

Sustainival Alberta

Antoine Palmer
Director

February 7, 2018







To help lead Alberta into a greener future through a focus on fun education, and to inspire change throughout our communities.

- Community served:
 - → Regional Municipality of Wood Buffalo, All Ages
- Goals for 2018:
 - → engage 20,000+ at Sustainival YMM 2018
 - → revitalize elements of interPLAY
 - → educate and inspire the community on the topic of green living
- Programs/services to be funded by the grant:
 - → Sustainival YMM 2018







- Engages over 20,000 people annually.
- Platform for environmental education and positive change in the RMWB over Environment Week.
- An annual celebration of community and culture in the Region.
- Aligns with the RMWB goal of Building a Strong and Resilient Community.







2018 Grant Request

Revenue \$265,000 Expense \$387,722 Subsidy Requested \$125,000

Subsidy represents 32.2% of total expenses













Expense Summary

Cost Category	Total Expense	Funded by RMWB
Salary/Wages (2 full time, 15 part time)	\$78,400	\$29,000
Program Costs	\$295,050	\$96,000
Overhead (utilities, insurance, etc.)	\$14,272	\$0
TOTAL	\$387,722	\$125,000





Community Investment History

2018 Request	2017	2016
\$125,000	\$150,000	\$150,000

Decreased request by \$25,000 for 2018. Our not-for-profit has become more sustainable due to expanding operations around the province in 2017.





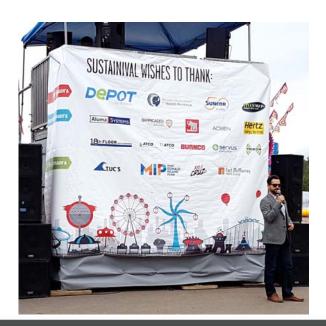








Questions?













Sustainival Alberta

2018 Operating Grant Analysis

CIP Grant Summary:

				2018	Difference of
				Recommended	Recommended
2015	2016	2017	2018 Request	by CIP	vs. Requested
150,000	150,000	150,000	125,000	-	(125,000)

Program Reporting Required:

Financial Reporting Required:

Six Month & Annual Reports

Review Engagement Financial Statements

Notes:

Recommendation is to discontinue this grant in 2018. The environmental education/awareness initiatives undertaken by this organization are duplication of programs within the RMWB. The midway attraction is a for-profit business model that can be an opportunity for an organization within the community (Sustainival Alberta operates in Edmonton).

	2018 Budget	2018
Budget Line Description	Request	Recommended
Revenues		
RMWB 2018	125,000	-
Admissions	200,000	-
Retail Income	5,000	-
Sponsorships: Cash	60,000	-
Total Revenues	390,000	-
Expenses		
Midway Attractions	140,000	-
Educational Attractions	15,000	-
Programming & Performances	10,000	-
Venue Costs	12,000	-
Event Infrastructure	16,000	-
Event Supplies	10,000	-
Marketing & Promotion	14,000	-
Travel & Accommodations	10,500	-
Production Staff	14,000	-
Contingency & Weather	15,000	-
Operating Cost	78,672	-
Additional cost: light, sound, security etc.	52,550	-
Total Expenses	387,722	-
Total Surplus (Deficit)	\$ 2,278	\$ -



Community Operating Grant Part A - Organization Summary

Organization Name:	Sustainival Alberta
Street Address:	#200 10113 104 St.
City/Hamlet:	Edmonton
Province:	AB
Postal Code:	T5J 1A1
Phone Number:	780 970 0763
Website:	WWW.SUSTAINIVAL.COM
Fiscal Year End:	DEC 31
Act Registered Under:	Canada Not-for-Profit Corporations Act
Registration Number:	825820442 RC0001

Note: Organization must be in good standing to receive funding.

