

## Request for Decision

<b>Title</b>	<b>2018 Sponsorship – Edmonton Airshow at Villeneuve Airport and Canadian Forces Base (CFB Edmonton) Canada Day Celebrations Sponsorships</b>
<b>Proposed Motion</b>	<ol style="list-style-type: none"> <li>1. That Council authorize up to \$20,000 funded from Economic Development Department Operational Budget to support Sturgeon County’s involvement as a sponsor in the 2018 Edmonton Airshow at Villeneuve Airport.</li> <li>2. That Council authorize up to \$20,000 funded from Economic Development Department Operational Budget to support Sturgeon County’s Involvement as a sponsor in the Canada Day Celebrations on the 3<sup>rd</sup> Canadian Division Support Base Edmonton (CFB Edmonton Garrison).</li> </ol>
<b>Administrative Recommendation</b>	<ol style="list-style-type: none"> <li>1. Administration recommends support for the 2018 Edmonton Airshow at Villeneuve Airport sponsorship.</li> <li>2. Administration recommends support of Sturgeon County’s involvement as a sponsor in Canada Day Celebrations on the 3<sup>rd</sup> Canadian Division Support Base Edmonton.</li> </ol>
<b>Previous Council Direction</b>	<p>May 9, 2017 - Motion 196/17: That Council enter into a Sponsorship Agreement with the event organizers of the 2017 Edmonton Airshow at Villeneuve Airport as outlined in Attachment 1, titled “Edmonton Airshow Sponsorship”.</p> <p>January 24, 2017 - Motion 029/17: That Council direct Administration to work with the Edmonton Airshow to bring back a recommendation at a future Council meeting.</p> <p>November 24, 2016 - Motion 441/16: That Council direct Administration to include the following service enhancements as additions to the 2017 Proposed Operating &amp; Capital Budget:</p> <ul style="list-style-type: none"> <li>○ OP #24 – BIR #10, Sponsorship Funding. Cost of \$40,000 funded by taxes.</li> </ul>
<b>Report</b>	<p><u>Background Information</u></p> <p>In 2017, Sturgeon County supported two main events held in the County, the Edmonton Airshow and the CFB Canada Day celebration. Highlights of the events are as follow:</p> <ul style="list-style-type: none"> <li>• <i>2017 Edmonton Airshow at Villeneuve Airport Highlights</i> <ul style="list-style-type: none"> <li>○ Held August 19 and 20, 2017, to coincide with Canada’s 150<sup>th</sup></li> </ul> </li> </ul>

Birthday.

- Attendance was estimated between 30,000 - 40,000.
- Canada's Snowbirds performed at the 2017 Edmonton Airshow.
- Military and civilian performers were highlighted at the event, highlighting Canada's rich history in aviation.
- *2016 Edmonton Airshow at Villeneuve Airport Highlights*
  - Held August 6 and 7, 2016.
  - Contract in place with Edmonton International Airports (EIA) for 2016 and 2017.
  - Event organizers noted 35,000 attendees, making this the second largest ticketed airshow in Canada for 2016.
  - Event included an increased military presence.
- *2017 CFB Edmonton Garrison Canada Day Celebrations (July 1)*
  - The same two events as in 2016 were planned for Canada Day.
  - The activities were scaled up and augmented to accommodate Sturgeon County residents (organizers saw approximately 4,000 in attendance for the daytime, family-focused activities and approximately 750 – 1,000 people at the evening event).
  - Additional funds will be used to expand the events to allow for more people to attend and enjoy the Canada Day Celebrations.
- *2016 CFB Edmonton Garrison Canada Day Celebrations (July 1)*
  - Two events were held on site at CFB Edmonton:
    - A daytime event (1 p.m. to 3 p.m.) in Sir Winston Churchill Park was open to Canadian Forces men and women, their families and special guests, with attractions such as pony rides, midway rides, inflatables, interactive displays, etc. The attendance of the daytime event was approximately 3,000 people.
    - An evening event (7 p.m. to 11 p.m.) at the Edmonton Garrison Memorial Golf and Curling Club focused on youth and adults consisting of an outdoor concert with activities such as musical acts, food and beverage sales and fireworks.
    - 2016 was a 'proof of concept' year for the event with under 1,000 in attendance.

Sturgeon County has received indication that both events would like sponsorship from the County again.

External Communication

- Sturgeon County will aim to receive acknowledgement as a sponsor of each the Edmonton Airshow at Villeneuve Airport and the CFB Edmonton Canada Day Celebrations.
- Sturgeon County will also promote the 2018 sponsored events through its social media and marketing channels (i.e. Facebook and Twitter).

