

Subject: **Growing Kneehill 2024 Events**

Meeting Date: Tuesday, March 12, 2024






Prepared By: Fallon Sherlock, Acting Manager of Parks & Ag Services
 Jenna Kester, Economic Development Officer
 Jennifer Kolton, Community Services Administrative Assistant

Presented By: Fallon Sherlock, Acting Manager of Parks & Ag Services
 Jenna Kester, Economic Development Officer

RECOMMENDED MOTION:

That Council moves to host 3 Country Markets at Horseshoe Canyon in 2024 with a budget of \$34,000.

STRATEGIC PLAN ALIGNMENT: (Check all that apply)

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

RELEVANT LEGISLATION:

Provincial (cite)- N/A
 Council Bylaw/Policy (cite)- N/A

BACKGROUND/PROPOSAL:

The concept of the Growing Kneehill events has been an ever evolving one. Council, through the Committee of the Whole, has had considerable discussion around the purpose and intent of these events and has explored a variety of options to meet their standards and expectations of a successful event. Today Administration will deliver a summary of what they heard from Council along with options for 2024 events and budgets for final input and approval.

At the January 16th 2024 Committee of the Whole Meeting Administration presented Council with a RFD on the future of the Growing Kneehill Event. A categorized list of options was brought forward, highlighting the purpose, stakeholders, audience, and strategic links associated with each.

Council's direction from the COW discussions were in favour of hosting multiple markets throughout the summer, as well as one Ag Celebration Event, to be held at the Swalwell Hall for 2024. Other options would continue to be explored for consecutive years.

The following outlines proposed options for events for Councils consideration, selection and approval.

DISCUSSION/OPTIONS/BENEFITS/DISADVANTAGES/OTHER CONSIDERATIONS:

Considerations

Financial: The 2024 project budget for Growing Kneehill events approved by Council was set for \$66,000. Depending on the event options chosen above this budget may need to be adjusted accordingly re the options presented above.

Media Costs:

Component	Cost
-----------	------



Design	\$3000-\$4500
Poster Printing	\$200/200
Flyer Printing	\$50/100
Highway Signs	\$100/each
Paid Social Media	\$200/sponsored posting
Paid Influencer Campaign	\$1550
Newspaper ads	Quarter page per issue: Three Hills Capital \$229 East Central Ab Review \$494 Drumheller Mail \$496 Linden Coffee Talk \$165
Radio Ads	Drum \$420 Red Deer Country \$420, Rock \$420 Olds Country & Rock \$378
Event Photography	\$600

Staffing Implications: As Growing Kneehill Events are an additional service level that does not employ any direct staff it means that any staff brought onto the project to aid in its delivery must lower service levels in other areas. Additionally, as some of the delivery components for these events are completed outside of regular work hours (ie. weekends and evenings) it is optional for staff to commit to working these times therefore it can be unpredictable on how many staff will be available. It also has a higher staffing cost as overtime (1.5x wage) is paid to staff working outside their regular schedule.

Country Market at Horseshoe Canyon

This event would align with the continued development of Horseshoe Canyon as a destination location and provide exposure for the support of local agri-food and artisan businesses through piloting the Country Market in multiple formats at an established market location at Horseshoe Canyon. The local business partners would be the stakeholders for the event and the intended audience would be visitors to the site, both local residents and outside tourists. Success of the event would be measured by:

- The number of visitors to the site during the Market Hours counted both by trail people counters and vehicle sensors.
- The number of vendors to participate.
- Vendor post-event survey results including sales percentages and vendor satisfaction with participation.

Planned development of the site from the 2024 budget includes adding access to power and removing the old helipad to level the site to improve accessibility and increase vendor layout options.

As a pilot program for regular market establishment at Horseshoe Canyon administration is proposing the following dates to collect information on the best timing for both visitors and vendors.

- June 30, 2024- Sunday of Canada Day Long Weekend
- July 20, 2024- Saturday
- August 9, 2024- Friday, week before Open Farm Days

Optional Inclusions to the event:

- Kids bouncy unit and 1 staff to supervise (8hr staff time + \$1500 each market)
- Live Music (\$1500 each market)



- Ag Info Booth (1-2 staff, 10hrs each market per staff)

Resources anticipated for hosting the event:

- Advertising: Posters, signs, paid social media campaigns, radio ads, photography
- Additional Facilities for AHS requirements (ie. outhouses, handwashing stations)
- Staffing (total of approximately 440hrs of staff time without optional event inclusions)
 - Planning & Coordinating (3 Staff, 60hrs per staff)
 - Vendor recruitment (1 staff, 40hrs)
 - Site set-up/tear down (5-8, 20hrs each market per staff)
 - Traffic/Parking (1-2 staff, 10hrs each market per staff)
 - Safety/First Aid (1 staff, 10hrs each market)
 - Follow up Reporting (1 Staff, 10hrs)

The potential budget for hosting 3 markets in 2024 would be \$34,000 for the above components. Potential revenue would be up to \$3000 per market if 60 vendor booths are filled at \$50 per vendor. In comparison, local farmers markets in the area charge \$20-\$25 per booth/table though they host 13-18 markets per year and have a range of 30-80 vendors per market.

