



REQUEST FOR DECISION

Department: Legislative Services

Submitted by: Bonnie Stearns

SUBJECT: Adoption of the January 27th, 2025 Regular Council Meeting Minutes

RECOMMENDATION:

That Council adopts the January 27th, 2025 Regular Council Meeting minutes as presented.

CAO COMMENTS:

SUPPORTING DOCUMENTS: Report/Document: Attached X Available Nil

KEY ISSUE(S)/CONCEPTS DEFINED:

RELEVANT POLICY:

Municipal Government Act Revised Statutes of Alberta, 2000, Chapter M-26, Division 9, Part 6, Section 208 Performance of major administrative duties. 'The chief administrative officer must ensure that the minutes of each council meeting are given to council for adoption at a subsequent council meeting.'

STRATEGIC RELEVANCE:

Following MGA requirements

DESIRED OUTCOME(S):

That the January 27th, 2025 minutes accurately reflect Council's decision and direction at its Regular Meeting.

RESPONSE OPTIONS:

The minutes presented are the unapproved record of the January 27th, 2025 Regular Council Meeting and are presented for adoption, or adoption as amended, by Council. Minutes were emailed out to Council on Feb. 7th with changes made.

PREFERRED STRATEGY:

That Council adopts the January 27th, 2025 Regular Council Meeting minutes.

IMPLICATIONS OF RECOMMENDATION:

Permanent management and storage of Minutes.

GENERAL:

Historical; permanent record for future review.

ORGANIZATIONAL:

Legislative department ensuring the documents are properly handled.

FOLLOW UP ACTION:

The Minutes will be printed, signed by the Mayor and CAO, and placed in a secure location for long term storage.

CAO reviews minutes with management team to determine action items and identify follow up tasks.

Review at regular Manager's Meetings to ensure tasks are being completed.

COMMUNICATION:

The approved minutes will be posted onto the town's website for public viewing.

OTHER COMMENTS:

Minutes for the past several years are available for public viewing on the website.

Presented at the February 10th, 2025 Regular Council Meeting for the Town of Penhold

for _____
CAO

Town of Penhold

REGULAR MEETING MINUTES



January 27th, 2025
Town Council Chambers

Deputy Mayor:

Ken Denson

Councillors:

Teresa Cunningham
Cameron Galisky
Shawn Hamm

Shaun Kranenborg
Tyrone Muller

Absent:

Mayor Mike Yargeau

Staff:

Rick Binnendyk, CAO
Bonnie Stearns, Exec
Asst.

Guests:

Jean Orchison, Resident
Lori Wolfe, Resident
Stewart Ford, Presentation

Deputy Mayor called the meeting to order at 6:00 pm.

1. **CALL TO ORDER - Mayor**

1.2. **Adoption of the Agenda**

2025-026

Councillor Hamm moved to accept the January 27th, 2025 Regular Council meeting agenda with additions as indicated below.

CARRIED UNANIMOUSLY

7. 1. a. Innisfail Chamber of Commerce membership

7. 1. b. Central Alberta Combative Sports Commission – Letter of Resignation

2. **ADOPTION OF PREVIOUS MINUTES**

2.1. **Adoption of the January 13th, 2025 Regular Council Meeting Minutes**

2025-027

Councillor Cunningham moved to accept the Jan. 13, 2025 Regular Council meeting minutes as presented.

CARRIED UNANIMOUSLY

3. **BUSINESS ARISING OUT OF THE MINUTES**

2025-028

Councillor Galisky moved that Council accept the listed Business Arising out of the Minutes as information.

CARRIED UNANIMOUSLY

4. PUBLIC HEARING

5. PRESENTATIONS & DELEGATIONS

5.1 Mr. Stewart Ford

- Presentation of the Armillary

- Mr. Ford would like to gift the Town a 42" tall Armillary to be installed on a concrete base;
- Set up 52 degrees north;
- possible location for the Armillary at the Gazebo in the Hub

2025-029

Councillor Cunningham moved that Council accept Mr. Ford's presentation as information; **AND FURTHER** asks Administration to bring the topic to a workshop for further discussion.

CARRIED UNANIMOUSLY

6. REPORTS

6.1. Financial

6.1. a. Monthly Accounts for Online Payments and Payments from Jan. 8th – 22nd, 2025

2025-030

Councillor Muller moved that Council receives the Monthly Accounts for Online Payments from Jan. 8 - 22, 2025 as presented.

CARRIED UNANIMOUSLY

6.2 CAO Report – Rick Binnendyk

- Distributed in Council Package

2025-031

Councillor Kranenborg moved to accept the CAO's monthly report as information.

CARRIED UNANIMOUSLY

6.3 Community Services – Jennifer Blaylock

- Distributed in Council Package

2025-032

Councillor Muller moved to accept the Community Services Manager's monthly report as information.

CARRIED UNANIMOUSLY

6.4 Fire & Protective Services – Sean Pendergast

- Distributed in Council Package

2025-033

Councillor Hamm moved to accept the Fire & Protective Services Manager's monthly report as information.

CARRIED UNANIMOUSLY

7. NEW BUSINESS

7.1. a. Innisfail Chamber of Commerce membership**2025-034**

Councillor Muller moved that Council approve Administration to proceed with processing payment for a 2025 Innisfail Chamber of Commerce membership for \$183.75 as presented.

CARRIED UNANIMOUSLY

7.1. b. Central Alberta Combative Sports Commission**2025-035**

Councillor Galisky moved that Council accepts the Letter of Resignation from Brenda Nixon, with the Central Combative Sports Commission as presented.

CARRIED UNANIMOUSLY

2025-036

Councillor Kranenborg moved that Administration send a thank you to Ms. Nixon for her time on the Commission.

