



STAFF REPORT

Title: Request for Funding - Hearts for Healthcare's 3rd Annual Mega Bounce Virtual Run

Meeting Date: August 25, 2020

Executive Summary:

Attached is a letter from Hearts for Healthcare announcing their third annual Hearts for Healthcare Mega Bounce Run re-imagined and being called **Virtual H4H Mega Run!** It will be held August 22 - September 7, 2020. In 2018, there were 487 participants, 90+ volunteers, and 60+ local businesses, groups, and individuals that helped contribute to the event's success. This year, Hearts for Healthcare are hoping for at least 600 participants with a goal of raising \$35,000.

Sponsorship opportunities are as follows:

\$1,000 Medal Sponsor (already secured)

\$250 Checkpoint Sponsor (already secured)

Participant Prizes

- Checkpoint Challenges
- Best Team Spirit Category
- Half/Full Marathon Upgraded Medal (already secured)
- Half/Full Marathon Present

Print Sponsor (already secured)

Race Kit Contributions

Monetary Donation

Team Participation

Hearts for Healthcare are seeking Council's consideration in sponsoring the event, providing promotion of the event, and/or providing any other swag, Energy Centre coupons, etc. to include in the Race Kits.

Hearts for Healthcare are also looking for the City to consider registering a team to take part in the run. Registrant's cost is \$25.00 per participant.

Background:

In 2018, Council provided Hearts for Healthcare with a sponsorship in the amount of \$1,500.00, and Council volunteered to tend the City's sponsored inflatable station. Supporting the Platinum sponsorship comes with the additional commitment to be the Family Fun Zone provider.



Last year, Council became a Family Fun Zone Platinum Level supporter by providing a sponsorship in the amount of \$3,000.00 (\$1,000.00 cash donation and a \$2,000.00 cash donation of offset the amusement equipment rental costs to host the event).

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 August 25, 2020 agenda, \$4,000.00 (Cold Lake Alpine Ski Society \$2,500, CLMHA \$10,000 (event cancelled due to COVID-19), Kids Time Out Play Program \$100, RCMP Regimental Ball \$3,924.00 (event cancelled due to COVID-19, Ronald McDonald House Charity Golf Classic \$400.00, and Lakeland Lodge & Housing Founding \$1,000.00) has formally been allocated from the 2020 Council Goodwill budget by motion of Council.

Alternatives:

- That Council authorize the City of Cold Lake to become a _____ Sponsor in the amount of \$_____ to the Hearts for Healthcare's 3rd Annual Mega Bounce Virtual Run.
- That Council defeat a motion authorizing the City of Cold Lake to become a _____ Sponsor in the amount of \$_____ to the Hearts for Healthcare's 3rd Annual Mega Bounce Virtual Run.
- If Council is interested in entering Councillors into the race, City Council should also consider a motion outlining how many participants would be entered on behalf of City Council.



Recommended Action:

That Council authorize the City of Cold Lake to become a _____ Sponsor in the amount of \$_____ to the Hearts for Healthcare's 3rd Annual Mega Bounce Virtual Run, being held Sunday, August 22 to September 7, 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