

Subject: **Growing Kneehill Event Options**

Meeting Date: Tuesday, January 16, 2024






Prepared By: Fallon Sherlock, Acting Manager of Parks and Agriculture Services
Jenna Kester, Economic Development Intern

Presented By: Fallon Sherlock, Acting Manager of Parks and Agriculture Services
Jenna Kester, Economic Development Intern
Kevin Gannon, Director of Community Services

RECOMMENDATION:

That the Committee of the Whole request Administration to bring the chosen event option(s) to Council for approval.

STRATEGIC PLAN ALIGNMENT: (Check all that apply)

	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
High Quality Infrastructure		Economic Resilience		Quality of Life		Effective Leadership		Level of Service	

RELEVANT LEGISLATION:

Provincial (cite)- None

Council Bylaw/Policy (cite)- None

BACKGROUND/PROPOSAL:

Since its inception in 2017, the Growing Kneehill Event has undergone significant changes. Initially, the primary focus was on showcasing the best management practices and agricultural programs in Kneehill County for the benefit of local farmers and community members. Over time, the event evolved, shifting its emphasis towards agri-tourism and tourism development. This transition involved adopting a more comprehensive approach that integrated networking and marketing for entrepreneurs and local vendors.

In its current state, the event has transformed into a promotional platform, spotlighting and celebrating the diverse products cultivated and crafted in the region for both dignitaries and the general public. Recently, there has been a perceived shift towards promoting and celebrating local agriculture and food to a wider audience.

During the November COW meeting, council members shared diverse perspectives and preferences regarding the future direction of the event. Some of the feedback received by the administration suggested continuing the country market in some capacity, supporting open farm days and agriculture promotion, expanding the event's reach, and exploring options for activities that contribute to the growth of Horseshoe Canyon and overall economic development in the County which may include continuing with a form of a long table event.

DISCUSSION/OPTIONS/BENEFITS/DISADVANTAGES/OTHER CONSIDERATIONS:

Administration would like to take this opportunity to explore potential alternatives and gain a clearer understanding of council's objectives and purpose for this event. The aim is to align it effectively with Councils' strategic direction and identify the key indicators of success.



Committee of the Whole

Discussion Report

Contained within Table 1, labeled "Future Event Options," are diverse events organized by their purpose, stakeholders, audience, and strategic connections. These alternatives offer flexibility in combining them to achieve the council's desired outcome. The table's structure aims to provide a comprehensive perspective, assisting administration in understanding the council's intentions for this event.

Table 2 outlines potential public locations in Kneehill County suitable for events, along with a non-exhaustive list of previous public events held at these venues.

FINANCIAL & STAFFING IMPLICATIONS:

It's crucial to emphasize that the financial figures and resource allocations, including staff time, outlined in this proposal are initial high-level estimates. These estimates are expected to undergo adjustments as further details and components are explored, and the event's scope is finalized.

ATTACHMENTS:

Future of Growing Kneehill Event Discussion Presentation

Table 1: Future Event Options

Table 2: Kneehill County Locations

APPROVAL(S):

Mike Haugen, Chief Administrative Officer

Approved- ☒

Kevin Gannon, Director of Community Services

Approved- ☒

