



STAFF REPORT

Title: Request for Funding - 2019 Operation Red Nose Campaign

Meeting Date: April 14, 2020

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 volunteer's 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:

At their regular meeting held December 10, 2019, Council resolved to postpone this request to their January 14, 2020 regular meeting of Council.

At their regular meeting held January 14, 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.



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 their 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' 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' General Goodwill, 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:

- 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).
- That Council defeat a motion to provide funding towards the 2019 Operation Red Nose Campaign.
- That Council postpone the request for funding to the April 28, 2020 regular meeting of Council.

Recommended Action:

That Council pass a motion to respectfully decline the offer to provide a sponsorship grant for the 2019 Operation Red Nose Campaign.

Budget Implications (Yes or No):

Yes

Submitted by:

Kevin Nagoya, Chief Administrative Officer