Main Contact	
Title:	Director
Name:	Antoine Palmer
Daytime Phone:	(780) 970-0763
Email Address:	antoine@sustainival.com
Executive Director	
Name:	Joey Hundert
Daytime Phone:	FOIP s.17(1)
Email Address:	joey@sustainival.com
Board Chair / Preside	ent
Name:	Joey Hundert
Daytime Phone:	FOIP s.17(1)
Email Address:	joey@sustainival.com

authorized by the applicant organization to complete the application and her	oby represent to the
Regional Municipality of Wood Buffalo's Community Investment Program an	d declare that to the best
of our knowledge and belief, the information provided is truthful and accurate	e, and the application is
made on behalf of the above-named organization and with the Board of Dire	ctors' full knowledge and
consent.	
Signature of Board Member Signature of Board Member	mber or Executive Director
(must have signing authority) (must have s	igning authority)
Antoine Palmer Joey	Hundert
Print Name Print	t Name
2017-06-26 2017	7-06-26
Date: (Year-Month-Day) Date: (Year-	Month-Day)

Part B - Board Questionnaire

How often does	s the Board	of Directors m	eet?	Month	У	
Minimum numb	er of board	members acco	ording to bylaw	s:	3	
Number of boa	rd members	:				
Currently:	3	2016:	3	2015:	3	

Describe measures being undertaken to fill vacant spots if minimum board members are not met:

Sustainival doesn't have vacant board seats but would benefit from an extended board of competent and well-resourced community leaders and sustainability champions. With the organization finally in a position to scale its operations provincially, it is a high priority to expand the board to serve this function. To this end, we have identified and begun conversations with several ideal candidates to serve on the board for the 2018 season.

Please list your current Board of Directors:

Name	Board Position	Years on Board
Joey Hundert	Chair	6
Antoine Palmer	Vice-chair	6
Sean Collins	Director	3

Part B - Board Questionnaire

Are any board members being paid, or receiving an honorarium, for being on the Board or for other positions in the organization outside of their role on the Board? Yes \square No \square

If yes, complete the following table:

Board member name	Paid role on the board / organization	Amount received
FOIP s.17(1)	mgmt & event production	\$ 500.00

What are the restrictions (if any) on becoming a member of your organiza programs or services?	tion or participating in
board approval	
How often does the Board review the financial position of the agency? When made in the past fiscal year to increase the number and types of financial organization?	
We review budgets and financials at least quarterly throughout the year and production cycles.	monthly during event

The personal information collected in this application is collected under the authority of section 33(c) of Alberta's Freedom of Information and Protection of Privacy (FOIP) Act. It will be used to process the application and contact you if needed, during the review of this application. If you have any questions about the collection and use of the personal information you may contact the Community Investment Advisor, at 9909 Franklin Avenue, Fort McMurray, AB T9H 2K4 or at (780) 788-4309.

Part C - Strategic Plan

The Strategic Plan focuses on **Building a Strong and Resilient Community**. It was built on the feedback received from community residents and leaders and reflects the wishes and needs of the community. The Community Investment Program aims to assist non-profit agencies to achieve the goals and objectives outlined in the Municipal Strategic Plan.

Please indicate the Objectives in Goal 2: Building Balanced Regional Services or in Goal 7: Building for a Healthy and Active Lifestyle* that apply to the programs, services or events that your organization provides** (check all that apply):

#2. Building Balanced Regional Services

Goal: To deliver high quality and well-planned services to our residents.

By re-focusing attention to core services, as outlined in the Municipal Government Act, and by clearly defining service standards, the Municipality will strengthen service delivery to all residents and businesses within the Region. Our core services are:

Roadways, streets and sidewalks • Flood protection • Police, fire and emergency services • Public transit • Solid waste • Water • Sanitary and storm drainage • Bylaw enforcement • Parks and recreation • Cemeteries • Planning and development

\checkmark	Strengthen	regional	service	delivery	quality.
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- ☐ Strengthen service delivery monitoring practices.
- ☐ Implement, improve and maintain core service infrastructure.

#7. Building for a Healthy and Active Lifestyle

Goal: To connect people and communities through accessible, regional-based leisure and wellness activities, programs and public gathering places.

Working with partner organizations and through direct delivery of services to residents throughout the Region, the Municipality provides opportunities for community members to enjoy a high quality of life. Opportunities will include arts, recreation, health and wellness, as well as leisure activities.

- ☑ Encourage the use of the Region's recreational & community facilities, including natural amenities.
- ☑ Encourage and support the social profit sector.
- ☑ Increase accessible recreation and leisure opportunities for all user groups in the Region.
- ✓ Increase opportunities for large-scale sports/cultural tourism events.
- ☑ Increase tourism, culture and arts programming throughout the Region.

