



STAFF REPORT

Title: Request for Funding - Extreme Mudfest Bonnyville Inc. - May 23, 2023 Delegation

Meeting Date: June 6, 2023

Executive Summary:

Extreme Mudfest Bonnyville Inc. representatives Billie Jo Aasen and Dean Dube appeared as a delegation at Council's May 23, 2023 regular meeting of Council.

The City of Cold Lake recently amended the Community Recreation, Art, Culture and Heritage Investment Grant Program Policy to reflect that *"each application that is not registered as a "Non-profit Organization" or is a "Private Business" shall be reviewed and considered by directly by City Council."*

With that Section 4.3.7 of the Policy States:

Private Businesses or applications under Sections 4.2.9 and 4.2.10 shall be referred directly to City Council and will be required to appear as a delegation to City Council prior to consideration of the organization's application.

The context to the above is that application deadlines and processing time continue to be stated under Section 4.6.1:

4.6.1 The deadline to apply for all grants under this Policy will be on a quarterly basis with the following application deadlines:

- 4.6.1.1 Winter Deadline: 4:30 PM on the first Thursday in January*
- 4.6.1.2 Spring Deadline: 4:30 PM on the first Thursday in April*
- 4.6.1.3 Summer Deadline: 4:30 PM on the first Thursday in August*
- 4.6.1.4 Fall Deadline: 4:30 PM on the first Thursday in October*

The Delegation had already presented to the Community Grant Advisory Committee (CGAC) in meeting with the deadlines as stated in 4.6.1.2 however Council made amendments to the Community Recreation, Art, Culture and Heritage Investment Grant Program Policy at the regular meeting of May 9, 2023.



Background:

May 23, 2023 Delegation

Mayor Copeland welcomed Extreme Mudfest Bonnyville Inc. representatives Ms. Billie Jo Aasen and Mr. Dean Dube to the Council meeting at this time being 6:37 p.m.

Ms. Aasen and Mr. Dube advised that Extreme Mudfest Bonnyville Inc. are requesting \$20,000 through the Community Recreation, Art, Culture and Heritage Investment Grant Program to assist with costs associated with transporting patrons of the event by way of bussing.

Ms. Assen and Mr. Dube advised of the following:

- *Extreme Mudfest has been held for the past ten (10) years with this year being the second time in Cold Lake,*
- *the event dates are August 17-20, 2023 which will kickoff Wednesday evening (August 16) with Battle of the Bands,*
- *The Road Hammers, The James Barker Band, and Finger Eleven will be performing over the three (3) day weekend,*
- *Thursday will consist of extreme bull riding,*
- *Friday will consist of extreme motorsports, a band performance in the evening, with a dance to follow,*
- *Saturday will consist of the mud run for charity and more extreme motorsports,*
- *Sunday is Family Day; twelve (12) and under free and \$35/ticket for adults,*
- *there are currently ten (10) teams registered for the ball tournament.*

Questions from Council ensued at this time.

Councillor Richardson re-entered the meeting, via video conference, at this time being 6:51 p.m.

Mayor Copeland thanked Ms. Aasen and Mr. Dube for their presentation advising that Council would consider the request for funding at their June 27, 2023 regular meeting of Council or a special meeting of Council.

Ms. Aasen and Mr. Dube returned to the gallery at this time being 6:55 p.m.



The following articulates to requirements that need to be included on all grant applications (including Non-Profit Organizations and Private Businesses):

- 4.3.2 The following are requirements that need to be included on all grant applications (including Non-profit Organization and Private Businesses):
 - 4.3.2.1 The name, address and telephone number of the organization making the application;
 - 4.3.2.2 The name of the primary contact person for the application and their contact information if different from the organization;
 - 4.3.2.3 The status of the organization making the application (not-for-profit, registered charity, government, for profit, etc.);
 - 4.3.2.4 A copy of the organization's registration certificate showing their current directors and authorities;
 - 4.3.2.5 A clear indication of the request being made;
 - 4.3.2.6 Demonstrate need for financial support;
 - 4.3.2.7 A statement confirming that the organization has not received funding and/or be in a partnership arrangement with City of Cold Lake, its Council or other City Departments or affiliates in the same fiscal year for the same purpose or projects. This includes any further requests for facility fee reductions using various municipal facilities;
 - 4.3.2.8 Provide the last audited financial statements of the organization for any requests for funding exceeding \$2,500 (except where a structured fundraising package is being used);
 - 4.3.2.9 Details on how the contribution will be acknowledged if approved;
 - 4.3.2.10 Economic estimated impact that will benefit the community by hosting the event, if required in Section 4.2.



- 4.3.2.11 In the case that the application for funding for a program or event:
 - 4.3.2.11.1 The name, date and location of the program or event that funds are being requested for;
 - 4.3.2.11.2 A general description of the program or event that fund are being requested for;
 - 4.3.2.11.3 Details of where any surplus generated from the event will be allocated to and/or provide the clear intent of how the fundraising initiative will benefit the community of Cold Lake;
 - 4.3.2.11.4 A list of other organizations that funding is being requested for and the amount of the request;
 - 4.3.2.11.5 A detailed budget;
 - 4.3.2.11.6 Any additional information deemed appropriate to making a decision regarding the application.

Section 4.3.5 further requires the following:

- 4.3.5 Additional Requirements for organizations that are not a “Non-profit Organization” (in: most instances, but not all, this will be Private Businesses) for Sections 4.2.2., 4.2.3, 4.2.8, 4.2.10:
 - 4.3.5.1 Disclosure of estimated profit from the event.
 - 4.3.5.2 Disclosure of community investments that have occurred in the past year in the Cold Lake and community support initiatives that will be undertaken by the organization that benefit the residents of Cold Lake. This includes supports for Non-profit Organizations.

It should be noted, that due to significant time constraints, the City did not request for these organizations to fully make a new application however they can come and present for which Council may ask questions.

Alternatives:

No recommendations being proposed at this time.



Recommended Action:

No recommendations being proposed at this time.

Budget Implications (Yes or No):

No

Submitted by:

Kevin Nagoya, Chief Administrative Officer