

## PRAMP Board Meeting November 4, 2019

### 4A: AEP Grant Expenditures (Education and Outreach)

#### Introduction

PRAMP received an Education and Outreach grant of \$49,000 from Alberta Environment and Parks (AEP) for the 2018-19 fiscal year. The grant funds were received in March 2019 and AEP approved PRAMP's request to extend the grant to November 29, 2019. Any unspent funds as of November 29, 2019 will be returned to AEP.

In May 2019, PRAMP submitted a grant application for the 2019-20 fiscal year. No Airsheds have received a response to the 2019-20 grant applications.

#### Grant Expenditures – Spent and Estimated

	<b>March to October</b>	<b>November (estimated)</b>
Education and Outreach Coordinator <ul style="list-style-type: none"> <li>• School presentations</li> <li>• Social media</li> <li>• Newsletter articles</li> </ul>	\$6,500	\$2,500
Communications Planning, Design and Support <ul style="list-style-type: none"> <li>• Website enhancements</li> <li>• Newsletter preparation and delivery</li> <li>• Bee artwork</li> <li>• 2019 annual report design and layout</li> <li>• Automatic AQHI Tweets</li> </ul>	\$9,200	\$3,000
Community Event <ul style="list-style-type: none"> <li>• Lunch for Open House</li> </ul>	\$700	
Outreach Materials <ul style="list-style-type: none"> <li>• AAC Communication materials (videos, maps)</li> <li>• Honey Bee Video</li> </ul>	\$2,000	\$2,000
Printing, Copying, Photography <ul style="list-style-type: none"> <li>• Annual Report</li> <li>• Meeting materials</li> <li>• Postcards</li> <li>• Stickers and labels for products</li> <li>• Photographs for AGM and Community Event</li> </ul>	\$1,800	
Promotion <ul style="list-style-type: none"> <li>• Mini sticks and pucks</li> <li>• Honey, lip balm</li> <li>• Pens, notepads, AQHI magnets</li> <li>• Sprouts pencils</li> <li>• Tattoos</li> <li>• Pins and hats</li> <li>• Jackets (for staff)</li> </ul>	\$6,200	\$3,500 to \$5,500
Travel	\$4,500	\$1,000

<ul style="list-style-type: none"> <li>• To school presentations and meetings</li> <li>• Honey producer tour</li> <li>• Meeting with Airsheds in Bonnyville</li> </ul>		
<b>Total</b>	\$30,900	\$12,000 to \$14,000

## Options for Remaining Grant Funds

Staff estimates that there could be up to \$7,000 remaining at the end of November. Options for the funds include:

1. Request a further extension of the grant to January 30, 2020

AEP staff have indicated that an extension of the grant may be possible. An extension would allow the PRAMP Education and Outreach Coordinator to continue to work in the community for PRAMP.

2. Purchase additional promotional items

PRAMP giveaways are popular and can help to increase awareness of PRAMP and to educate about the AQHI.

3. Purchase AQHI lanterns

The City of Edmonton and Lakeland Industry and Community Association (LICA) have created artistic lanterns with bulbs that change colour to show the current AQHI. The lanterns could be designed to incorporate the PRAMP logo. The cost is approximately \$2,000 for two 2-foot high lanterns, or \$3,000 for two 4-foot high lanterns. The 2-foot lanterns could be hung from a ceiling or placed on a stand. The 4-foot lanterns are freestanding.

The lanterns could be placed in locations such as offices, community centres and schools to raise awareness about the AQHI. A display would be needed with each lantern to describe the AQHI and the changing colours. Lanterns could be offered to PRAMP member organizations and could be moved from one location to another over time.

Photos of the 4-foot and 2-foot lanterns are shown below.

4. Combination of Options 1, 2 and 3

PRAMP could request a grant extension and also pursue options 2 and 3 with the goal of using all the funds by the end of the grant period.

