

Municipal District of Bonnyville No. 87

Request for Decision (RFD)

Meeting: Regular Meeting of Council
Meeting Date: June 27, 2023
Originated By: Esther Quiambao, General Manager of Planning and Community Services
Title: Delegation – 4 Wing Cold Lake

PROPOSAL & BACKGROUND

Colonel Dave Turenne, 4 Wing Commander and Lieutenant-Colonel Fred Dubeau, Deputy Chair 2024 Cold Lake Air Show with 4 Wing Cold Lake will be in attendance to present to Council their request for ongoing support both through financial sponsorship and other support to promote the 2024 Cold Lake Air Show on July 20-21, 2024.

DISCUSSION ON BENEFITS, DISADVANTAGES & OPTIONS

Attached for Council's review:

- Appendix A: 2024 Cold Lake Air Show Presentation

REFERENCE TO STRATEGIC PLAN

N/A

REFERENCE TO PROVINCIAL/FEDERAL LEGISLATION

N/A

COSTS & SOURCE OF FUNDING

N/A

COMMUNICATIONS STRATEGY

N/A

ADMINISTRATION RECOMMENDED ACTION

THAT Council accepts the presentation by 4 Wing Cold Lake on the 2024 Cold Lake Air Show as information and furthermore directs Administration to bring their request for support, both through financial sponsorship and other support to promote the 2024 Cold Lake Air Show to a future meeting of Council for consideration.

COUNCIL OPTIONS

1. THAT Council accepts the presentation by 4 Wing Cold Lake on the 2024 Cold Lake Air Show as information and furthermore directs Administration to bring their request for support, both through financial sponsorship and other support to promote the 2024 Cold Lake Air Show to a future meeting of Council for consideration.
2. THAT Council accepts the presentation by 4 Wing Cold Lake on their request for support, both through financial sponsorship and other support to promote the 2024 Cold Lake Air Show as information.

Report Approval Details

Document Title:	Delegation - 4 Wing Cold Lake.docx
Attachments:	- Appendix A - 2024 MD of Bonnyville PP Presentation.pptx
Final Approval Date:	Jun 15, 2023

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

Stephanie Severin

2024 Cold Lake Air Show Sponsorship Proposal

Celebrating the RCAF 100th Anniversary

Presented by:

Colonel Dave “Hobo” Turenne (Chair)

LCol Fred Dubeau (Deputy Chair)

**We say a picture is worth a thousand words:
- That was the 2022 Cold Lake Air Show!**



Aim

4 Wing is seeking sponsorship support from the MD of Bonnyville to promote a safe and professional Air Show on 20-21 July 2024 that will reflect well upon the Lakeland region and the Royal Canadian Air Force.

Our capability to provide aviation excellence, coupled with local and regional community investment, guarantees a positive economic spin-off to the area's economy and 4 Wing Base Fund.

Air Show Industry Analysis

Direct Economic Impact = \$41 per person

Indirect Economic Impact = \$104 per person

*The International Council of Air Shows (ICAS) statistical formula shows that 2022 Cold Lake Air Show (based on 27,000 visitors) generated an approximate direct economic impact of \$1,107,000 to the area.

Economic Impacts to the Lakeland Region

- Air Shows attract money from outside the regional area into the local economy. The 2022 Cold Lake Air Show statistics show that over 70% of visitors came from over 1 hour away!
- 2-day Air Show Concept encourages spectators to stay and enjoy the many amenities the Lakeland Region has to offer. This trickles down to hotels, restaurants, retail stores, gas stations, golf courses, camping sites, beaches, parks, etc.

Beyond Economic Impact

- **Municipal Impact** – economic development, downtown renewal, media exposure;
- **Socio-Cultural Impact** – job creation, civic pride, volunteer and leadership development, partnership development;
- **Tourism Impact** – promotion of the Lakeland Region through partnership with neighboring communities and other successful Air Show marketing tools (Local/Regional Radio & Social Media, Air Show Website, Mobile App, Signage, showcase area attractions).

2024 Cold Lake Air Show

2-day show, 20-21 July 2024:

- The Air Show will be 4 Wing's flagship event in support of the RCAF 100th Anniversary Celebration;
- Full Throttle Festival (Friday Night – City of Cold Lake);
- Cold Lake Air Show (Saturday / Sunday):
Aerial Displays, Static Displays, Ground Performances, Kids Zone, Classic Car Show, Food Vendors, Camping Experience.
- Ticket Sales launch on 01 Dec 2023.





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Amazing performances and memories to last a lifetime!

RCAF Static Display



Canadian Army Static Display



2024 CLAS New Initiatives

- Celebration of the RCAF 100th Anniversary
- Procurement of Misting Stations to beat the heat
- Enhanced the VIP experience
- Increased the Sound System range
- Improved the App Experience

2022 CLAS Budget Highlights

EXPENSES

Public	\$200K
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Non Public	\$676K
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REVENUES

Sponsorship	\$510K (Cash and Product in Kind)
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Ticket Revenue	\$360K
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Corporate Sponsorship Opportunities

- Corporate Sponsorship opportunities range from \$20K to \$125K;
- All sponsors receive right of first refusal to the next event. All opportunities are subject to acceptance of 2022 event sponsors.

Questions?