^{*} If your organization does not meet any objectives in Goals 2 or 7, please visit http://www.rmwb.ca/StrategicPlan to determine which Goal/Objective would be most applicable, and explain how your organization's program/services will achieve those objectives in the space on the next page.

^{**} Please visit http://www.rmwb.ca/StrategicPlan if you would like to investigate and describe any other Goals/Objectives that your organization will achieve, and describe in the space on the next page.

#6. Building a Sustainable Region

Goal: To value our environment as our natural, community and economic foundation. The Municipality is committed to its role as a steward of sustainable practice.

Together, we will strengthen our image as a responsible government by making balanced decisions with respect to the environment, local community and economy. Our successes in this area will be shared by all.

Objectives

- Implement a business model to provide sustainable water, waste water and other related utilities.
- Protect the natural environment.
- Reduce and enable the reduction of carbon footprint in the region by maintaining carbon neutral level or better.
- Reduce landfill waste.

Mission Statement:				

Sustainival exists to inspire people about our awesome future. We show the world what's possible for the sustainability of our lives, families and communities.

Vision Statement:

Sustainival powerfully convenes an informed dialogue on energy and the environment. It is a beloved platform for municipalities and the province to communicate with moms and kids about local sustainability strategy and initiatives. And it inspires our next generation with the possibilities

What year did the organiza	ation complete	ts last stra	ategic pla	n?		
2016						

Provide a brief overview of the organization's strategic priorities:	
Please see APPENDIX A - Sustainival Strategic Roadmap 2018	
	A A A MANAGER MANAGEMENT

List the overall programs, services and events the organization provides:

Sustainival operates a full-scale carnival midway powered entirely by renewable energy. The events occupy an area of 2 to 3 acres and occur over a period of 3 to 5 days. Event attendance ranges from 15,000 to 50,000 guests.

The platform is designed to serve as a communication and engagement platform for municipalities and provinces. The entire midway is programmed with layers of educational content and activities to deliver key messages about local sustainability initiatives. The programming is also designed in a manner to create incentives for citizens to support and participate in local initiatives.

Sustainival's outreach program also curates sustainability champions from the local region and provides a platform for them to showcase their work to the community and raise awareness.

In partnership with local school boards, Sustainival coordinates field trips and offers tailored programs that adapt the midway grounds into a curriculum-based learning environment with a focus on energy and the environment.

Community-specific programs can vary by region and include fundraising for local charities and non-profits, coordinating free community dinners, talent search competitions, acrobatic performances, speakers series, collaborations with other regional events, etc.

Describe the elements, activities, or events of general operations that the organization is seeking this funding for:

Educational Programming
Stage & Sound
Local Entertainment & Cultural Programming
Venue Costs
Local Hotel Accommodations
On site interpretive and service staff
Event production staff
Local marketing & promotion
Various event infrastructure & supplies
Celebratory atlantic fish fry dinner
Revival of the INTERPLAY theatre festival at Sustainival

Current Staff Information:

	Per Organization Chart:	Currently Filled:	
Full Time Positions	1	1	
Part Time Positions	25	3	

Current Volunteer Information:

	Per Organizational Needs:	Currently Filled:
Program & Services Volunteers	60	0
Fundraising Volunteers	0	0
Committee Volunteers	3	3
Administrative Volunteers	0	0
Total Organization Volunteers (Count each only once)	63	3

Explain how the operations/programming will achieve the objectives of the Municipal Strategic Plan as indicated on page 4:

Please see APPENDIX B - RMWB Municipal Strategic Plan Objectives.pdf					

What is the community need that these operations/programming will address?

