



# WHEATLAND COUNTY

Where There's Room to Grow



## Request for Decision

February 18, 2020

Resolution No. \_\_\_\_\_

Date Prepared January 31, 2020

### Subject

Decision-making topic title

Holiday Train Event Report

### Recommendation

Clear resolution answering – what/who/how/when

**RECOMMENDATION: THAT Council accept report as information.**

### GM Comments

Any additional comments regarding the reason for the recommendation

Significant staff time was allocated to organizing this event. Wheatland County supports community events, gatherings, and functions as they are significant cultural pillars throughout the County. This report provides information, including budgeting dollars that the County spent, for a community group to budget accordingly if there is no dollar(s) contribution (or a dollar value contribution less than what was previously committed) for future Holiday Train functions.

The report further highlights the focus of staff efforts (patrols, social media, committee meetings, coordination with other organizations and businesses, investment in online media campaign "distribution", and effort in designing media material). It is important to note that the additional staff time put toward organizing was split between operational and non-operational hours.

### RECOMMENDATION

Report/Document:

Attached

☒

Available

☐

None

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### Key Issue(s) / Concepts Defined

Define the topic, reference background material and state question to be answered

Council committed up to \$5,000 for this community event and requested a report on the CP Holiday Train event held December 18, 2019 in Gleichen.

The ad hoc organizing committee had members or representatives from the following organizations:

- Gleichen & District Community Association
- Siksika Nation (Health Services and Community Wellness, Fire and Rescue, Parks & Recreation, Public Works, SN7 (Youth Group), Justice and Family Services)
- Gleichen RCMP
- Wheatland County Food Bank
- Community Futures Wild Rose

- Wheatland County (Reeve Link, Community Services, Economic Development and Communications)
- Volunteers

The event ran from 17:00 to 21:00. There were activities both outside, and inside the Community Centre. In addition to a vendor market inside the Community Centre, entertainment included: Calgary Stampede and First Nations Royalty, live performances from local bands, indigenous dancers, drummers, DJs, horse drawn wagon rides, and one food truck. Hot dogs and hamburgers were served all evening. Peace Officers four (4) from Wheatland County, two (2) officers each from Siksika and the Town of Strathmore, and numerous RCMP members were present and patrolling the site during the event. Fire and emergency medical services were also on site.

The Wheatland County hamlet crew assisted with set up and site preparation, tear down logistics, and barricading roads for the event. Siksika Public Works supplied several large garbage dumpsters.

Last year, food for the event was flagged as an area for improvement. This year, the Gleichen Lions, Siksika Fire Department, Wheatland County Councilors, and staff volunteers prepared food for the event. One local food truck was also serving food.

The event attracted an estimated 1500 people, which raised a total of \$9211.00 and 435 pounds of food. Siksika Support Centre Meal Program and the Wheatland County Food Bank shared these proceeds.

2019 Budget for the event:

- Total Expenses: \$7,000\*
- In-kind donations: \$19,000

\*Not all the expense information has been reported so these costs are approximate numbers.

Wheatland County's net expenses were \$4653.70, which included: Christmas lights, light tower rental, food supplies, horse drawn wagon, and site security (after the event until morning). Expenses were within the budgeted amount of \$5000.00.

Paid marketing efforts of the event included local print advertising (Communications) and "WC" online advertising. The "WC" online advertising reach was 9,374 people with 60 link and photo clicks and 32 shares, which was shared through the Wheatland County social media channels. It also introduced new follows to WC content post-event.

A wrap-up meeting was held on January 30, 2020 some highlights and lessons learned:

- Pole lighting and activities were more engaging this year, yet improvements can still be made.
- The invitation and attendance of the Stampede Princesses were a good addition and well received.
- Participation by the Gleichen Lions was also a good addition to the event. More local service club and not-for-profits aids in sustainability and community involvement.
- The market in the Community Hall had many vendors and having Rosebud Theatre involved aids in hamlet to hamlet working together.
- Tight up the site, a little spread out.
- Traffic Control/parking needs to be improved and closing streets earlier to improve safety.
- Too much food this time need to strike a balance here.
- Sustainability/Structure of the committee moving forward needs to be addressed.

**Relevant Policy / Practices / Legislation**

Cite existing policies, practices and/or legislation

**Strategic Relevance**

Reference to goals or priorities of current work program

N/A

**Response Options and Desired Outcome(s)**

Main result, along with highlighted requisites and benefits

Option 1: Approve the recommendation of Administration.

Option 2: Not approve the recommendation of Administration.

Option 3: Approve an alternate of Council's choosing.

**IMPLICATIONS OF RECOMMENDATION****General**

Consequences to community, overall organization and/or other agencies

N/A

**Organizational**

Policy change or staff workload requirements

N/A

**Financial**

Current and/or future budget impact

N/A

**Environmental, Staff and Public Safety**

Consequences for the environment, consideration of effects on the safety of staff and the public

N/A

**Follow-up Action / Communications**

Timelines, decision-making milestones and key products

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