

**COMMITTEE OF THE WHOLE
MARCH 12, 2024
4:30 P.M.
AGENDA**

1. Agenda Additions/Deletions
2. Agenda Approval
3. Steel Wheel Stampede – Sponsorship Request 2-4
4. Additions
5. Adjournment

MEMORANDUM

To: Leann Graham
CAO

From: Kim Hymers
Assistant CAO

Date: March 12 2024

Re: Stettler Steel Wheel Stampede



Background:

The Steel Wheel Stampede Board has submitted a request for sponsorship for the 2024 Steel Wheel Stampede, to be held June 7-8, 2024.

The Miscellaneous Requests for Funds – Fundraising Initiatives policy states:

“In general, as a Municipal body, the Town of Stettler Council will not provide support to any individual or group requesting financial assistance, use of Town facilities, or the purchase of anything relating to an event, sponsorship, or recognition etc. scheme for the purpose of raising funds.”

The policy goes on to say:

“Where Council receives a request to purchase tickets or anything relating to a fundraising, recognition or other event, individual Council members planning to attend will pay personally for the ticket(s) he or she plans to use, with the exception of:

- Council may allocate annual funding towards any initiative it deems appropriate on an ongoing basis within the transparency of the Operating Budget process.”

Council made a motion in 2018 to provide \$10,000.00 for the 2018 and 2019 events, to be funded from the Community Development sources. The \$10,000.00 was granted to help evolve the annual event. Since 2019, the Town has provided no additional funding.

TOWN OF STETTLER

<u>Prepared by:</u>	Department Heads	<u>Number:</u>	VIII-4
<u>Adopted by:</u>	Town of Stettler Council	<u>Original Policy:</u>	1986 05 20
		<u>Previous Policy:</u>	2015 10 20
		<u>Current Policy:</u>	2021 11 23

Title: **Miscellaneous Requests for Funds – Fundraising Initiatives**

Purpose: To establish a guideline for processing requests for Municipal funds from individuals or groups.

Policy Statement: In general, as a Municipal body, the Town of Stettler Council will not provide support to any individual or group requesting financial assistance, use of Town facilities, or the purchase of anything relating to an event, sponsorship, or recognition etc. scheme for the purpose of raising funds.

Council encourages promotion of the Town of Stettler, and upon request authorizes Administration to provide a reasonable supply of available promotional material such as pins, etc.

Guiding Principle Attendance by all or any members of Council at any local fundraising event certainly has some value, however Council as a Municipal Body must be mindful of the general taxpayers' perception of entitlement/waste, as well as municipal spending fairness and equity amongst all local groups fundraising initiatives.

Without policy guidance and general funding restrictions, Council would be continually challenged to fairly determine which groups/events will get their fundraising initiative supported through Council provided funds, facilities, attendance fees or sponsorships etc.

Town Council is proud of the numerous individuals and groups voluntarily working to serve, support and enhance the high quality of life within our community. All groups represent a good cause and each has determined its own mechanism(s) to generate local funds to be used to support their goals. Town Council, as a Municipal Body, also recognizes and appreciates that it is sometimes a major benefactor of fundraising proceeds being generated to ultimately support Town owned infrastructure.

Conversely, Town Council must be mindful that property taxes, utility rates, and all other sources of Town budgeted revenues are not generally collected for the intended purposes of financially supporting community organizations and/or others with local fundraising initiatives, whatever the cause or benefit under the circumstances.

This policy has been established to encourage individual members of Council as citizens to support local community initiatives, the community development of the Town of Stettler and support local projects which demonstrate broad based benefit to the community.

Exception:

Where Council receives a request to purchase tickets or anything relating to a fundraising, recognition or other event, individual Council members planning to attend will pay personally for the ticket(s) he or she plans to use, with the exception of:

- The Town of Stettler shall pay directly or reimburse Council Members for tickets to attend such events where in the Mayor's discretion Council's attendance and/or representation is considered of a paramount nature, and Town Council absence would be politically inappropriate/sensitive under the circumstances.
- The Town of Stettler shall pay directly or reimburse Council Members for tickets to attend such events where the fundraisers cause/need is of major community significance, and it is considered to be very important for the Municipal Body's optics to have Council representation at the event, and is supported by at least a 5/7th strong majority of Council.
- Council may allocate annual funding towards any initiative it deems appropriate on an ongoing basis within the transparency of the Operating Budget process.
- The CAO or designate may authorize facility use passes or a suitable draw prize where Town departmental sponsorship or major facility user group support is considered responsible and appropriate under the circumstances.

The payment of Councillor Per Diems shall generally not apply to attending a fundraising event, however the Mayor has the authority and discretion under the Council Remuneration Policy 11-3(b) to consider the applicability and appropriateness of Per Diems under the circumstances at that time.