

From: Serina Lyons <executivedirector@bonnyvillechamber.com>
Sent: Thursday, August 29, 2024 3:01 PM
To: Renee Stoyles <rstoyles@town.bonnyville.ab.ca>
Subject: Town budget request

August 29, 2024

RE: 2025 Town Funding Request

To the Town of Bonnyville Council;

Over the years the support of the Town of Bonnyville has been imperative to our operations and has allowed us the ability to continue our important advocacy for our members. We continue to support and fight for businesses during volatile times and aim to be a leader for all in our community. Thank you for your willingness to work with us and for seeing the importance of what we do.

As a chamber we feel we are in the SOLUTION business, and we are here to support our members! Using that as a focus to move forward, I truly believe that we can create an event bigger impact. We can build on our successes such as the Bonnyville Oil and Gas Show and the Business Resiliency Awards. These events show us what our businesses appreciate and the value that the chamber can bring to the overall growth of the region

While our overall ask is for specific items, I wanted to give you the total amount. This is truly for chamber operations, so we can look for opportunities to GROW our community, not work to exist. As a non-profit, this can be a hard line to walk. However, when you advocate and focus on the basics, our mission, it will come. The future and opportunities are bright, and I want the Town to be a partner with us in EVERYTHING we do!

Please review the attached request to assist us with our ongoing community efforts, advocacy for our business community and events.

ANNUAL REQUESTS (2024-2025)

TOTAL FOR 2025 - **\$35,000 (oil and gas show year)**

- **\$15,000** to promote and support the stability of locally operated businesses. This operating grant would come with recognition on all Chamber Programs as a Community partner. In past years this contribution from the Town was labelled as an "Operating Grant," which we would like to resume. **This will include the former sponsorship for Chili Cook-off as well, which was \$3000.**
- **\$1500** for the Business Resiliency Awards award sponsor. Attached sponsor sheet.
- **\$1000** – Supper sponsor at the Chamber scholarship golf tournament
- **\$12,500** Bonnyville Oil and Gas Show (BOAGS) to sponsor registration as a joint sponsorship with the MD of Bonnyville. See attached sponsorship package for more information. The previous amount of \$10,000 is still listed as registration in the sponsorship package as I have not yet updated it, however with increased costs for the registration company, the amount has increased slightly.
- **\$5000** 2025 POTENTIAL EVENT (Confirmation will come in Sept 2025) – \$5000 sponsor of the RCMP musical ride. The Chamber has applied to bring the RCMP musical ride to BONNYVILLE! The Musical Ride performs in up to 50 communities across Canada each year

between the months of May and October. It travels to each province once every 4 years to ensure as many Canadians as possible can experience this spectacle. With the horses dancing and a grand entrances, this is an event the community will love! For this amount you will be recognized as a PARTNER in this event.

We truly appreciate your support, and your contributions ensure we can continue to advocate for our members and the entire business community as a whole. I look forward to your response and the ability to answer your questions in October.

Kindest regards,

Serina Lyons (Formerly Parsons) (she/her)
Executive Director

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