Sustainival addresses several community needs:

- 1. The event meets the need for the community to gather as one, en masse. Sustainival is likely the largest multi-day event in McMurray's calendar year. This allows 20,000+ people the opportunity to come out and see each other, all at once. Walking the midway, one can easily appreciate the vibrancy, ethnic diversity and connectedness of the community. The entire constellation of bonds are reinforced between, families, friends, associates, organizations to the public and businesses to the public. Given that the 'Town Square' has largely been replaced by the internet in this day and age, having a large format outdoor event that the majority of the community's families will attend is a need.
- 2. Sustainival allows the citizens of Fort McMurray to have a place to celebrate sustainability, environment, green aspirations and the future. This is part of the story that we tell around the world about Fort McMurray: The people of Fort McMurray are just as concerned as everyone else about our environment and our future. Sustainival gives the community a place to come engage,

How was t	the nee	ed dete	rmined?
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How will these operations/programs address this need? Please see APPENDIX C - Community Needs, Outcomes, & Measures.pdf	Please see APPENDIX C - Community Needs, Outcomes, & Measures.pdf	
Please see APPENDIX C - Community Needs, Outcomes, & Measures.pdf	How will these operations/programs address this need?	

ease see APPENDIX C	- Community Needs,	Outcomes, & Measu	res.pdf	
w are you measuring	success (i.e. surve	ys, evaluation, longi	itudinal studies)	?
ease see APPENDIX C	Community Needs,	Outcomes, & Measur	res.pdf	
es these operations/p			er operations/pro	ograms offered
community? How is	your organization's	offering unique?		ograms offered
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What other community groups are you partnering with? Please outline their roles.

send volunteers to Sustainival as volunteers they provide instead of programming from the members	iation - An ongoing community pass a fundraiser once again. We pay of hiring staff for those tasks. The sof their organization as a part of volunteer and we pay by making	an honorarium for the ey also provide entertainment our weekend of free local						
Wood Buffalo Food Bank - We partner with the Food Bank in order to have them on the event site collecting cash and food donations. We also donate food left from our volunteer and staff program.								
	llected at Sustainival are donated vent site with animals there for pe							
Big Brothers Big Sisters - We pla promoting their events and prog	n to have Big Brothers Big Sisters rams and also taking donations.	s on our event site again						
free entertainment program, we	partner with the Arts Council to se also plan to partner with them to pack a missing element of interPL	add a live theatre element to our						
MacDonald Island Park - We are Gathering for the weekend of Su	exploring the possibility of partne stainival.	ring on a Community Fish Fry						
ABCRC - We host the Alberta Beve the use of bottle depots in the re	verage Container Recycling Corpo gion.	ration to promote recycling and						
Target Segment (choose <u>all</u> tha	t apply):							
☑ Aboriginal Adults	☑ Culture	☑ Recreation						
☑ Aboriginal Children & Youth	☑ Diversity	☑ Seniors						
☑ Adults	☑ Educational	☐ Sports						
☑ Arts & Crafts	☑ Families	☑ Volunteerism						
☐ Capacity Building	☑ Low Income	✓ Youth						
☑ Children	☑ Performing Arts	☑ Other: Schools						
☑ Community Enrichment	☐ Persons with Mental Illness							

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Application Deadline:

June 30, 2017, 4:30pm MT

Regional Municipality of Wood Buffalo

Community Operating Grant Application

Part E - Financial Information, Budget Request & Cash Flow

Other Funding

Sources Applied For	Term of Funding	Secured	In Process
Example: United Way	April 2017 - March 2018	50,000,000.00	
Example: Government of Alberta	January 2018 - December 2019		100,000.00
ABCRC	April 2018		10,000.00
Suncor	April 2018		25,000.00
Additional Funding	April 2018		25,000.00
			¥
	Total	\$ 0.00	\$ 60,000.00

Describe any other funding initiatives the organization has taken or is planning to implement to further support this request for Community Operating Grant funding:

We just finished our 2017 season two weeks ago. In July, we will be building out ou strategy and initiating our sponsorship campaign. The 2018 strategy will include moseveral new board members and hiring some new staff to the leadership and fundra Our sponsorship target for 2018 is \$60,000, including existing sponsors, new spons potential for some provincial contribution.	obilizatior aising tea	n of

Part E - Financial Information, Budget Request & Cash Flow

Please explain any cost savings initiatives the organization has, or is planning, to implement:

For the past two years, Sustainival has kept operations as lean as possible in order to weather the recession. Our full-time staff are very dedicated and have made intense sacrifices to make it through this period and produce a quality event.

To be clear about this, we have scaled the organization from producing 1 full-scale event to producing 3 full-scale events, without adding staff to the team. The economy of three events provides significant savings as compared to just 1. But of course, producing 3 events with such a small team is not sustainable in the long term.

