Additions to March 11, 2015 Regular Meeting of Council Agenda

7.10 - (ADDITIONAL ITEM)	Councillor Wheeler	Community Event Grant – 2015 National Archery in the Schools Program	2-7

AGENDA ITEM:7.10	**Community Event Grant – 2015 National Archery in the Schools Program**
Department:	**Administration**
Presented by: **Support Staff:**	**Councillor Wheeler** **Nesen Naidoo**

BACKGROUND:

The attached application has been received from the Brazeau Bowbenders Archery Club under the Town's Community Event Grant. The Bowbenders are requesting grant funding from the Town to support the 2015 National Archery in the Schools Program Provincials, which the local club will be hosting from April 23rd through the 26th at the Omniplex. It is estimated that 1200 students, with approximately 400 of those students being from the Drayton Valley area, will be participating.

The grant request for this event is to cover the cost of facility rentals ($4,300.00), insurance ($500.00) and advertising on the Town's electronic sign ($500.00), for a total of $5,300.00.

The total Community Events Grant fund is $10,000.00 for the 2015 calendar year. To date approximately $800 has been granted.

Options for Council's consideration are:

1. Provide an In-Kind Donation to the Brazeau Bowbenders Archery Club for the 2015 National Archery in the Schools Program of $4,800.00, the Omniplex/Electronic Sign Advertising costs.
2. Award a Community Event Grant of $_____ to the Brazeau Bowbenders Archery Club for the 2015 National Archery in the Schools Program.
3. Deny the Community Event Grant Application by the Brazeau Bowbenders Archery Club for the 2015 National Archery in the Schools Program.

MOTION:

I move that Council ….

RECEIVED
FEB 06 2015
TOWN OF DRAYTON VALLEY

DRAYTON VALLEY
'Pulling Together'

Town of Drayton Valley

Application for Community Event Grant

Organization Name: BRAZEAU BOWBENDERS ARCHERY CLUB (NASP SHOOT)
Address: SITE 415 B2 C2 DRAYTON VALLEY T7A2A3
Contact Name: LEONARD CLAFFEY Title: ~~BR~~ ~~PRE~~ PRESIDENT
Telephone #s: 780-898-2489 (CELL) 780-542-6825 (HOME)
Date: FEB 3, 2015 Review Period: _____ to _____

Organization Mandate

Description of the organization's mandate:

PROMOTE AND ENHANCE ARCHERY AS A FAMILY SPORT. TO EDUCATE ON THE FUNDAMENTALS OF ARCHERY PROVIDE A LOCATION TO ENHANCE AND DEVELOPE ARCHERY AND PEOPLE SKILLS

Stated Service

Details of the stated service or initiative (including date(s), time(s), location(s) and activities:

HOSTING THE 2015 NASP (NATIONAL ARCHERY IN THE SCHOOLS PROGRAM) PROVINCIALS TO BE HELD APRIL 23, 24, 25, 26 FROM 10:00AM UNTIL 7:00PM EACH DATE AT THE OMNIPLEX I & II IN DRAYTON VALLEY

Number of individuals and/or non-profit organizations that will benefit from the stated service:

ESTIMATED SHOOTERS 1200 SCHOOL STUDENTS (EST 400 FROM D.V. AND AREA) HOTELS AND RESTAURANT & OTHER BUSINESSES. ALL SCHOOLS OUTSIDE OF A 3 HR DRIVE WILL LIKELY BE STAYING OVERNIGHT.

Manner in which those individuals and/or non-profit organizations will benefit:

THE EXPERIENCE OF A LARGE PROVINCIAL TOURNAMENT WITH OVER 1200 INDIVIDUALS, TOURIST ATTRACTION, MONETARY GAIN FROM THE RENT OF FACILITIES, ROOMS, FOOD SERVICES

NOTE: ARCHERY CLUB (BRAZEAU BOWBENDERS) HAS NO MONETARY GAIN (JUST EXPENSES) BUT THE COMMUNITY HAS THE GAIN IN SHOWCASING ITS FACILITIES AND PEOPLE TO THE PROVINCE.

