

Rocky Mountain Drift Club Demonstration 2025

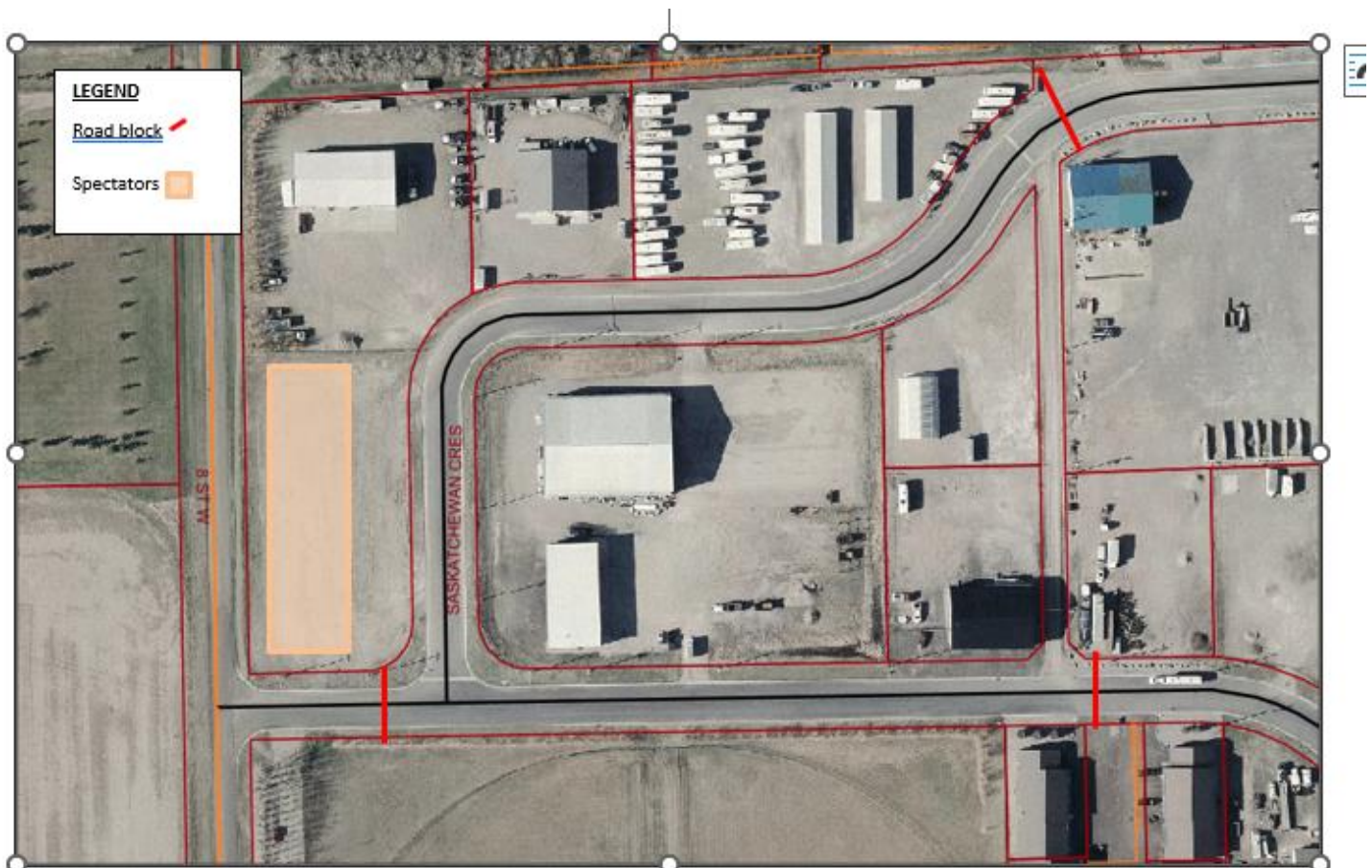
BACKGROUND: On April 28, Jason Toone appeared before the Council to discuss concerns and present new ideas related to the Drift Demonstration for this year's Fair Days. The event is set to take place on August 9 at 7:30 p.m. on Saskatchewan Crescent in Claresholm.

Jason proposed that the event be approved to run again during Fair Days, noting its success in the previous year. The 2024 demonstration attracted many participants and a large number of spectators. He shared ideas for potential improvements and adjustments to ensure another successful event.

The chosen location on Saskatchewan Crescent proved to be highly effective, with drivers appreciating the layout and the show flowing smoothly. The setup also allowed ample space for spectators to watch safely and comfortably.

No negative feedback was received by either the Town or Drift Demo following last year's event. While some noise concerns were raised in advance, no complaints were submitted after the event took place. Jason emphasized that the goal moving forward is to maintain a positive experience for all by adhering to noise restrictions and carefully managing the event's timing.

If Council is in favour of this event in 2025, we will require a motion for a road closure on Saskatchewan Crescent as outline below:



DESCRIPTION: In preparation for the proposed Drift Demonstration, I met with the organizers of the baseball tournament—Jill Morkin and Jen Mackin—as well as with Santanna Thom of the Wild West Rodeo, to discuss scheduling and any concerns. The goal was to ensure the Drift event could run in partnership with, rather than in conflict with, other Fair Days activities.

Feedback from the baseball tournament organizers was very positive. They felt that the Drift event added value to their tournament, and many players enjoyed attending it after their games had concluded. As with last year, the Drift demonstration is planned to begin after the final ball games have ended—estimated between 7:30 and 8:00 p.m.—to ensure safety and allow for maximum participation and attendance.

Both Jill and Jen expressed their full support and willingness to work with Jason Toone to help ensure another successful event. The Wild West Rodeo organizers took a neutral stance but were cooperative in scheduling. We are currently hoping to coordinate having the rodeo run for one hour prior to the Drift event, allowing community members the opportunity to attend both.

The Economic Development Department recognizes the Drift Demonstration as a valuable tourism attraction during Fair Days. Based on the strong community support and absence of complaints following last year's event, the department recommends and respectfully requests the Council's approval for the event to proceed again this year.

If Council requires additional information to proceed with this decision, please let us know what specific details you need to move forward with an appropriate decision. If Council would like neighbourhood circulation/notice of the event, this should be included in the motion.

PROPOSED MOTION: Moved by Councillor _____ to approve a road closure on Saskatchewan Crescent as presented for the Rocky Mountain Drift Club Demonstration on August 9 from 7:00 p.m. to 9:00 p.m, provided event organizers include the Town as an insured party on their event insurance.

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PREPARED BY: Megan McClung, Engagement Coordinator

APPROVED BY: Abe Tinney, CAO

DATE: May 21, 2025
