



## STAFF REPORT

**Title:** Snow Fever Festival 2020

**Meeting Date:** January 14, 2020

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### **Executive Summary:**

The City of Cold Lake through its Programs and Services division partners with the MD of Bonnyville and 4 Wing to run a three (3) day festival February 15 - 17 offering healthy outdoor and indoor activities to individuals, families and the community.

The City's portion of the Snow Fever festival, February 16<sup>th</sup>, will take place at the Energy Centre. Activities include Crokinole, outdoor public skating ribbon, sleigh rides, bouncers and pond hockey tournament crafts and sparkle tattoos.

### **Background:**

Snow Fever starts in the MD of Bonnyville on February 15<sup>th</sup> at Kinosoo Ridge Ski Hill with the City at the Energy Centre on Saturday, February 16<sup>th</sup> and 4 Wing at Colonel J.J. Parr Sports Centre Sunday, February 17<sup>th</sup>. Each of the partners will offer unique activities for individuals, families, and the community. In addition to the skiing, snowboarding, and tubing activities at Kinosoo Ridge, the MD will be offering a fireworks display.

The purpose of this report is to inform Council of the City's \$15,000 cost associated with participating in the festival and to recommend not to offer a fireworks display at the Energy Centre. Instead consider an arrangement where the City and the MD alternate years providing the fireworks display. Historically, the City's cost for the fireworks display is in the range of \$15,000.

The proposed 2020 budget allocates \$30,000 (inclusive of fireworks) for the Snow Fever Festival however the budget is currently interim. Administration is seeking Council approval to proceed with the 2020 Snow Fever Festival with a budget of \$15,000.

This report has been prepared prior to City Administration meeting with the partners of the festival confirming the program activities. Administration is to meet with representatives from the MD of Bonnyville and 4 Wing on Friday, January 10, 2020. Marketing of this festival will follow soon after the partners are satisfied with the program activities.

### **Alternatives:**



Administration is presenting this report as information and is recommending Council consider receiving this report as information.

**Recommended Action:**

That Council authorize the City of Cold Lake to proceed with the planning of the 2020 Snow Fever Festival with a budget of \$15,000.

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

**Submitted by:**

Kevin Nagoya, Chief Administrative Officer