

Strathcona Agricultural Event Centre ... it's a GO!!



Who are WE?

- 4 Multi Purpose Advisory Committee representatives
- Active participants in the Livestock showing across Canada and the US
- Livestock (Horse & Cattle) Industry across AB

The conditions are right to GO, now!

- Northlands future is uncertain
- This is larger than Strathcona County
- Economic diversification – jobs, tourism, full hotels, busy restaurants, active service industry
- Our Event Centre would be the only Ag game in town (or at least in Central and Northern Alberta)

Ponoka, Alberta CASE STUDY

- Ponoka was a dying town ... and then
- The Calnash event Centre was built
- Booked 48 weekends of the year
- 30 weekends are booked to the horse industry generating approx. \$25,000 per weekend
- Contribute approx \$10 million per year to the local economy
- New hotels, restaurants and business is booming

What types of events will you expect to see at the Event Centre?

- How about the biggest and most fun County Fair in the region?... it could even be a miniature version of Farm Fair
- Horse shows, cattle shows, swine shows, fibre and goat shows, alpaca shows, rabbit shows, pigeon and fancy bird shows, ranch rodeos, 4H shows
- all free of charge to the public, including ALL residents of Strathcona County

What happens behind the scenes?





Beef barn



Beef barn full



Exterior tie outs



Cattle or bull sale



Cattle show



Dirt In





Ready to go

Horse Shows



More Horse Shows



Horse Shows



Horses & Carriages



Cattle penning and sorting



Jumping



Big & Small





Smaller animals show too



Alpaca & Sheep shows



Educational Opportunities like Amazing Ag





STRICT BIOSECURITY MEASURES IN EFFECT

PLEASE DISINFECT BOOTS OR SHOES BEFORE ENTERING THESE PREMISES

FOOT DIP

SCRUB BOOTS OR SHOES IF DIRTY



Northlands is committed to the safety of our guests and animals.
By adhering to our bio-security measures you are helping to
protect and minimize the spread of infectious diseases.





Urban Gardens / Community Farms

- Works along side the main facility
- School field trips and Community field trips
- County residents could grow a garden patch
- Great place for small musical gatherings / poetry readings
- Book club meetings

Imagination creates more Ag Activities

- Ag Smart Activities for the farmer – could include mini trade show and educational lectures (pesticides, new research etc)
- Porkapoloza brings the community together with the hog growers
- Bee keeping Educational sessions

Keys to Success

Experienced Operational Expertise

Ag Event Management Specialists

- A strong experienced team with proven marketing and operational expertise in the area of Ag Event Management
- Develop relationships in the Ag and local communities.

(County staff could work in a support role)

Imagine having the whole community so proud of this Event Centre that they talk about it with their neighbours and their guests

Adding Value to every Exhibitor and Spectator Experience

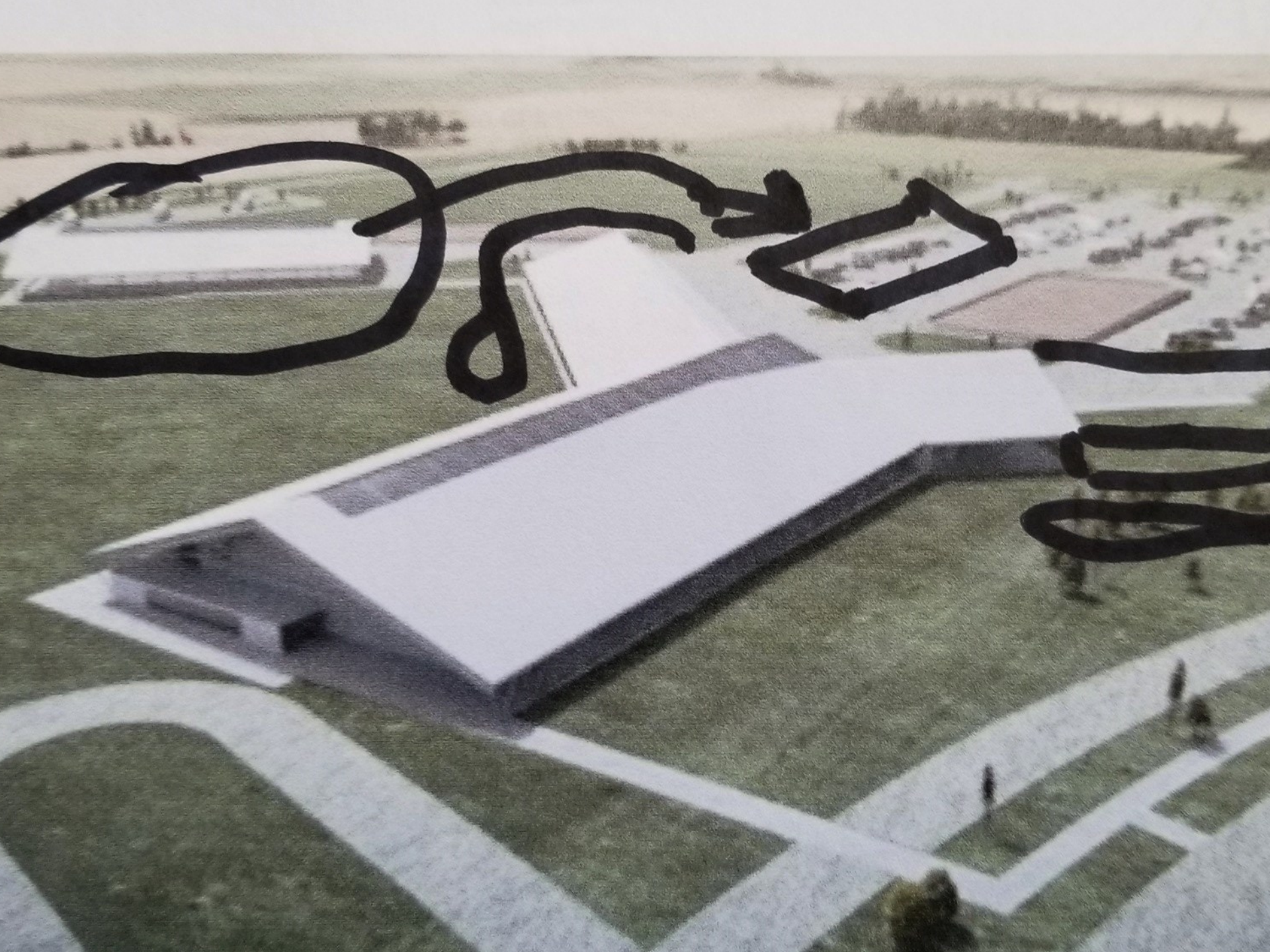
- Self Hosting ... our team hosts, organizes and runs many events.
 - supports Ag Organizations without strong volunteer support.
 - Numerous events can be hosted and run throughout the year ... exhibitors just “pay to come and play”
 - Revenue creation can far surpass the renting of the facility to outside groups.

