

Category	Purpose	Stakeholders	Audience	Link to Strategic Plan	Option	Event	Options	Resources	Estimated cost	Success	Lead
1	Continued Development of Horseshoe Canyon as a destination through Market establishment	Local Business Partners	Visitors to the site (local and outside)	Level of Service; High Quality Infastructure; Economic Resilience	A	Country Market	single market	Planning & Development time (Staff or contractor) Facility support (meet AHS requirments) Marketing Entertainment/attractions Infastructure	\$15,000 Some cost recovery available	Number of Visitors Vendor sales Number of Vendors Vendor satisfaction	Parks & Ag, Ec Dev
1	Continued Development of Horseshoe Canyon as a destination through Market establishment	Local Business Partners	Visitors to the site (local and outside)	Level of Service; High Quality Infastructure; Economic Resilience	B	Country Market	Multiple markets (June, July, Aug)	Planning & Development time (Staff or contractor) Facility support (meet AHS requirments) Marketing Entertainment/attractions Infastructure (upgrade option: power \$30,000)	\$40,000 Some cost recovery available	Number of Visitors Vendor sales Number of Vendors Vendor satisfaction	Parks & Ag, Ec Dev
2	Promote Agriculture via Open Farm Days	Local Agriculture	Non-Farm Locals and Visitors	Level of Service; Economic Resilience	A	OFD: Cluster Development Events	Promote locations, events and tours in our area	Marketing Training	\$ 2,000	Number of Farms Participating Number of Visitors	Ag
2	Promote Agriculture via Open Farm Days	Local Agriculture	Non-Farm Locals and Visitors	Level of Service; Economic Resilience	B	OFD: Cluster Development Events	Provide grant funding to farms for participation	Marketing Finacial Support (variable options, RDC provides \$500/farm)	\$ 10,000	Number of Farms Participating Number of Visitors	Ag
2	Promote Agriculture via Open Farm Days	Local Agriculture	Non-Farm Locals and Visitors	Level of Service; Economic Resilience	C	OFD: Cluster Development Events	Create a tour to various Open Farm Day locations.	Marketing Planning & Development Time Facilitation Resources	\$30,000 Some cost recovery available	Number of Farms Participating Number of Participants	Ag
3	Promote and Celebrate Local Agriculture	Local Agriculture and Local Communities	Local Residents and Visitors	Level of Service; Economic Resilience	A	Aggie Day Event	Rotating event featuring representatives from commodity groups, ag retailers, ag processors and ag clubs to interact with attendees and present on their part in agriculture and food development. Rocky View County and Mountain View County both participate in similar events as booths/sponsors.	Planning & Development time Marketing Entertainment/attractions BBQ Facility Rentals	\$ 15,000	Number of Commodity Participants Number of Attendees	Ag
4	Community Celebration	Local Communities	Local Residents	Level of Service	A	Community Event Trailer for use by both the county and local community groups for events	BBQ & stage/sound system wrapped in Kneehill County branding and available for community groups to use for events.	Capital equipment Rental coordinating and upkeep time Maintenance and repairs	\$125,000 Some cost recovery may be available	Number of events used at Number of meals served	Operations Department/ Economic Development
4	Community Celebration	Local Communities	Local Residents	Effective Leadership	B	Existing Local Event Participation	Host BBQ meal(s) at local community events in support of charity	Planning & coordination time BBQ Supplies	dependent on the number of events. Approximately \$5000/event	Number of meals served	Community Services
4	Community Celebration	Local Communities	Local Residents	Effective Leadership	C	Existing Local Event Participation	Participate as a sponsor or booth at local community events such as markets	Booth Supplies SWAG Sponsorship/Registration \$\$	event dependent	Number of events participated in	Community Services
4	Community Celebration	Local Communities	Local Residents	Quality of Life	D	Resident Invitational Event	Rotational event for residents/ratepayers to come together in a new location for a meal and music	Planning & Development time Marketing Entertainment/attractions Meal supplies Facility Rentals	\$20,000-\$50,000	Number of Attendees	Community Services
5	Local Economic Development	local tourism businesses Political reps, developers, enrepreneurs,	local tourism businesses Political reps, developers, enrepreneurs	Economic Resilience	A	Showcase Event/Dinner	Singular event to bring in interested parties and showcase what HSC and Kneehill County have to offer	Planning & Development time Facility support (meet AHS requirments) Marketing Entertainment/attractions Infastructure (upgrade option: pavillion \$350,000-\$400,000)	\$ 60,000	number of attendees, development investment results	Ec Dev