Furthermore, please note that during this period, Sustainival's founders, Joey Hundert and Antoine Palmer, have invested close to 1,000 hours of volunteer time into the organization without compensation in order to ensure the resources in place would be adequate to fulfill our commitments to produce three high-quality events.

Finally, after 6 years of startup mode, the organization is now in a stable position with 3 events and adequate cashflow. For 2018, it is important that we reinvest in building out our operating team and also reinvest in updating and expanding our educational content and programming.

The efficiencies we've built in through the lean years will remain and continue to strengthen the budget. We are therefore reducing our funding request by \$25,000 as compared to previous years

In a time of fiscal restraint, the Municipality would like to know how the organization is working towards a sustainability plan to ensure the operations/programming are continued, should the CIP's Community Operating Grant be decreased or eliminated in the future:

2017 is the first year that Sustainival is finally breaking even. The organization was able to operate at a loss over some of the past 6 years because of a \$470,000 investment by the Social Enterprise Fund in 2012. That debt was amortized over 7 years. By now it is reduced to \$250,000 and will be eliminated by 2019.

With three events on our circuit now, the economies of scale make the organization fully viable and will allow us to build out our operating team so that we have adequate capacity to comfortably produce all three events.

We are just now getting there, though, so now is not the time to increase volatility and risk by cutting funding. That would put us into a precarious situation comparable to the lean years we just worked through. We did that work because it was our commitment to do so. We are not willing to take on that kind uncertainty again and subject our staff to that intensity and stress.

We are asking the municipality to continue supporting the event so that we can realize the full potential of Sustainival as a powerful educational and engagement platform in your region.

Space continues on next page...

Part E - Financial Information, Budget Request & Cash Flow

Prease see APPENDIX D - Sustainival YMM 2018 Budget.pdf		
Total 2018 Budgeted Revenue (excluding RMWB Operating Grant)	\$	265,000.00
Total 2018 Budgeted Expenses	\$	387,772.00
Surplus* / (Deficit)	\$	-122,772.00
2018 Operating Grant Request Amount:	\$	125,000.00
* If in a surplus position, organization is not eligible for an Operating (Grant.	
Please Indicate Preferred Cash Flow, if approved**:		

** Must have minimum of 25% to be disbursed between August and December. There will be no funds released in July, as 6-month reports are due by July 31 and require Administrative review prior to August/October disbursements.

\$ 31,250.00 October

\$ 93,750.00 April

January/February

August

(no more than 75% of request)

Part F - Additional Information

Provide any additional information that may assist in developing a better understanding of your organization or its services/programs during the budget review:

INTERPLAY - We want to revive the beloved Interplay festival. We had a full program in place for 2016 to relaunch Interplay at Sustainival in partnership with the Wood Buffalo Arts Council. This was unfortunately disrupted by the wildfire as the Arts Council was unable to participate. For 2018, we intend to revive this program and offer Interplay a new home at Sustainival, both with outdoor and indoor performances spaces around MacDonald Island.

FISH FRY - We are exploring the opportunity with MacDonald Island park to host a massive Fish Fry event reminiscent of the beloved tradition of the original Blueberry Festival.

WEST COAST AMUSEMENTS - HUGE WIN!! For 4 years we have been actively courting WCA to be our carnival partner. The are bar none the best, cleanest, most professional carnival operation in Western Canada (by a wide margin). So while we had to keep our budgets as lean as possible over the past year, we were able to massively upgrade the quality of the event by attracting a top tier operating partner. It is NOT easy to make our event schedule align with their tour schedule. But this year we did it and they will continue to be our operating partner from now on.

THE LEAN YEARS - Please understand that the last 2 years have been a struggle. But we are now finally through the worst of it. During the recession, sponsorships became scarce and our attempts to increase the number of events in other regions were seriously hampered. The 2016 wildfire also hugely impacted our efforts as 50% of the programming we had already developed was compromised because our YMM community partners were all displaced until shortly before the event.

As a result, we were in a very lean position in 2016. Sustainival's founders chose to longer draw a salary as of January of that year and have since invested close to 1000 hours of volunteer time without compensation to get through the difficult period.

