



STAFF REPORT

Title: Request for Funding - Bonnyville and District Chamber of Commerce - Lakeland Business of the Year Awards Gala

Meeting Date: April 14, 2020

Executive Summary:

A letter (attached) has been received from the Lakeland Business of the Year Awards (BOYA) Committee with respect to their 7th Annual Lakeland Business of the Year Awards Gala being held Friday, October 16, 2020 at the Bonnyville Centennial Centre. This year's gala will once again be a kick off to Small Business Week.

The Cold Lake Regional Chamber of Commerce (CLRCC) and the Bonnyville & District Chamber of Commerce have amalgamated this event in order to better serve the region. Last year's event was hosted at the Cold Lake Energy Centre and will alternate in subsequent years.

The Lakeland BOYA Committee are requesting from each of the participating municipalities support by way of a \$1,500.00 "supporting" sponsorship. This sponsorship has been designed to provide an environment to celebrate the accomplishments of Lakeland Businesses.

In return for the sponsorship, the City will receive two (2) tickets to the event, the City's logo on any and all media utilized, small company logo featured in the gala program and on a looped video as well as speaker recognition during the gala.

Background:

At their November 26, 2019 regular meeting of Council, Council resolved to postpone this item to the January 28, 2020 regular meeting of Council.

At their regular meeting held January 28, 2020, Council resolved to postpone this request to their March 10, 2020 regular meeting of Council.

At their regular meeting held March 10, 2020, Council resolved to postpone this request to their April 14, 2020 regular meeting of Council.



In the past, Council has provided the CLRCC with the following venue sponsorships with respect to their Business of the Year Awards ceremony:

- 2009 Business of the Year Awards Ceremony - \$2,500.00
- 2010 Business of the Year Awards Ceremony - \$2,725.00
- 2011 Business of the Year Awards Ceremony - \$2,515.00
- 2012 Business of the Year Awards Ceremony - \$3,000.00
- 2013 Business of the Year Awards Ceremony - \$3,027.00
- 2014 Lakeland Business of the Year Awards Ceremony - \$1,500.00 (held in Bonnyville)
- 2015 Lakeland Business of the Year Awards Ceremony - Motion No. CM20151013.1024 was postponed indefinitely (held in Cold Lake). This was due to the fact that the City already provided a 50% reduction in fees for the Energy Centre Venue.
- 2016 Lakeland Business of the Year Awards Ceremony - \$1,500.00 (held in Bonnyville)
- 2017 Lakeland Business of the Year Awards Ceremony - \$1,500.00 (held in Cold Lake)
- 2018 Lakeland Business of the Year Awards Ceremony - \$1,500.00 (held in Bonnyville)
- 2019 Lakeland Business of the Year Awards Ceremony - \$1,500.00 (held in Cold Lake)

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.



To date, for Councils' Community Events Sponsorship Grants, without consideration of this request or any others on the April 14, 2020 agenda, no funding has formally been allocated from the 2020 Council Goodwill budget by motion of Council.

Alternatives:

Council may consider the following options:

- Approve a "supporting" sponsorship in the amount of \$1,500.00
- Not approve a "supporting" sponsorship in the amount of \$1,500.00
- Approve an alternate level of funding
- That Council postpone the request for funding to the April 28, 2020 regular meeting of Council.

Recommended Action:

That Council approve a "supporting" sponsorship in the amount of \$1,500.00 to the Bonnyville and District Chamber of Commerce - Lakeland Business of the Year Awards Gala 2020 being held Friday, October 16, 2020 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