	<p><u>Relevant Policy/Legislation/Practices:</u></p> <ul style="list-style-type: none"> <li>• Sturgeon County does not currently have a sponsorship policy for events such as the 2018 Edmonton Airshow at Villeneuve Airport or the CFB Edmonton Garrison Canada Day Celebrations.</li> <li>• The Edmonton Airshow event is subject to obtaining a Sturgeon County Special Events Permit (Bylaw 1329/14).</li> </ul>
<p><b>Implication of Administrative Recommendation</b></p>	<p><u>Strategic Alignment:</u></p> <p>Consistent with multiple focus areas.</p> <p><b>Strategic Plan 2012 – 2021:</b></p> <ul style="list-style-type: none"> <li>• Goal 1.3 Sturgeon County is a respected regional partner.</li> <li>• Goal 4.1 Sturgeon County has a positive business environment that supports a strong economic foundation.</li> <li>• Goal 4.2 Sturgeon County will foster growth through the Integrated Regional Growth Strategy. <ul style="list-style-type: none"> <li>○ 4.2.1. Establish a balance of commercial, industrial, residential and recreational land uses that attains a targeted ratio of taxation.</li> </ul> </li> </ul> <p><b>Sturgeon County Economic Development Strategy 2014</b></p> <ul style="list-style-type: none"> <li>• 5.3.3. Action Plan for “Driving the Investment”.</li> </ul> <p><u>Organizational:</u></p> <ul style="list-style-type: none"> <li>• The support and coordination provided by Sturgeon County to the Edmonton Airshow at Villeneuve Airport will be on a fee-for-service basis and will be accommodated within the existing Department work plan.</li> <li>• Support provided by Sturgeon County for the CFB Edmonton Garrison Canada Day event will be accommodated within the existing Department work plans.</li> </ul> <p><u>Financial:</u></p> <ul style="list-style-type: none"> <li>• As part of the 2017 Operating and Capital budget deliberations, Council approved allocating \$40,000 for special events. That amount was allocated to the Economic Development Department’s Operating budget.</li> </ul> <p><b>Airshow:</b></p> <ul style="list-style-type: none"> <li>• It should also be noted that the Economic Development Department will also provide a sponsorship grant in the amount of \$3,000 to the Edmonton Airshow at Villeneuve Airport.</li> <li>• For the Edmonton Airshow at Villeneuve Airport, Administration recommends a holdback to ensure Sturgeon County receives payment for its services, including i) Fire; ii) Enforcement; iii) Enhanced Policing; and iv) Transportation). Once all bills have been paid, Administration will release the remaining funds.</li> </ul>

	<p><b>Canada Day:</b></p> <ul style="list-style-type: none"> <li>• Administration recommends the existing budget be used as the funding source for the 2018 CFB Canada Day Support.</li> <li>• Total Sturgeon County sponsorship for the two events will be \$40,000.</li> </ul>
<p><b>Alternatives Considered</b></p>	<p>Alternative Option(s):</p> <ul style="list-style-type: none"> <li>A. That Sturgeon County Council does <u>not</u> become a sponsor of the 2018 Edmonton Airshow at Villeneuve Airport.</li> <li>B. That Sturgeon County Council <u>not</u> become a supporter of the Canadian Forces Base Canada Day Celebrations 2018.</li> <li>C. That Sturgeon County provides different or alternate amounts of funds for sponsorship of either or both of the 2018 events within the \$40,000 amount allocated for sponsorship in the existing budget.</li> <li>D. That Sturgeon County provides alternate amounts of funds for sponsorship of either or both of the 2018 events with use of the Contingency Reserve in excess of the \$40,000 budgeted sponsorship amount already allocated to the Economic Development Budget in 2018.</li> </ul>
<p><b>Implications of Alternatives</b></p>	<p><u>Strategic Alignment:</u></p> <p>Options A and B</p> <ul style="list-style-type: none"> <li>• This option may not demonstrate Strong Local Governance and Regional Leadership and may make us appear uncooperative with respect to collaborating with EIA on land-use planning, joint servicing and economic development initiatives that promote the longer-term growth and viability of the Villeneuve Airport.</li> <li>• This may not showcase Sturgeon County’s strong relationship with the CFB Edmonton Garrison nor showcase the public amenities on site which are available to Sturgeon County residents.</li> <li>• This may not align with our strategic direction to show regional leadership or actively participate, influence and represent Sturgeon County’s interest.</li> </ul> <p>Option C</p> <ul style="list-style-type: none"> <li>• This option may provide each organization with funds from the County showing our support of the events and organizations while staying within the Approved County Budget.</li> </ul> <p>Option D</p> <ul style="list-style-type: none"> <li>• This option may provide each organization with funds from the County showing our support of the events and organizations while utilizing Contingency Reserve Funds outside of the Approved County Budget.</li> </ul>

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Organizational:

Option A and B

- Sturgeon County may not be able to participate in these regional special events. Over the longer term, it may signal to partners like EIA and the CFB Edmonton Garrison that the organization does not value the importance of the Villeneuve Airport or the CFB Edmonton Garrison and the potential the airport and military base has for future growth in the region.

