



GROWING KNEEHILL



Seasonal Event

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Memphis Mafia Band
RITOS, ROCKY ROADZ AND DIGGERS DINER
Preschool Barnyard Inflatables
LARS SAND DIG FOR KIDS
CORN HOLE, MILK JUG RING TOSS, AND MORE!
LEARN ABOUT LOCAL FOOD PRODUCTION FROM LOCAL FARMS

GROWING
COUNTRY MARKET
and
LONG TABLE DINNER



HORSESHOE CANYON
DINNER - 5 PM, AUGUST 12TH
MARKET - 10AM ~~to~~ 3PM AUGUST 13TH



This event has changed considerably over the past 7 years and as such so has the level of investment required by council. Administration would like to take this opportunity to align with councils strategic direction to determine the intent and beneficiaries of the event and the level of commitment required by admin to meet councils expectations.



2016

Bus tour and the first Long Table Dinner at Horseshoe Canyon. Direction was as a networking opportunity for local entrepreneurs with an opportunity to experience feature businesses in agriculture/food, artisans, tourism and experiences



2018

Continued with the Long Table Dinner and expanded the Country Market at Horseshoe Canyon Continued with the direction of local food and agriculture promotion with a culinary showcase



2022

Country Market and Long Table Dinner hosting on the same day thanks to involvement of a contractor hosting the Long Table Dinner. Perceived direction for promotion and celebration of local agri-food and tourism to an expanded audience

Bus tour for local agriculture producers highlighting local best management practices and Kneehill County Projects

2017



Long Table Dinner and the addition of the Country Market at Horseshoe Canyon. Percieved direction shift towards local ag and culinary promotion to the general public

2019



Post-Covid return of the Country Market & Long Table Dinner. Addition of Ag Education Booth at Market. Continued previous direction.

2023



Highlighted Changes



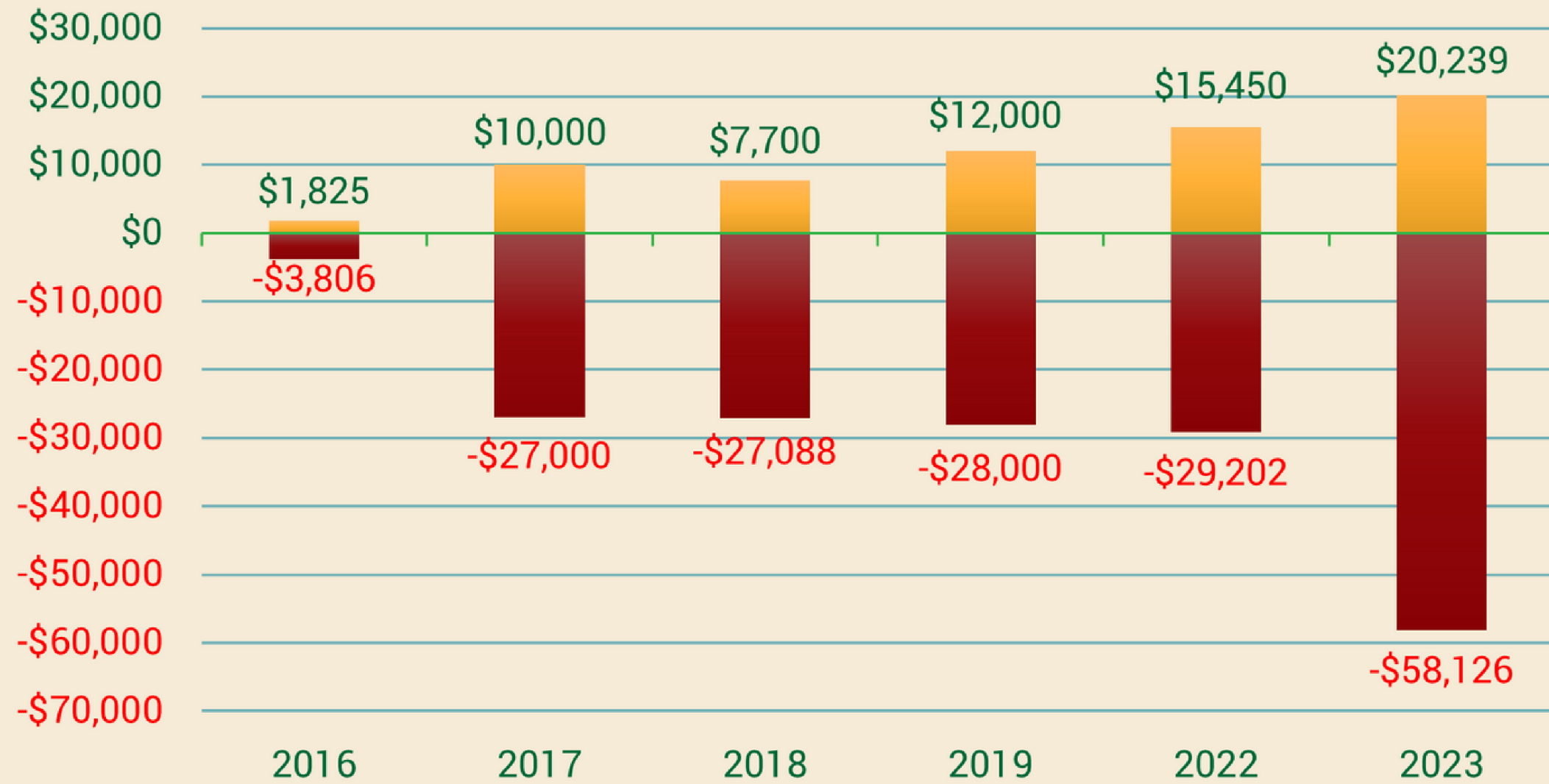
Event intent and direction through the past has included:

