



STAFF REPORT

Title: Full Throttle Street Festival 2020

Meeting Date: March 10, 2020

Executive Summary:

The City of Cold Lake aims to support exceptional event opportunities to promote tourism to the City. This year, the 2020 Cold Lake Air Show will be held on July 18-19, 2020. The City supports the Air Show by opening the Air Show with a with the Full Throttle street festival.

The Full Throttle street festival is plan for Friday July 17, 2020.

The purpose of this report is receive direction from Council on proceeding with the 2020 Full Throttle street festival.

Background:

Council sponsored \$125,000 plus GST to be the “Performer Sponsor” for the 2020 Cold Lake Air Show.

At the 2018 street festival, the City offered activities for both young and old. The festival offer face painters, bouncers, street performers, caricature artists and balloon man for families with children. Older families and individuals were treated to two (2) opening bands as well as a headliner band along with a beer garden. The cost to host this event was \$81,000.

The 2020 street festival is planned to be pared back. Administration is proposing face painters, bouncers, caricature artists and balloon man for families with children and a single band along a beer garden. Costs associated with hosting the festival is in the magnitude of \$40,000.

The Full Throttle Street Festival 2020 has not been included in the 2020 Budget. Administration will need Council direction in order to plan initiate commitments for the event. Council may delay the decision however booking the various activities are becoming at risk.

Alternatives:

Council may consider the following options:

- That Council authorize the City of Cold Lake to host the Full Throttle Street Festival 2020 in the amount of \$40,000.



- Council may pass a motion to postpone the Full Throttle Street Festival 2020 to Councils regular meeting of April 14, 2020.
- Council accept the report titled Full Throttle Street Festival 2020 as information.

Recommended Action:

That Council authorize the City of Cold Lake to host the Full Throttle Street Festival 2020 in the amount of \$40,000.

Budget Implications (Yes or No):

Yes

Submitted by:

Kevin Nagoya, Chief Administrative Officer