



INFORMATION BRIEF

Meeting: Nov 3, 2025

Travel Alberta Festival & Event Application

Grant Application Update

Staff met with Travel Alberta to discuss moving forward with the grant application (directed by Council at the October 14th meeting) while reimagining the project as a new, stand-alone event with service group involvement. During the conversation with Travel Alberta it was identified that several key details were still needed, including:

- Estimated costs for bands and entertainment
- Security personnel requirements
- Location and venue confirmation
- Sound system and technical costs
- Full expense breakdown
- Identified partners and participating organizations

As a result, the grant application was not done. While some cost estimates could have been drawn from the previous Fair Days event, the information was not sufficient to support a new event concept, and the short turnaround made it unrealistic to gather and finalize all requirements in time for submission.

Staff also consulted with a local promoter/agent who books musical acts for festivals, who indicated that headliner budgets for small-town festivals typically start at approximately \$30,000 for a starter headliner, a cost that would be difficult to accommodate without confirmed funding and a defined budget.

As an alternative, there are other project ideas have been identified that align with potential Travel Alberta grant opportunities. These initiatives appear to be more consistent with tourism development objectives and could provide greater long-term benefits for the community. The next intake for this grant is expected in September 2026, allowing adequate time for detailed planning and preparation. Staff will discuss these opportunities at a future economic development committee meeting.

In the meantime, staff are actively working on the NRED grant application, which will include multiple tourism, economic development and business support components, as well as continuing efforts to apply for HGTV's Hometown Takeover opportunity.

ATTACHMENTS:

- 1.) N/A

APPLICABLE LEGISLATION:

- 1.) N/A

PREPARED BY: Megan McClung, Engagement Coordinator

APPROVED BY: Abe Tinney – CAO

DATE: Oct 28, 2025