Option B and C

- Each event being supported will have positive impacts on relationship and showing the Community and Region that Sturgeon County supports our Regional Assets in their endeavours.

Financial:

Options A and B

- These alternatives may result in the Event Organizers making up the balance through other sponsors.
- The CFB Edmonton Garrison if not receiving any support for the event will not have the event open to general public but for those service people on the base and contributing to Canada Day Celebrations.
- The Event Organizers may not be able to undertake the full event program and may need to reduce some of the activities or events.

Option C

- Sturgeon county's decision on funding may result in the Event Organizers making up the balance through other sponsors

Option D

- Sturgeon County may need to allocate funds from the Contingency Reserve which will have budgetary impacts to the 2019 budget amount.

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**Follow up Action**

1. Administration will follow up with the noted event organizers regarding Council decision and will endeavor to receive recognition as a sponsor to the satisfaction of the County Commissioner (CAO) (funding may be a draw-down on the sponsorship amount as was the case with the 2017 Edmonton Airshow funding arrangement).
2. Administration will appoint staff to fulfill the role of liaison and act as the single point of contact with the event organizers.

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**Attachment(s)** | None.

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**Report Reviewed  
by:**



Tyler Westover, Manager, Economic Development



Collin Steffes, General Manager, Integrated Growth Division



Bill Minnes, County Commissioner – CAO

## Strategic Alignment Checklist

**Vision:** Sturgeon County: a diverse, active community that pioneers opportunities and promotes initiative while embracing rural lifestyles.

**Mission:** Provide quality, cost effective services and infrastructure to meet the diverse needs of the Sturgeon County community, while improving competitiveness and sustainability.

Focus Areas	Not consistent	N/A	Consistent
<b>Strong Local Governance and Regional Leadership</b>			
<i>We promote consistent and accountable leadership through collaborative and transparent processes (Strategic Plan, pg. 27 MDP)</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• <i>Consistent with neighborhood role (see MDP), master plans, policies</i></li> </ul>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• <i>Considers fiscal stability and sustainability</i></li> </ul>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• <i>Has a positive impact on regional and sub-regional cooperation</i></li> </ul>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Respect the Natural Environment</b>			
<i>We acknowledge the importance of a healthy environment and will minimize and monitor our impact on ecosystems (Strategic Plan, pg. 27 MDP)</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• <i>Compliance with Provincial and Federal regulations and/or legislation</i></li> </ul>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• <i>Ensure effective environmental risk management</i></li> </ul>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Community Identity &amp; Spirit</b>			
<i>We will build upon our strengths, where together we will create an inclusive, caring community (Strategic Plan, (Strategic Plan, pg. 27 MDP)</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• <i>Promotes and/or enhances residents' identification with Sturgeon County</i></li> </ul>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> <li>• <i>Enhances service provision through community partnerships</i></li> </ul>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> <li>• <i>Supports Sturgeon County's cultural history</i></li> </ul>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Planned Growth and Prosperity</b>			
<i>We encourage varied and integrated enterprises that enhance our strong economic base, while balancing the needs of the community and natural environment. (Strategic Plan, pg. 27 MDP)</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• <i>Does the proposal align with the Integrated Regional Growth Strategy (map/policies) pg. 26 MDP</i></li> </ul>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• <i>Considers cumulative costs and long-term funding implications</i></li> </ul>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• <i>Targets growth around current or planned infrastructure</i></li> </ul>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Maintain and Enhance Strong Communities</b>			
<i>We are committed to a safe, secure community, where our residents are respected and provided with access to opportunities. (Strategic Plan, pg. 27 MDP)</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• <i>Positive impact on residents' quality of life</i></li> </ul>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> <li>• <i>Supports and promotes volunteer efforts</i></li> </ul>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• <i>Provides programs and services that are accessible to all residents</i></li> </ul>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Operational Excellence</b>			
<i>We have the organizational capability to deliver consistent and defined levels of service to all stakeholders in a professional, efficient, and cost effective manner</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• <i>Staff have the knowledge, skills and capability to perform their jobs</i></li> </ul>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• <i>Streamlines operational processes and policies</i></li> </ul>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• <i>Promotes engagement and professional interaction with stakeholders</i></li> </ul>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> <li>• <i>Considers a cost-structure which allows Sturgeon County to remain competitive within a regional, national and global context</i></li> </ul>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>