






Subject: **Trochu & District Agricultural Society**  
 Meeting Date: Tuesday, May 14, 2024  
 Prepared By: Carolyn Van der Kuil, Legislative Services Coordinator  
 Presented By: Carolyn Van der Kuil, Legislative Services Coordinator

**RECOMMENDED MOTION:**

That Council provide the Trochu and District Agricultural Society sponsorship in the amount of \$500.00 to assist in the costs associated with hosting the 2024 Rodeo event, with funds to come from the Community Enrichment Support Program.

**STRATEGIC PLAN ALIGNMENT: (Check all that apply)**

	<input type="checkbox"/>		<input type="checkbox"/>		<input checked="" type="checkbox"/>		<input type="checkbox"/>		<input checked="" 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)- Policy #15-7, Community Enrichment Support Program

**BACKGROUND/PROPOSAL:**

Administration received a request from the Trochu and District Agricultural Society requesting sponsorship for the 2024 Summer Rodeo Event.

**DISCUSSION/OPTIONS/BENEFITS/DISADVANTAGES/OTHER CONSIDERATIONS:**

There are six tiers of sponsorship available, with contributions ranging from \$200 to \$6,000. For a comprehensive breakdown of these sponsorship levels, please consult the attached Sponsorship Opportunity poster.

Kneehill County sponsored this event in 2022 with a contribution of \$250.00 specifically allocated for the Panel Advertisement.

In 2024, the Panel Advertisement sponsorship tier is priced between \$500 and \$999.

Additionally, in 2023, the Council generously allocated \$17,500 through the Community Grant Program to facilitate the acquisition of new bleachers.

**FINANCIAL & STAFFING IMPLICATIONS:**

<u>2024 Budget</u>	<u>Allocated in 2024</u>	<u>Remaining Balance</u>
\$6,000.00	\$1,972.00	\$4,028.00

Kneehill County allocated \$6,00 for this program. Currently, \$1,972.00 has been utilized, leaving a remaining balance of \$4,028.00.



**RECOMMENDED ENGAGEMENT:**

Directive Decision (Information Sharing, One-Way Communication)

Tools:

Individual Notification

Other:

**ATTACHMENTS:**

Sponsorship Opportunity Poster

**COUNCIL OPTIONS:**

1. Council approve a sponsorship in the amount of \$500.
2. Council approve a sponsorship in a different amount.
3. That Council receive for information this request.

**FOLLOW-UP ACTIONS:**

Notify the Trochu and District Agricultural Society of Council's decision.

**APPROVAL(S):**

Mike Haugen, Chief Administrative Officer

Approved -

