

2018 Provincial Agricultural Service Board Summer Tour Request**Report Purpose**

To provide Council with the Agricultural Service Board's recommendation to host the 2018 Provincial Agricultural Service Board Summer Tour.

Recommendation

THAT hosting of the 2018 Provincial Agricultural Service Board Tour at an estimated cost of up to \$300,000, to be funded from revenues generated, with any amount remaining to be funded from Municipal Projects Reserve (1.3773), be approved.

Council History

September 29, 2015 – A motion was approved by the Priorities Committee to bring the Agricultural Service Board's recommendation to host the 2017 Provincial Agricultural Service Board Summer Tour to the next available Council Meeting for formal direction.

Strategic Plan Priority Areas

Economy: Increased business opportunity for local businesses

Governance: Opportunity to build strong relationships with Agricultural Service Boards

Social: n/a

Culture: Showcase the agricultural community's identity and heritage

Environment: Showcase agricultural stewardship and best practices

Other Impacts

Policy: n/a

Legislative/Legal: n/a

Interdepartmental: Recreation, Parks and Culture; Economic Development and Tourism

Summary

During the June 17, 2015 Agricultural Service Board (ASB) meeting, the Board passed a motion recommending that Strathcona County host the 2017 Provincial Agricultural Service Board Summer Tour, which takes place in the month of July. Administration approached the Association of Alberta Agricultural Fieldmen about the opportunity, though the 2017 Provincial Agricultural Service Board Summer Tour had already been awarded to Red Deer County. Therefore, at the April 21, 2016 ASB meeting, the Board passed a motion recommending that Strathcona County host the 2018 Provincial Agricultural Service Board Summer Tour.

The purpose of the Provincial Agricultural Service Board Summer Tour is to highlight the agricultural endeavors and municipal points of interest within the municipality. ASB members from across the province are invited to take part in the three day event. The first day typically includes a golf tournament, day tours to points of interest, and a welcome ceremony. The following two days are comprised of the official tours with a banquet to bring the event to a close. There are three separate tours that occur during the event; the delegates (ASB members), partners, and youth tours. Approximately 400-500 participants attend the event. Strathcona County hosted the event in 2010.

This event requires significant staff involvement and has the potential to effect operational service levels within the Agriculture Services branch. Typically all operations are halted for two weeks in preparation for the event.

In 2010, Council provided Administration with a \$240,000 budget to host the event. Approximately \$192,000 was recovered in revenues for the event. The preliminary budget estimate to host the event in 2018 is \$300,000, with \$125,000 in anticipated revenue. The estimated economic impact for hosting this event in Strathcona County would be \$450,000-500,000.