We were finally successful in expanding to 3 events in 2017, which is what the organization needed to be viable. But at the end of 2016 we did not have the resources to expand our team. So we produced 3 events in 2017 with the same capacity that was needed to produce just one. It was difficult and stressful, but we did it and the events were hugely successful. This kind of hard push is not sustainable in the long run. But having now gained secure footing in 2017, we are properly positioned to build the full team required to enhance and continue delivering Sustainival events to their full potential. We deeply appreciate the RMWB's continued support in this success.

Part G - Required Attachments for Application

The following attachment MUST accompany your application:

- ☑ A detailed budget showing projected 2018 revenue and expenses
- □ Logic Model (if available)
- ☑ Proof of active status as a registered non-profit organization (dated within 3 months of submission date)
- ☑ Financial Statements of two (2) most recent fiscal years

BUDGET: 2016 YMM	2018												2
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ОСТ	NOV	DEC	
Fort McMurray, AB													
PROFIT & LOSS													
Income													
4100 Sponsorship: Cash				60,000	125,000								185
4110 Sponsorship: In-kind													
4150 Grant Funding													
4200 Admissions						200,000							20
4230 Retail Income				1,000	1,000	3,000							
4500 Consulting Income													
4700 Rental Income													
4800 Biodiesel Sales													
4998 Interest Income													
4999 Other Income													
Total Income	0	0	0	61,000	126,000	203,000	0	0	0	0	0	0	39
	-			. ,	.,	,							
Less Cost of Sales													
5000 Midway Attractions						140,000							14
5020 Educational Attractions						15,000							1
5040 Programming & Performances						10,000							1
5100 Venue Costs						12,000							1
5120 Event Infrastructure						16,000							1
5140 Energy Systems						5,000							
5160 Stage & Sound						7,600							
5170 Security & First Aid						7,500							
5180 Event Supplies					4,000	6,000							1
5200 Sponsor Recognition Costs						2,500							
5220 Retail Merchandise Costs													
5240 Prizes						6,500							
5260 eCommerce & POS Fees						1,200							
5300 Marketing & Promotion					7,000	7,000							1
5320 Travel & Accommodations						10,500							1
5340 Meals & Entertainment						2,000							
5360 Networking & Education													
5440 Sales Commission													
5460 Production Staff						14,000							1
5480 Volunteer Expenses						3,000							

BUDGET : 2016 YMM	2018												
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
5525 Tech Materials & Supplies													
5600 Consulting Expense				1,000	1,000	1,000							
5620 Shipping & Freight						1,250							
5625 Logistics						9,500							
5700 Tech Equipment													
5710 Biodiesel Materials & Supply						3,500							
CONTINGENCY & WEATHER						15,000							
otal Cost of Sales	0	0	0	1,000	12,000	296,050	0	0	0	0	0	0	
ROSS MARGIN	0	0	0	60,000	114,000	-93,050	0	0	0	0	0	0	
ess Operating Expenses													
6000 Office Rent	620	620	620	620	620	620	620	620	620	620	620	620	
6010 Office Expenses	17	17	17	17	17	17	17	17	17	17	17	17	
6020 Transportation & Parking	83	83	83	83	83	83	83	83	83	83	83	83	
6030 Communications	50	50	50	50	50	50	50	50	50	50	50	50	
6040 Software & Digital	83	83	83	83	83	83	83	83	83	83	83	83	
6080 Storage													
6200 Administrative Costs	17	17	17	17	17	17	17	17	17	17	17	17	
6240 Insurance			2,500										
6260 Web Development & Admin	667	667											
6400 Consulting Retainers	5,367	5,367	5,367	5,367	5,367	5,367	5,367	5,367	5,367	5,367	5,367	5,367	
6420 Wages & Salaries													
6440 Payroll Expenses													
6460 Employee Benefits													
6500 Donations													
6800 Bad Debt Expense													
6900 Amortization													
6999 General Expenses													
7000 Income Tax Expense													
7100 Interest Expense													
otal Operating Expenses	6,903	6,903	8,737	6,237	6,237	6,237	6,237	6,237	6,237	6,237	6,237	6,237	
PERATING SURPLUS	-6,903	-6,903	-8,737	53,763	107,763	-99,287	-6,237	-6,237	-6,237	-6,237	-6,237	-6,237	