Though it is not possible to cover vendors through the Kneehill County insurance, Vendor insurance costs \$15-\$30 and can be purchased separately or from their regular provider.

Community Ag Event

From the feedback administration received from COW discussions there are two directions administration could take to deliver a Community Ag Event:

Options	Concepts	Audience	Strategic Link	Success Indicators
A: Ag Connection Day	Kick off to Open Farm Days with an ag learning tradeshow featuring representatives from different commodity groups	Non-Farm Locals and Visitors	Level of Service; Economic Resilience; Effective Leadership	Number of visitors Visitor learning Number of participants
B: Ag Community Celebration	Open dinner and entertainment for ag community members.	Farming Locals	Quality of Life; Level of Service; Effective Leadership	Number of guests Guest satisfaction

Option A: Ag Connection Day

In keeping with the Agriculture Service Board Business Plan mandate of promoting Agriculture, an Ag Connection Day would provide attendees, both local and outside visitors, the opportunity to connect with



the different types of agriculture and learn more about where their food comes from. To continue with the established partnership with Open Farm Days this event would kick off the weekend on Friday August 16, 2024 at the Swalwell Community Center.

The event could include:

- Farm Commodity Booths
- Farm Themed Games/bouncy units
- Catered or food trucks for meal at a cost
- Equipment Experience (access to real farm equipment)
- Door-prize survey draw

The indicators of success for this event would be the number of booths participating, the number of visitors attending and, via a door-prize survey, the level of learning visitors feel they experienced.

Resources anticipated for hosting this event:

- Advertising/media: Posters, signs, paid social media campaigns, radio ads, photography
- Farm Themed Games/Bouncy units
- Food vendor (catered or food trucks)
- Staffing (*total of approximately 326hrs of staff time*)
 - Planning & Coordinating (3 staff, 50hrs per staff)
 - Producer recruitment (1 staff, 40hrs)
 - Site set-up/tear down (4-6 staff, 16hrs per staff)
 - Traffic/Parking (1-2 staff, 10hrs per staff)
 - Safety/First Aid (1 staff, 10hrs)
 - Follow-up Reporting (1 staff, 10hrs)

Potential budget for this event would be \$20,000 for the above components. Potential revenue opportunities could be meal sales and sponsorships. Potential labour savings could come from volunteers and partnerships.

Option B: Ag Community Celebration

As suggested through COW and ASB discussions, this event would be a celebratory event for the local agriculture community. To allow maximum attendance from the farming community it would be hosted Friday July 26, 2024 with this years event taking place at the Swalwell Community Center.

The event could include:

- Catered Meal, open to all attendees
- Farm Themed Games/bouncy units
- Live Musical Entertainment
- Ag For Life Farm Safety Trailer
- Door-prize survey draw

Resources anticipated for hosting this event:

- Advertising: Posters, signs, paid social media campaigns, radio ads, photography



- Catering
- Live Entertainment
- Farm Themed Games/bouncy units
- Ag For Life Farm Safety Trailer
- Prizes/forms
- Staffing (*total of approximately 280hrs of staff time*)
 - Planning & Coordinating (3 staff, 50hrs each)
 - Site set-up/tear down (5 staff, 16hrs each)
 - Traffic/Parking (1-2 staff, 8hrs each)
 - Safety/First Aid (1 staff, 8hrs)
 - Follow-up Reporting (1 staff, 10hrs)

Potential budget for this event would be \$30,000 for the above components. Potential revenue could be sponsorships. Potential labour savings could come from volunteers and partnerships.

FINANCIAL & STAFFING IMPLICATIONS:

Financial: The 2024 project budget for Growing Kneehill events approved by Council was set for \$66,000. Depending on the event options chosen above this budget may need to be adjusted accordingly regarding the options presented above.

Staffing Implications: As Growing Kneehill Events are an additional service level that does not employ any direct staff it means that any staff brought onto the project to aid in its delivery must lower service levels in other areas. Additionally, as some of the delivery components for these events are completed outside of regular work hours (ie. weekends and evenings) it is optional for staff to commit to working these times therefore it can be unpredictable on how many staff will be available. It also has a higher staffing cost as overtime (1.5x wage) is paid to staff working outside their regular schedule.

RECOMMENDED ENGAGEMENT:

Directive Decision (Information Sharing, One-Way Communication)

Tools:	Individual Notification	Other:	
--------	-------------------------	--------	--

ATTACHMENTS:

None

COUNCIL OPTIONS:

- a) That Council moves to host 3 Country Markets at Horseshoe Canyon in 2024 with a budget of \$34,000.
- b) That Council moves to host an Ag Connection Day at the Swalwell Community Center on Friday August 16, 2024 in conjunction with Open Farm Days with a budget of \$22,000.
- c) That Council moves to host an Ag Community Celebration at the Swalwell Community Center on Friday July 26, 2024 with a budget of \$30,000.
- d) That Council moves to host an alternative event at a specified budget.

FOLLOW-UP ACTIONS:

Administration implement planning and delivery of the selected events.



APPROVAL(S):

Mike Haugen, Chief Administrative Officer

Approved-

Kevin Gannon, Director of Community Services

Approved-

