



STAFF REPORT

Title: Request for Funding - 2019 Operation Red Nose Campaign

Meeting Date: December 10, 2019

Executive Summary:

A letter (attached) has been received from the President of the Cold Lake Agricultural Society advising that they have chosen and agreed to take over the Operation Red Nose Campaign this year, noting that it will be Operation Red Nose's 9th year of operation in Cold Lake.

Operation Red Nose has been a very important part of the Christmas season in the area by helping reduce the amount of impaired offences during this time.

Operation Red Nose is a campaign that has groups of volunteers safety drive people home in their own vehicles for free. They work in groups of three (3) as follows:

- A driver to drive the client's vehicle
- A navigator to ride with the driver in the client's vehicle
- An escort driver to be a chase vehicle and to pick up the drivers and navigators after the client is safely home

Although there is not a charge for this services, donations and tips are accepted which go directly into a pot that will support a number of scholarships and local youth sports initiatives.

The Cold Lake Agricultural Society are seeking support in the amount of \$2,500.00 or whatever can be provided to help offset the costs for volunteer appreciation and advertising.

Background:

Operation Red Nose has been in operation for the past eight (8) years in Cold Lake.

It is understood that Cold Lake Victim Services used to be the organization that heads up the Operation Red Nose Campaign in Cold Lake.

It should be noted that the City has not previously provided funding directly to the Operation Red Nose Campaign however did provide funding to related organizations by other means.



The Recreation and Cultural Grant Policy (Policy No. 097-RC-97) outlines in Section 4 that where a request for funding is not covered under an existing grant policy or program offered by the City of Cold Lake or is excluded based on the criteria of an existing policy/ program, the organization may wish to make an application directly to Council for funding consideration.....

It was noted that the request would not comply under Section 4.4.2.3 however under Section 4.4.2.4 the Cold Lake Agricultural Society would need to submit audited financial statements. The City has made a request for this information.

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 December 10, 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.

Alternatives:

- That Council provide funding towards the 2019 Operation Red Nose Campaign
- That Council defeat a motion to provide funding towards the 2019 Operation Red Nose Campaign

Recommended Action:

That Council provide funding in the amount of \$2,500 towards the 2019 Operation Red Nose Campaign 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