

## **COUNCIL REPORT**

**To:** Mayor & Council

**From:** Fire Department

**Date:** July 7, 2025

**Subject:** Fire Department NDIT Marketing Grant Application

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### **RECOMMENDATION:**

THAT Council approves the grant application to the NDIT Marketing Grant Program for up to \$11,000 plus GST;

AND THAT the Chief Administrative Officer be authorized to execute the contract and any related documentation.

### **BACKGROUND:**

Volunteer recruitment is essential to maintaining emergency response capacity, especially in small communities like the District of Mackenzie. Additionally, the growing risk of wildfires in previous years has made it critical to educate residents on how to protect their homes and properties using FireSmart practices.

Fire Department Staff are proposing that we create a series of short, professional videos that:

- Inspire and inform members of the community to join the Mackenzie Fire Rescue Department. These videos would be designed so that they could be used year after year for recruitment campaigns.
- Educate the public on wildfire risk reduction and FireSmarting in Mackenzie. We have several Mackenzie FireSmart videos that were filmed years ago, and we would like to update/add to the content.

These videos will be shared through social media, the district website, community events, and other forms of local media promotion, helping us reach a wider audience and deliver consistent, engaging messages that support community safety and resilience.

Some of the project outcomes expected include:

- **Increased Public Awareness:** Increased understanding of FireSmart Principles, projects, and Wildfire Preparedness in Mackenzie. Showcasing what our volunteers prepare and train for, and the benefits of joining the department.

- **Increased Community Engagement:** Supporting inquiries and interest in FireSmarting and Fire Department recruit retention.

#### **BUDGETARY IMPACT:**

This project will be funded through the NDIT Marketing Grant program, as well as the 2025 FireSmart Grant to support the initiative. Should we not be successful in the NDIT application, staff will look for other funding sources to support the project. If adequate funding for the project is not secured, the project will be put off until other funding can be sourced. There will be no impact on the District of Mackenzie Operating Budget.

#### **COUNCIL PRIORITIES:**

##### **Community and Social Development**

- Our investment in the municipality's services and infrastructure, our commitment to principles of social equity and well-being, and our belief in the value of resident engagement, creates a healthy community in which everyone feels valued and enjoys a high quality of life.

##### **Economic Vitality**

- The District is a leader on efforts aimed at diversifying the community's economy, supporting local businesses, and attracting new investment to the community. Diversification, a strong business sector and new investment are key to our economic vitality.

##### **Strong Governance and Finances**

- As the municipality's elected governing body, we serve all residents and businesses in the community. We engage residents and stakeholders on important issues and make our decisions through open and transparent processes. We are careful in our use of resources, mindful of the need to maintain programs and services, while also meeting the community's infrastructure needs.

#### **RESPECTFULLY SUBMITTED:**

Micaiah Taylor, Deputy Emergency Program Coordinator

**Reviewed By:** Corporate and Financial Services

**Approved By:** Chief Administrative Officer