- Ag practices and project promotion for ag producers
- Networking and experience tour for local entrepreneurs
- Tourism and Local Agri-food promotion to the public
- Promotion of Horseshoe Canyon and Local food for Dignitaries

The format has included bus tours, long table dinner and country market held both over two days and all events happening on one day. Features of the event have included canyon tours, live music, ag info booth, facepainting, sand dig, inflatables and games.

Utilizing a contractor for delivery of the long table dinner to enable delivery of the whole event in one day as well as allowing staff the capacity to expand efforts in other areas of the event and continue with some of the regular service levels.

Event Costs

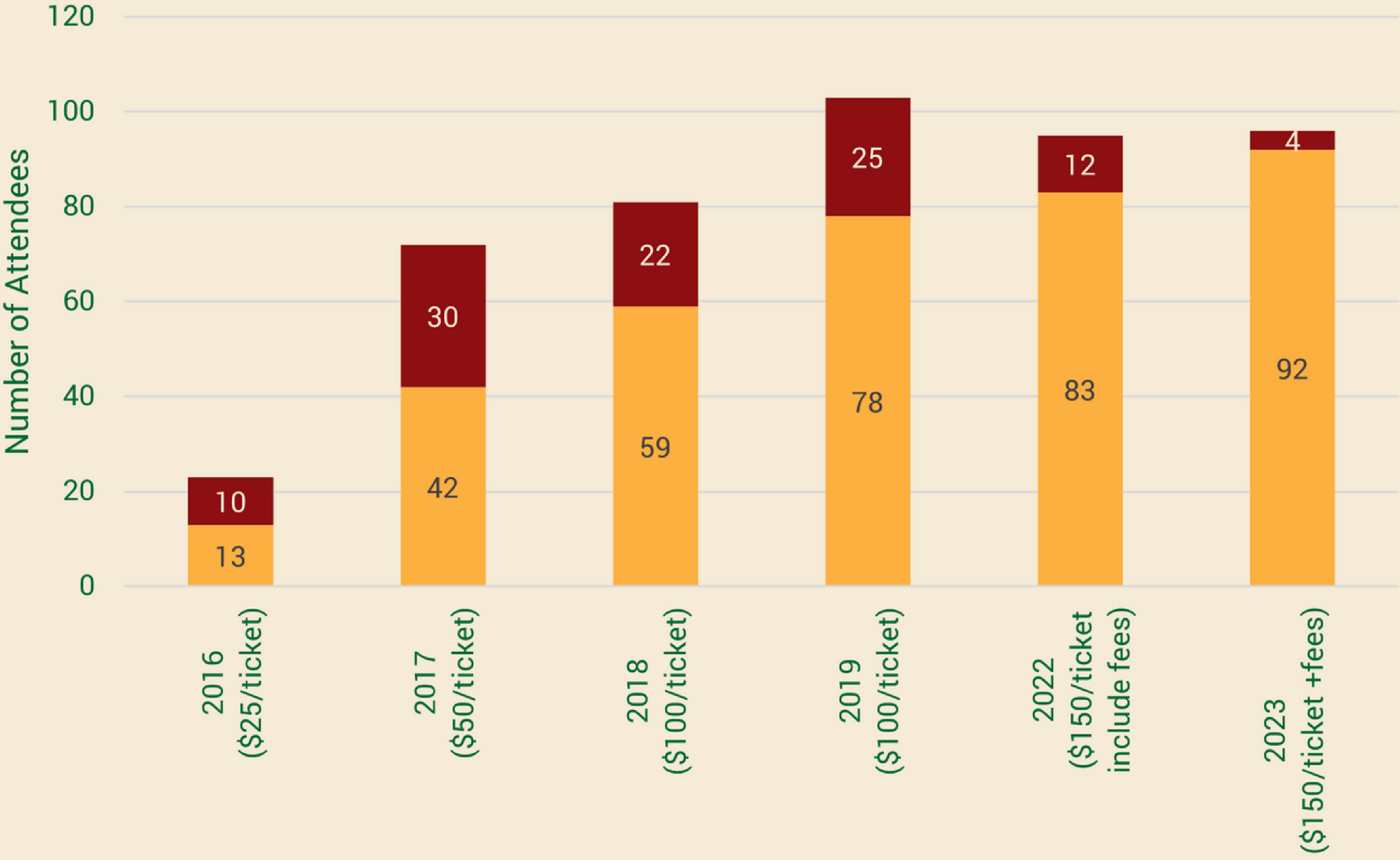


■ Event Revenue
(including ticket sales, vendor fees and sponsorship)

■ Event Expenditures
(excluding staff and volunteer time and event marketing)

Event Ticket Sales

Tickets Sold Tickets Provided Free of Charge





Future of Event

What is the intended purpose of the event?



Primary Objective of the Event

Stakeholders & Objective	Intended Audience	Strategic Link
Local Business to promote/assist with market access/expansion	Consumers Local or visitors?	To foster an economic environment where local business can grow while maintaining resilience to external market and environmental forces
Local Farms for Promotion of Agriculture	General Public for Ag Exposure and education	To be recognized as a leader in the provision of quality agricultural products
Local Tourism promotion	Local users or Outside Visitors	Promote and sustain Kneehill County's unique rural lifestyle
Local residents, to celebrate Kneehill County	Local Residents	Promote and sustain Kneehill County's unique rural lifestyle
