



Municipality of the District of Argyle

Item: Communities in bloom – request for funding

Date: December 9, 2019

VISION

We see Argyle as home to a healthy and thriving rural population. Our municipality promotes and supports economic and social opportunities for the region and engages in the active expression of our unique Acadian heritage. We are a place of choice for rural living and are widely recognized for our warm hospitality and joie de vivre. Surrounded by fresh air and cool ocean breezes, we work and play in the great outdoors. People choose to live in Argyle because of our commitment to each other, to our community and to our neighbors. Argyle is a place we are proud to call home.

Background:

In February of 2019, the organizing committee for the Communities in Bloom send a request for funding via letter to the Municipality of Argyle. They were instructed to submit an application for grants to organizations, but no application was received. Subsequent to the spring grants to organizations, they submitted a fall request. The request is for \$10,000. Council decided to defer and have a separate consideration for this event.

Since the event is already closed, we have actual financial information for the event. The following are high level highlights of budget and actual results (as provided by the committee, unaudited).

	Budget	Actual
Revenue – Town of Yarmouth	60,000	72,000
Province of NS	10,000	-
Revenue – Mun of Dist of Yarmouth	10,000	5,000
Revenue – Mun Argyle	10,000	?
Registration, showcase fees, CIB sponsorship	109,000	53,219
Donations	12,000	2,000
	211,000	132,221
 Total expenses	 195,690	 147,289
 Net profit(loss)	 15,310	 (15,068)

The committee budgeted 300 delegates for catering and kits and anticipated 200 registration revenues for the symposium and reception. Actual registration was about 50 people short of that.

The committee is dealing with a shortfall of about \$15,000 for the event.

The event was hosted primarily in the Town of Yarmouth, but clearly engaged businesses in the Municipality of Argyle. Food was catered by Argyle Lodge, Tusket Island Tours was engaged for a tour of the Islands, plants and décor was provided by Ovestville Perennials etc. The Mariners Center was used for the major events, which generated revenues for the organization.

It is clear from the financials that the organizing committee sought to use all the assets of the region.

It should be noted that it is not our responsibility to cover the net operating loss of the event. The Town of Yarmouth is likely to be asked to cover the difference, but the actual action of the committee is yet to be. There are bills outstanding, the largest is to the Mariners Center.

MGA considerations:

Section 65 allows for contributions to a non-profit organization.

CAO’s recommendation:

This event is a showcase regional event that traditionally, the Council has supported similar events. I would recommend a contribution based on historical decisions, and the great effort to provide regional opportunity to suppliers etc.

For comparative purposes, here are examples of funds paid for events hosted in the past.

Sea Kayak Symposium	7,500
Redwood Cup (Play on Tournament)	10,000
Junior A Hockey tournament	7,500
Mixed Curling Championship	7,500
Finales des Jeux 2012	30,000

These events, except for the Sea Kayak Symposium, had members well in excess of the delegate numbers for the Community in Bloom event. As this event is hosted in Argyle, we are presumably paying a premium. It should be noted that in all other events hosted in the Town, the District and Town paid more than what we did above. Also, the Finales des Jeux received \$7,500 from MODY and \$5,000 from the Town.

The request for \$10,000 for the size of the event is large. MODY paid \$5,000 from a \$10,000 request. Based on the size of the event, I’d recommend an amount matching that of MODY.

Suggested motion:

Low
Move that Argyle approve a \$3,000 contribution to the Communities in Bloom organizing committee, with the amount paid through current year surplus funds.

Recommended
Move that Argyle approve a \$5,000 contribution to the Communities in Bloom organizing committee, with the amount paid through current year surplus funds.

Generous
Move that Argyle approve a \$7,500 contribution to the Communities in Bloom organizing committee, with the amount paid through current year surplus funds.