How the Team might look

- **Position:** **Operations Manager, Facilities & Events**
- **Type:** Salary or Contract
- **Special Skills:** Management of large-scale agriculture events in a variety of environments, familiarity in the event industry, biosecurity knowledge and overall venue management.
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- **Position:** **Operations Coordinator & Director of Marketing**
- **Type:** Salary or Contract
- **Special Skills:** Pending the calendar of the facility, having a second operations person to help know all of the in's and out's of the facility, customers, (i.e.: ENTIRE OPERATION), is a more sustainable org structure.
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- **Position:** **Livestock Event Coordinator**
- **Type:** Contract (based on event schedule?)
- **Special Skills:** Administrative tasks required for livestock shows (entries, prizing, contracting judges, barn bosses, etc.)
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- **Position:** **Show Office Manager & Admin Assistant**
- **Type:** Contract (based on event schedule?)
- **Special Skills:** Experience with showing software to enter judging results, prizing, etc. To manage the questions from exhibitors regarding show flow, procedures, etc.
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- **Position:** **Barn Boss & Tie Out Crews**
- **Type:** Contract (based on event schedule?)
- **Special Skills:** Experiences personnel to monitor exhibitors in the barns (inside & outdoor tie outs), to ensure procedures are being followed, livestock handlers, feeding and bedding any outdoor tie outs for beef, etc (crews have come to Edmonton from Saskatchewan for the last 15 years for Farmfair to manage these pieces)
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- **Position:** **Agriculture Education Coordinator**
- **Type:** Contract (based on event schedule?)
- **Special Skills:** Understanding ag education and how it correlates to the Alberta curriculum and engaging teachers in attending facility events as their annual field trip. Assisting marketing team with effective communications regarding ag education to grow audiences.
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- **Position:** **International Agriculture Marketing Coordinator**
- **Type:** Contract (based on event schedule?)
- **Special Skills:** To put on International events, it requires a team to focus on creating these relationships and getting those buyers to come to a show and see what producers have to offer, this could be a contract basis depending on workload but should not be overlooked to truly reach a "world class event". This person could also be tasked with finding sponsors that are relative to the Ag industry, and maintaining those relationships.
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Keys to Success – Facility modifications

- Two barns are required for the facility to be operational ... make the facility complete, then develop the campground in later stages of development.
- Modifying the layout of outdoor rings to be closer to the main indoor building ... save \$\$
- Trailer unloading and loading MUST take place on both side of the barns ... SAFETY
- Emergency Egress



Nampa, Idaho barn access



Concrete Slab or a Dirt floor in the Main Arena?

- Huge cost of that volume of concrete
- Dirt floor for the livestock showing area and concrete along one side for spectator traffic – bleachers and walkway
- Gives the best footing for livestock events and avoids having to take dirt in and out
- Laying down a sub-floor over the dirt provides versatility ... Spruce Meadows does this in its indoor show hall.

Concerns The livestock industry is concerned

- This event centre must be FUNCTIONAL and the way it is currently it is not quite there ...
However, we are close!
- It is important that we do not sacrifice
FUNCTIONALITY for ESTHETICS

Summing it up!

- This Multi Purpose Ag Event Centre will make Strathcona County a leader in Alberta for hosting high quality Agricultural Events
- This Event Centre can and will generate significant revenue if operated with an experienced team leading the way
- People from all over Central and Northern Alberta will travel to our County to visit this Ag Event Centre ... our economy will grow and diversify
- We need to continue on NOW with the project!
It is not an expense ... it is an investment in our future.