Others?	Others?	?

Future Planning



Does this event fit more with Economic Development or Agriculture Services?

Should this be a service level included in the regular operating budget or continued as a special project?



Desired Outcomes

**What does Success
Look Like to Council?**

Alternative Options



Administration would like to discuss alternative options to meet the expectations of council.

Options:

- Keep as is
- Same type of event, alternative location
- Alternative events at Horseshoe or different location (such as music event, drive in movie, Ag promotions, camping promotions, quarterly market)
- Participate in existing community events

Existing Community Events

February

Linden Family Fun Day

March

Linden Community Discovery Night

April

Three Hills Curling Club Cash Dance

June

Three Hills – Cruise Night

Carbon – Sports Day

Linden – Sports Day

July

Trochu – Canada Day Parade, Rodeo, ball tournament

Three Hills – Canada Day Parade, ball tournament

Carbon – legion pancake breakfast

Carbon cruisers – annual show and shine

August

Huxley Ball Tournament and Historical Weekend

Torrington Gun Show

Trochu Flower Show

Linden Disc Golf Tournament

Linden Fishing Derby

September

Linden – Food Grains Harvest Supper and Silent Auction

October

Acme Fall Supper

Trochu – Flapjack Fiesta

Trochu Golf Course Fall Fundraiser

Carbon Lions October Fest

November

Linden – Fall fair and Trade Show

December

Trochu – Forest of Lights

Linden – Christmas Light Up Celebration

Carbon Christmas Light Up



Conclusion

Administration will be obtaining feedback from the ASB, and will bring all the information and options for future events for council's consideration.

