 & 19, 2020.
- That Council provide an alternate level of sponsorship towards the Cold Lake Alpine Ski Society's Alberta Alpine Nancy Greene Ski Race being held January 18 & 19, 2020.
- That Council defeat a motion to provide sponsorship towards the Cold Lake Alpine Ski Society's Alberta Alpine Nancy Greene Ski Race being held January 18 & 19, 2020.

Recommended Action:

That Council authorize the City to purchase a sponsorship by way of becoming a "Double Black Diamond Sponsor", in the amount of \$2,500.00, towards the Cold Lake Alpine Ski Society's 5th annual sanctioned Alberta Alpine Nancy Greene Ski Race being held January 18 & 19, 2020 with funds to come from Council Goodwill (1-2-11-20-229) for 2020.

Budget Implications (Yes or No):

Yes

Submitted by:

Kevin Nagoya, Chief Administrative Officer