



STAFF REPORT

Title: Request for Funding - Hearts for Healthcare Society 2020 Hearts for Hospital Gala

Meeting Date: April 14, 2020

Executive Summary:

An email, letter and sponsorship information (attached) have been received from the Hearts for Healthcare Committee requesting table and/or ticket purchases, any monetary sponsorship, donation of any item or prize towards their auction, and/or sponsorship to their 11th Annual Hearts for Hospital Gala. This will be the Hearts for Healthcare's 11th annual fundraiser which will be held on Saturday, May 2, 2020 at the Cold Lake Energy Centre. Their goal this year is to raise \$120,000 to continue to enhance the local healthcare services by improving patient experiences, supplying up-to-date equipment, and providing support to our healthcare professionals.

Their first ten (10) fundraisers were a tremendous success, and have assisted in the physician recruitment efforts in Cold Lake and various equipment upgrades. To date, their fundraisers have totalled over \$2 million as follows:

- 2019 - \$190,000
- 2018 - \$160,000+
- 2017 - \$175,000
- 2016 - \$200,000+
- 2015 - \$200,000
- 2014 - \$230,000
- 2013 - \$244,000
- 2012 - \$264,000
- 2011 - \$244,000
- 2010 - \$125,000+

It is understood that the event is already 75% sold.

In effort of planning Hearts for Hospital is requesting for a confirmation of any sponsorship and/or purchase of tickets for the City of Cold Lake.

Background:

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



On March 20, 2020, an email (attached) was received advising that due to COVID-19, the 11th Annual Hearts for Hospital Gala has been postponed with hopes to reschedule for October/November 2020.

In March 2010, the Hearts for Healthcare Fundraising Committee requested sponsorship in the amount of \$750 to assist the Committee in covering the rental fees for the Cold Lake Agricultural Society's Agriplex. Following the request, the City of Cold Lake didn't provide any sponsorship; however, the City did purchase a table to the fundraiser. The Committee's 1st fundraiser was a tremendous success in that over \$125,000 was raised. Their 2nd fundraiser in 2011 raised \$244,000, their 3rd fundraiser in 2012 raised \$264,000, their 4th fundraiser in 2013 raised \$244,000, their 5th fundraiser in 2014 raised \$230,000, their 6th fundraiser in 2015 raised \$200,000, their 7th fundraiser in 2016 raised over \$200,000, their 8th fundraiser in 2017 raised \$175,000, their 9th fundraiser in 2018 raised just over \$160,000, and their 10th fundraiser in 2019 raised \$190,000.

In 2011 the Hearts for Healthcare Committee were anticipating a larger turnout, so changed their venue location to the Energy Centre and requested the City's consideration in providing a "venue sponsorship. The City supported a "venue" sponsorship in the amount of \$5,445.00, and in 2012 supported another "venue" sponsorship in the amount of \$4,820 and also the purchase of two reserved tables totaling \$960.00. In 2013, the City supported another "venue" sponsorship in the amount of \$7,528 and the purchase of two (2) reserved tables at a cost of \$960.00. In 2014, the City purchased two (2) reserved tables totaling \$1,500.00. In 2015 and 2016, the City provided a sponsorship in the amount of \$10,000 "all in including venue fees" and also purchased one (1) reserved table at a cost of 800.00. In 2017, the City supported a sponsorship in the amount of \$5,000 and purchased one (1) table in the amount of \$800 for a total sponsorship of \$5,800. In (2018), the City the City supported a "Loyal" sponsorship in the amount of \$5,000 and purchased one (1) table in the amount of \$800 for a total sponsorship of \$5,800. Last year (2019), the City the City purchased one (1) table in the amount of \$800 and further committed \$20,000 for doctor recruitment initiatives.

In summary, over the past ten (10) years, the City of Cold Lake has provided various levels of funding.

For their 11th annual gala, the Hearts for Healthcare Committee are once again requesting table and/or ticket purchases, any monetary sponsorship, donation of any item or prize towards their auction, and/or sponsorship as follows:

- Superior - \$25,000
- Distinguished - \$10,000



- Loyal - \$5,000
- Friendly - \$1,000
- Partner - \$500

Individual tickets are \$100 each or a table of 8 for \$800.

In December 2019, Council restricted \$20,000 in surplus, ear marked for Hearts for Health Care and doctor recruitment initiatives initially requested by Heart for Health Care as contribution to the Gala. That being said, rather than giving the funding to Heart for Health Care in cash sponsorship to the Gala, the City has currently allocated the funding as restricted surplus in its own financial statements. At the time, it appeared that Hearts for Health Care seemed to have a considerable cash in their financial statements ear marked for other projects and purchases for the Hospital.

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, 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. Council could purchase one (1) of the partner sponsorship varying in price from \$500 to \$25,000
2. Council could purchase a table or two (2) in the amount of \$800/table
3. Council could consider the purchase of individual tickets at \$100/ticket.



4. Council could respectfully decline the opportunity for sponsoring the Hearts for Healthcare Gala.
5. That Council postpone the request for funding to the May 26, 2020 regular meeting of Council in hopes that a new date for the event will be determined by that time.

Recommended Action:

That Council respectfully decline the offer to sponsor the Hearts for Healthcare Gala and look forward to reconsidering the request once a date has been re-established.

Budget Implications (Yes or No):

Yes

Submitted by:

Kevin Nagoya, Chief Administrative Officer