



STAFF REPORT

Title: Request for Funding - UN NATO Veterans - 2020 Motorcycle Toy Run

Meeting Date: April 14, 2020

Executive Summary:

A letter (attached) has been received from the UN NATO Veterans requesting sponsorship to their 4th annual Motorcycle Toy Run on Saturday, May 23, 2020 which benefits Lakeland hospitals and Valour Place in Edmonton. Valour Place is a cost-free temporary residence for ill and injured Veterans, RCMP, Canadian Armed Forces members, First Responders, and their family members who require treatment in Edmonton, but live elsewhere. UN NATO Veterans have chosen these groups to benefit from their event because they both directly impact the Lakeland community and as veterans, they feel strongly about looking after those in service to Canada and providing comfort to children in need.

Background:

Executive Secretary C. Reimer, spoke with UN NATO Veterans Cold Lake President C.L. Smithers on April 2, 2020, and Mr. Smithers advised that to date, this event has not been cancelled. Mr. Smithers is hoping that by the time of the event, COVID-19 will be out of crisis mode and that this event will be a welcoming event for the community. In the event that the Toy Run is cancelled, all donations will be refunded.

In 2017, Council approved the donation of a silent auction item (consisting of two (2) Toby Keith tickets, a couple golf shirts, and several smaller items) in support of the Valour Place.

The City did not receive a request in 2018; however, a request was received in 2019, and Council resolved to approve a monetary donation of \$500.00 along with a silent auction item (Motion No. CRM20190409.1015).

In its' 2020 budget, Council budgeted \$193,000 for sponsoring functions, goodwill, and other activities for the staff and community. The following is a breakdown of the available funding:

- Council General - \$20,000
- Recreation Grants - \$20,000
- Culture Grants - \$20,000
- Community Capital Grants - \$50,000
- Community Events Sponsorship Grants - \$20,000



- Doctor Recruitment - \$18,000
- Special Events Incentives - \$30,000
- Gifts - \$15,000

All of the above highlighted programs are going to be recommended to Council by the Council Committees.

Of Councils' General Goodwill, to date, without consideration of this request or any others on the April 14, 2020 agenda, \$2,600.00 (Cold Lake Alpine Ski Society \$2,500, CLMHA \$10,000 (event cancelled due to COVID-19), and Kids Time Out Play Program \$100) has formally been allocated from the 2020 Council Goodwill budget by motion of Council.

Alternatives:

Council may consider the following options:

1. That Council may approve a monetary donation to the UN NATO Veterans, in support of the 4th Annual Motorcycle Toy Run being held May 23, 2020, which benefits Lakeland hospitals and Valour Place in Edmonton, with funds to come from Council Goodwill (1-2-11-20-229).
2. That Council may approve a donation of a silent auction valued at \$_____ to the UN NATO Veterans, in support of the 4th Annual Motorcycle Toy Run being held May 23, 2020, which will benefit Lakeland hospitals and the Valour Place in Edmonton, with funds to come from Council Goodwill (1-2-11-20-229).
3. Respectfully decline an opportunity to provide a donation.
4. That Council postpone the request for funding to the April 28, 2020 regular meeting of Council.

Recommended Action:

That Council approve a monetary donation of \$500.00 and a silent auction item towards the UN NATO Veterans, in support of the 4th Annual Motorcycle Toy Run being held May 23, 2020, which benefits Lakeland hospitals and Valour Place in Edmonton, 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