



## STAFF REPORT

**Title:** Memorandum of Understanding - Chamber of Commerce Home and Leisure Trade Show

**Meeting Date:** August 11, 2020

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### **Executive Summary:**

Since 2015 the City of Cold Lake and the Chamber of Commerce have partnered under a Memorandum of Understanding to host the Home and Leisure Trade Show, scheduled annually for mid-April.

With the completion of Energy Centre Phase III, the three-day trade show has expanded the exhibitor's area to include the corridors at the Energy Centre.

Reimagining the Trade Show post-pandemic event will present challenges along with new concepts for future trade shows.

The purpose of this report is to present and engage Council respecting a new three (3) year memorandum of understanding with the Chamber.

### **Background:**

Since 2015 the Home and Leisure Trade Show MOU has served both the City of Cold Lake and the Cold Lake Chamber of Commerce well, with neither party expressing any serious concerns over the terms of the MOU or the execution in running the event.

Revenue received from the Chamber in the past are:

- 2019 – 1,563.68 (including GST)
- 2018 – Omitted
- 2017 – 3,329.85 (including GST)

City costs associated to support the three (3) day event is in the magnitude of \$6,500. Included in the City's support of the annual event are rental of the Reid Field House (4 days) and Fitness Room 3 (2 days). Bouncy House, gray flooring, setup and teardown along with support staffing.

### **Alternatives:**

Council may consider the following options:



1. Direct the City to enter into an agreement with the Cold Lake Chamber of Commerce Memorandum of Understand - Home and Leisure Trade Show as presented.
2. Direct the City to enter into an agreement with the Cold Lake Chamber of Commerce Memorandum of Understand - Home and Leisure Trade Show as amended.
3. Accept this report titled Memorandum of Understanding – Chamber of Commerce Home and Leisure Trade Show presented as information.

**Recommended Action:**

That Council direct the City to enter into an agreement with the Cold Lake Chamber of Commerce Memorandum of Understanding - Home and Leisure Trade Show as presented.

**Budget Implications (Yes or No):**

Yes

**Submitted by:**

Kevin Nagoya, Chief Administrative Officer