



Legislation Text

File #: AR-18-595, **Version:** 1

TAMRMS#: B06

Rescission of Council Policy C-FS-09 Servus Credit Union Place Fund Development

Presented by: Shelley Sawchuk, Business & Marketing Manager, Recreation & Parks Department

RECOMMENDATION(S)

That Council Policy C-FS-09 Servus Credit Union Place Fund Development be rescinded.

PURPOSE OF REPORT

To rescind Council Policy C-FS-09 Servus Credit Union Place Fund Development as the current Council Policy C-FS-05 Budget and Taxation provides governance for fund development for the organization.

ALIGNMENT TO PRIORITIES IN COUNCIL'S STRATEGIC PLAN

Strategic Priority #1: Growth Policy Framework: Develop a robust policy framework to guide growth.

Strategic Priority #4: Infrastructure Investment: Identify and build needed capital assets.
4.3 Explore non-traditional funding options including regional partnerships.

ALIGNMENT TO LEVELS OF SERVICE DELIVERY

Service Levels in Alignment with City of St. Albert Services and Service Levels Inventory
- October 2018.

1. Fund Development - Raising funds to support the delivery of recreation and parks services to the community.
 - a. Sponsorship Opportunities - Providing businesses with sponsorship opportunities through agreements for physical spaces, programs and events.
 - b. Advertising Opportunities - Providing businesses with advertising opportunities through agreements for physical spaces.

ALIGNMENT TO COUNCIL DIRECTION OR MANDATORY STATUTORY PROVISION

N/A

BACKGROUND AND DISCUSSION

The existing Council Policy C-FS-09 - Servus Credit Union Place Fund Development was developed in 2006, specifically for Servus Credit Union Place when it was being built to generate capital and ongoing operational revenue.

Upon review of existing policies, it was identified that C-FS-09 was narrow in scope as it only addressed Servus Credit Union Place; however, fund development (sponsorship and advertising) occurs within departments outside of Recreation & Parks.

Community Services, Economic Development and Public Works & Transit Departments all engage in fund development and are aligned to Council Policy C-FS-05 Budget and Taxation Guiding Principles.

In this Policy, Section 17(b)(iv), Revenue Diversification provides the governance for fund development, stating:

“The City shall continuously seek new and diverse revenues so as to limit the dependence on one or only a few sources and in order to maintain approved service levels.”

An Administrative Directive has been developed that provides consistency across all departments, reflects current practices and service levels, outlines the expectations and responsibilities of all departments across the organization and aligns to the existing C-FS-05.

With the new Administrative Directive and Policy C-FS-05, it is not necessary to have a separate Policy solely for Servus Credit Union Place.

STAKEHOLDER COMMUNICATIONS OR ENGAGEMENT

Internal - Cross-departmental stakeholders have worked together to develop the Administrative Directive which outlines how the City, including Servus Place, will identify responsibilities and expectations for fund development and align practices to ensure consistency. The stakeholders include:

- Community Services - Business & Events Manager, Director
- Economic Development - Manager Business Attraction, Director
- Public Works & Transit - Planning & Customer Service Manager, Director
- Finance & Assessment - Manager Financial Services, Director
- Legal & Legislative Services - Solicitor

External - Community business values the opportunity to promote their business to a diverse audience. Sponsors specifically seek partnerships with municipal services that align to their corporate values and target market.

IMPLICATIONS OF RECOMMENDATION(S)

Financial:

Fund development continues to be important in bringing in additional revenue to support City budgets.

Legal / Risk:

N/A

Program or Service:

N/A

Organizational:

N/A

ALTERNATIVES AND IMPLICATIONS CONSIDERED

If Council does not wish to support the recommendation, the following alternatives could be considered:

Alternative 1. That Administration takes no further action at this time.

Alternative 2. That Administration proceeds as per specific direction provided by Council.

Report Date: February 4, 2019

Author(s): Diane Enger & Shelley Sawchuk

Committee/Department: Recreation & Parks Department

Chief Administrative Officer: Kevin Scoble