Sponsorship Request

Reason for request from the Town: AS THE ARCHERY CLUB HAS NO GAIN OR INCOME COMING FROM THIS EVENT WE WERE LOOKING FOR SUPPORT FROM THE TOWN TO COVER COSTS FOR FACILITIES AND SERVICES PROVIDED BY THE TOWN, OMNIPLEX RENTAL COSTS. ADDITIONAL INSURANCE DIRECTLY TIED TO CONTRACT TO RENT

Nature of the sponsorship and amount requested:

TO COVER THE COSTS OF RENTAL FACILITIES / INSURANCE & TOWN AD BOARD

ESTIMATED COST OF $4300.
$ 500
$ 500
$5300

Please attach:

☐ a budget or business plan (showing anticipated revenue sources and expenditures) for the specific service/function requiring sponsorship

☐ a list of other organizations that have been or will be approached for sponsorship

How will sponsoring organizations be recognized:

- THROUGH BANNERS, IN PROGRAM, IN NEWSPAPER ON PROVINCIAL (NASP) AHEIA WEBSITE AND NEWSLETTER ON BRAZEAU BOWBENDERS WEBSITE.

BY AFFIXING HIS/HER HAND AND SEAL BELOW, THE APPLICANT CONFIRMS THAT THE FOLLOWING STATEMENTS ARE TRUE, TO THE BEST OF HIS/HER KNOWLEDGE:

1. The information provided above is accurate.
2. The signature below is that of the registered director, board member or authorized designate of the organization requesting sponsorship.
3. I understand and agree that this application for municipal sponsorship, or any information related thereto, is not confidential information and may be released by the Town of Drayton Valley.

APPLICANT'S SIGNATURE

FEB 3, 2015
DATE

NASP Provincials – Drayton Valley 2015 – budget

Expenses:

1. Omniplex rental I and II (4days)	- $4300
2. Banners for event and sponsors	- $2000 - est
3. Food Services (participants)	- 0.00
4. Food services Volunteers	- $1000 - est
5. Omniplex extras(tables,chairs,etc)	- $1000 - est
6. Target stands (3-D)	- $350
7. Stand welding (donated D Winter)	- $1600
8. Local shooter shirts (DV Team)	- $3200
9. Booth Rental (BBAC)	- $250
11. Insurance (for rental contract)	- $500
12. Media: Newspaper(WR)	- $1500 - est
13. Radio Station	- $1000
14. Town electric board	- $500 - est
15.Participant bags and gifts	- $4800
16. Decorating (Flower Farm)	- $4000 – est
17. Programs	- $2000
18. Kids entertainment-face painter - Glitter tattoo artist - Balloon artist -laser shooting trailer - 3-d fishing trailer - archery practice trailer	- $4000
19. Volunteer gifts (50 X $20)	- $1000
Total expense cost (estimates)	-$33,000

Income :

1. **Brazeau Bowbenders (insurance) -$500**
   (apply for town community event grant)
2. **Brazeau Bowbenders (omniplex rent)- $4300**
   (try to obtain from town community event grant)
3. **BBAC – 3-D (metal stands cost) - $350**
4. **BBAC (donation D.Winter- welding) -$1600**
5. **DVHTA Grant - $10,000**
6. **Banners for event and sponsors (paid by sponsors)**
   for their own banners – some SCI/BBAC - $2000
7. **Food services for volunteers(sponsor)- $1000**
8. **BBAC – booth rental - $250**
9. **SCI/BBAC- shirts for locals (BBAC/SCI)- $ 3200**
10. **Media (? ?) - $???**
11. **Laser shooting trailer (donate AHEIA)**
12. **3-D fishing trailer (donate AHEIA)**
13. **Archery Practice trailer(donate AHEIA)**
14. **Balloon/tattoo artist/face painter-???**
15. **Participant bags/gifts –SCI - $4800**
16. **Decorating ????**
17. **Programs – SCI/BBAC -$2000**
18. **Volunteer gifts ????**

Proposed income $29,500

Shortfall $3500

Note; if no grant funds are obtained through Town of DV Community Event Grant, as well as The DVHTA grant then BBAC is responsible for cost of Omniplex rent and Insurance for lease compliance. Anything

not directly necessary for putting on the event would be taken out and BBAC and SCI would cover the costs that are required for the event at it minimium.

As there is not real income derived from this event it is strickly beneficial to the community as a whole. Direct beneficiaries of the event are; the participants, the Town of Drayton Valley , the hotels and restaurants in Drayton Valley as well as the other retail stores who may benefit from the influx of people into the area.