



## 6A: Revenue Options

November 4, 2019 Board Meeting

### Introduction

Since its formation as a not-for-profit organization in 2016, PRAMP has relied on the following revenue sources:

- Operating funds from the Oil Sands Monitoring Program through a contract with AEP
- Education and outreach grant funds from AEP
- A \$25,000 grant from Northern Sunrise County that provides a “float” for GST expenses that are refunded at the end of each year. The \$25,000 grant is PRAMP’s only financial reserve.

Year after year, PRAMP has had gaps in its Oil Sands Monitoring contract with Alberta Environment and Parks (AEP) and has had periods of time when it is unable to pay expenses and contractors in a timely manner. Outreach funds have also been provided very late in the fiscal year making it challenging to use the funds effectively.

### Revenue Options

#### 1. Fees for Services

PRAMP could provide services that are outside the current Oil Sands Monitoring program mandate. Any services would need to be “revenue positive” to recover all PRAMP costs associated with the service. Services could include:

- a. Operating existing air monitoring stations for companies (e.g. Mercer)
- b. Monitoring assessments for communities that do not currently have any air quality monitoring
- c. Installation and operation of a Purple Air (microsensor for PM) device for one year

#### 2. Membership Fees

Most Airsheds have membership fees; some are based on emissions and provide the base funding for the Airshed, and others are a fixed fee based on the type and size of the organization. Examples that are not based on emissions include:

Companies – from \$1000 to \$5000

Towns – from \$500 to \$2000, or a formula based on population (e.g. \$0.10 per capita)

Counties/MDs – from \$500 to \$7500 (\$21,000 from one MD)

Other Government (Provincial) – \$500

ENGOS and Community – \$50 to \$100



### **3. One-time Sponsorships or Contributions**

Municipal governments, service organizations and companies could be approached to provide contributions to support PRAMP programs generally, or to support specific projects perhaps related to education and outreach. PRAMP could develop a recognition program to acknowledge and thank sponsors and contributors. As an example, service organizations or counties could be invited to provide funding to support school programs in their communities.

#### **Board Decision**

The Board is asked to decide on the following:

1. Which options or sub-options, if any, would the Board like to pursue or explore?
2. If the Board would like to pursue Membership Fees (Option 2), which categories should be included in a membership fee schedule, and what dollar ranges are preferred?

Prepared by: Karla Reesor, Executive Director