



2024 GROWING KNEEHILL

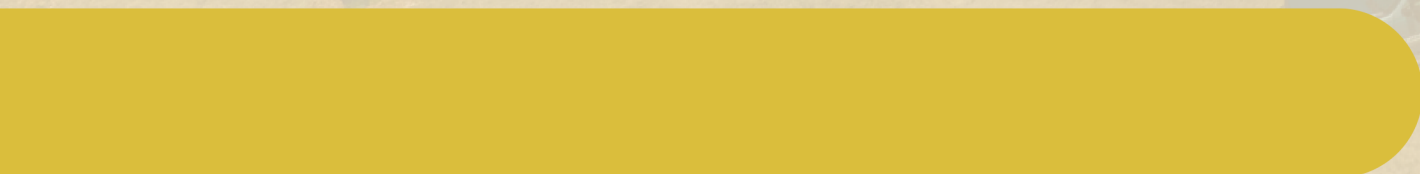



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GROWING
COUNTRY MARKET
and
LONG TABLE DINNER



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



The concept of Growing Kneehill 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.





Discussion Recap

At the January 16th 2024 Committee of the Whole Meeting Administration presented Council with an 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.

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



Financial Considerations

The 2024 project budget for Growing Kneehill events approved by Council was set for \$66,000. Depending on the event options chosen, this budget may need to be adjusted with funds pulled from an alternative source.

Advertising	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 Red Deer Rock \$420 Olds Country & Rock \$378
Event Photography	\$600 per event
Door-prize Surveys	\$50/100



Internal Resources Considerations

These events are an additional service level that is not included in regular staff duties and program services. As such any staff brought on to aid in the delivery of the projects must lower service delivery levels in other regular duties to compensate.

Additionally, some components require staffing outside regular work hours, which is voluntary, and includes overtime pay compensation (1.5x wage). This can impact overtime budgets and potentially can lead to short staffing if there are not enough volunteers.

Country Market at Horseshoe Canyon



Event Concept

Continued development of Horseshoe Canyon as a destination location and 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.

Stakeholders:

Local Business Partners

Audience:

Visitors to the site
(local and outside)

Success Metrics

Number of Visitors
Vendor sales
Number of Vendors
Vendor satisfaction

Strategic Link:

Level of Service;
High Quality
Infrastructure;
Economic Resilience



Country Market Details

Piloting of multiple markets to establish the best timing for vendors and visitors for an on-site market at Horseshoe Canyon.

Proposed dates would be:

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

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

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)
- Door-prize draw (4hrs staff time + \$150 materials)



Country Market Details

Resources anticipated for hosting this event:

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

Potential budget
for hosting 3
markets in 2024:
\$34,000

Potential revenue would be up
to \$3000 per market if 60
vendor booths are filled at
\$50 per vendor.

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



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 Open Farm Days 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



Option A: Ag Connection Day

Resources anticipated for hosting this event:

- Advertising: Posters, signs, paid social media campaigns, radio ads, photography
- Farm Games/Bouncy units
- Food vendor (catered or food trucks)
- Prizes/forms
- 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 hosting:
\$22,000

Potential revenue could be meal sales and sponsorships. Potential labour savings could come from volunteers and partnerships.

A circular inset photograph in the top left corner shows a group of people seated at tables in a large room, likely a community center, engaged in a meeting or discussion. The main title of the slide is "Option B: Ag Community Celebration" in a large, bold, dark blue font with a yellow drop shadow, set against a background of a blurred agricultural fair or event.

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
- Ag For Life Farm Safety Trailer
- Live Musical Entertainment
- Door-prize survey draw



Option B: Ag Community Celebration

Resources expected for hosting this event:

- Advertising: Posters, signs, paid social media campaigns, radio ads, photography, invitations.
- 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 hosting:
\$30,000

Potential revenue could be sponsorships. Potential labour savings could come from volunteers and partnerships.



Items for Future Consideration

Marquee Event

Local Economic Development Showcase. A Singular event similar to the Long Table Dinner to bring in interested parties and industry investors to showcase what Horseshoe Canyon and Kneehill County have to offer.

Market at Three Hills Airport

Collaboration with the Three Hills Airport on the possibility of a market being held at the airport, either inside the hanger or outdoors. This would allow for already built in place infrastructure, as well as closer proximity to urban centers.

Community Event Trailer

Administration is looking into purchasing a promotional BBQ trailer for events in the region. Opportunities exist for Kneehill County to host meals for events, as well as the trailer may be available for rent for groups and societies.



Conclusion

Final motions on the events presented today will be the direction for administration for 2024 Growing Kneehill Events. A summary of the events and success indicators will be scheduled for fall 2024.