

TOWN OF BONNYVILLE

REQUEST FOR DECISION

Date: August 20, 2024

Submitted By: Administration

Meeting Date: August 27, 2024

SUBJECT: 4 Wing Cold Lake - Funding Request Oktoberfest 2024

BACKGROUND: Attached is a Sponsorship and Donation Request from Janae Wandler from 4 Wing Personnel Support Programs (PSP) requesting sponsorship in the amount of \$7,875.00 towards Oktoberfest 2024 which is being held September 21, 2024, in the Club 41 parking lot at CFB Cold Lake.

There are 400 tickets available for this event at a cost of \$40.00 each. The budget for this event is \$34,000.00 with revenue to fund this event being derived from ticket sales and bar sales. Sponsorship has also been requested from the City of Cold Lake in the amount of \$10,000.00 but no decision has been made yet.

OTHER COMMENTS: Council hasn't sponsored the Oktoberfest event in the past, but earlier this year, Council sponsored the Cold Lake Air Show in the amount of \$25,000.00.

REPORT/DOCUMENT: Attached Available NIL

1. 4 Wing Cold Lake Sponsorship and Donation Request Form
2. PSP Sponsorship – Oktoberfest

PREFERRED STRATEGY: That Council deny sponsorship to 4 Wing Personnel Support Programs (PSP) requesting sponsorship in the amount of \$7,875.00.

OPTIONS: Council can choose to provide a donation at an alternative level ranging from \$250.00 - \$7,875.00 or not to provide a donation.

RELEVANCE TO STRATEGIC PLAN:



Communications Strategy



Economic Growth



Recreation & Wellness



Service Excellence



Value Added Services

RECOMMENDATION: THAT Council deny sponsorship to 4 Wing Personnel Support Programs (PSP) requesting sponsorship in the amount of \$7,875.00.

FINANCIAL: If Council chooses to sponsor this event, costs associated with the donation will be funded from the Council Receptions and Public Relations Budget.

Jeannine Chornohos
Finance Director

Renee Stoyles
General Manager of Corporate Services