

# Municipal District of Bonnyville No. 87

## Request for Decision (RFD)

**Meeting:** Regular Meeting of Council  
**Meeting Date:** September 26, 2023  
**Originated By:** Esther Quiambao, General Manager of Planning and Community Services  
**Title:** 4 Wing Cold Lake – 2024 Cold Lake Air Show Sponsorship Request

### **PROPOSAL & BACKGROUND**

At the Regular Meeting of Council on June 27, 2023, a delegation was made to Council by 4 Wing Cold Lake presenting an event report on the 2022 Cold Lake Air Show as well as a request for both financial and in-kind support to sponsor and promote the upcoming 2024 Cold Lake Air Show scheduled for July 20-21, 2024. Council directed Administration to bring their request back to a future meeting of Council for consideration.

### **DISCUSSION ON BENEFITS, DISADVANTAGES & OPTIONS**

Further to the delegation presentation, Administration received a copy of the official 2024 Cold Lake Air Show Sponsorship Opportunities Package from 4 Wing. They also confirmed that they are requesting the M.D. consider a “Safety Sponsor” level – to be renamed to “Recreation Sponsor” if so requested – at the cost of \$50,000.

Historically, the M.D. provided \$40,000 as a Recreation (Safety) level sponsor in 2022. The Cold Lake Air Show did not occur in 2020 due to the pandemic.

Attached for Council information:

- Appendix A – 2024 Cold Lake Air Show Opportunities Package and Email request
- Appendix B – 4 Wing Delegation presentation from the June 27, 2023 Council Meeting
- Appendix C – Excerpt from the 2022 Cold Lake Air Show Sponsorship Agreement

### **REFERENCE TO STRATEGIC PLAN**

Goal 1: Building a Prosperous and Sustainable Community

### **REFERENCE TO PROVINCIAL/FEDERAL LEGISLATION**

N/A

## **COSTS & SOURCE OF FUNDING**

Cost: \$50,000 plus gst

Source of Funding options:

1. To be funded from the Community Action Grant Reserve; replenishment from the 2024 Operating Budget to be confirmed during budget deliberations.
2. To be funded in 2024 through Council's Grants to Individuals and Non-Government Organizations Budget.

## **COMMUNICATIONS STRATEGY**

## **ADMINISTRATION RECOMMENDED ACTION**

THAT Council approves the request for sponsorship by 4 Wing Cold Lake for their 2024 Cold Lake Air Show in the amount of \$50,000 as a Safety/Recreation level sponsor to be funded from the Community Action Grant Reserve.

## **COUNCIL OPTIONS**

1. THAT Council approves the request for sponsorship by 4 Wing Cold Lake for their 2024 Cold Lake Air Show in the amount of \$50,000 as a Safety/Recreation level sponsor to be funded from the Community Action Grant Reserve.
2. THAT Council approves the request for sponsorship by 4 Wing Cold Lake for their 2024 Cold Lake Air Show in the amount of \_\_\_\_\_ as a \_\_\_\_\_ level sponsor to be funded from the Community Action Grant Reserve.
3. THAT Council directs Administration to request additional information from 4 Wing Cold Lake on the 2024 Cold Lake Air Show sponsorship levels, as directed.

## Report Approval Details

Document Title:	2024 4 Wing Cold Lake Air Show - Request for Support.docx
Attachments:	- Appendix A - 2024 Cold Lake Air Show Opportunities Package.pdf - Appendix B - RFD from 2023-06.27 - Council Agenda Pkg.pdf - Appendix C - Excerpt from 2022 CLAS Sponsorship Agreement.pdf
Final Approval Date:	Sep 19, 2023

This report and all of its attachments were approved and signed as outlined below:

Stephanie Severin