CARRIED UNANIMOUSLY

8. OUTSTANDING BUSINESS

9. REPORTS from COUNCIL BOARDS and COMMITTEES (Formal Reports)

10. BYLAW(s)

10.1 Bylaw 834/2025 Business Licensing Bylaw – 1st Reading

2025-037

Councillor Muller moved that Council move to give first reading of Bylaw 834/2025 being a Business Licensing Bylaw.

CARRIED UNANIMOUSLY

11. CORRESPONDENCE and INFORMATION

11.1 General Correspondence

2025-038

Councillor Galisky moved that Council receives the correspondence for information as presented.
CARRIED UNANIMOUSLY

12. COUNCIL ROUND TABLE – Information no action

Mayor and Councillors reported on meetings they have attended on behalf of the Town of Penhold.

2025-039

Councillor Kranenborg moved that Council accepts the reports as information.
CARRIED UNANIMOUSLY

2025-040

Councillor Galisky moved that Administration send a thank you to MP Dreesen thanking him for his time in office.
CARRIED UNANIMOUSLY

13. QUESTIONS from the GALLERY

Questions and answers were provided regarding town areas.

14. CLOSED SESSION

15. ADJOURNMENT

2025-041

Councillor Muller moved to adjourn Council Meeting at 7:01pm.
CARRIED UNANIMOUSLY

MAYOR

CAO



REQUEST FOR DECISION

Department: Multiplex

Submitted by: Michael Szewczuk

SUBJECT: Monthly Report

RECOMMENDATION:

That Council accept the Multiplex Manager's monthly report as information.

CAO COMMENTS:

SUPPORTING DOCUMENTS: Report/Document: Attached ___ Available ___ Nil X

KEY ISSUE(S)/CONCEPTS DEFINED:

RELEVANT POLICY:

Municipal Government Act, Statutes of Alberta 2000, Chapter M-26 - Section 207 – Chief Administrative Officer's Responsibilities. This report is an extension of the CAO's update report.

STRATEGIC RELEVANCE:

Operational

DESIRED OUTCOME(S):

Accepted as information

RESPONSE OPTIONS:

Council defers back to administration for more information.

PREFERRED STRATEGY:

Information on happenings in the Multiplex.

IMPLICATIONS OF RECOMMENDATION:

Document is filed

GENERAL:

Multiplex – Our concessionaire that we put in place November of 2024 has asked to be let out of their lease early. While this is saddening, we have already found a replacement to take their place. We are still working on negotiations and talks about a start date are in the works. No agreement has been signed at this time, however, we are confident that they will take the space.

In January our solar panels produced roughly 5,759 kWh of power, reducing our carbon footprint by 4,031 kg and saving us roughly \$460.00 in costs. While this number may seem small, when the solar panels were proposed, they projected a zero collection rate for December and January. So the fact that we generated any power is a bonus for the year.

Over the course of 2024, the solar panels produced 342.5 MWh. To put this in perspective, the electricity we generated in 2024 was roughly the equivalent of 24 homes, which is also roughly \$27,400.00 over the course of the year.

In January we had roughly 19,254 people visit the Multiplex.

Fitness –

	January 2024	January 2025
MEMBERSHIP SALES	\$25,441.50	\$25,675.75
DROP-INS	\$443.00	\$630.00
TRAINING	\$5,970.00	\$4,039.00
DROP IN GYM	\$976.00	\$1,367.15
TOTAL REVENUE	\$32,830.50	\$31,711.90

A total of **31** fobs were issued for 24-hour members in the month of January.

The Fitness Centre had **79** new members for the month of January.

The membership sale did well through January and the Fitness Centre was busy with new members. Fitness classes are picking up with some classes having waitlists. We held a Fitness class event to help people get to know the instructors and their classes. Fitness classes offered were Full Body HIIT Mix, Butts n' Guts HIIT, 8 Rounds, Burn & Turn Spin, Stretch + Release, Pump it Up, Step, IN the Zone, Pilates, Zumba, Restorative Stretch & Aromatherapy, Cardio Kick. TRX, and Power & Conditioning.

	January 2025	Totals 2025
Penhold Sr Track Users	60	60
Kids Gym	129	129
Staff Fitness Usage	38	316
Penhold Fire Dept	40	483
Pickle Ball	231	231

The above chart will now be used for tracking information for 2025 year.

ORGANIZATIONAL:

FOLLOW UP ACTION:

As determined by Council.

COMMUNICATION:

OTHER COMMENTS:

Presented at the February 10th, 2024 Regular Council Meeting for the Town of Penhold

for 
CAO



REQUEST FOR DECISION

Department: Operations

Submitted by: Brandon Kowalchuk

SUBJECT: Council Report

RECOMMENDATION:

That Council accepts the Operations report as information.

CAO COMMENTS:

RECOMMENDATION **Report/Document:** Attached ____ Available ____ Nil X ____

KEY ISSUE(S)/CONCEPTS DEFINED:

RELEVANT POLICY:

Municipal Government Act, Statutes of Alberta 2000, Chapter M-26 - Section 207 – Chief Administrative Officer's Responsibilities. This report is an extension of the CAO's update report.

STRATEGIC RELEVANCE:

Operational

DESIRED OUTCOME(S):

Accepted for information

RESPONSE OPTIONS:

Council defers back to administration for more information

PREFERRED STRATEGY:

IMPLICATIONS OF RECOMMENDATION:

Operational

GENERAL:

FOLLOW UP FROM PREVIOUS COUNCIL MEETINGS:

WATER:

- Water consumption for January is up 1% from this time last year with 23,024 m³ of water produced for the community.
- Monthly water meter reads were completed on January 14th.
- 43% of utility accounts are signed up to receive E-bills.
- There were five new water meters installed in January.

- The annual Chemical Analysis sample results were returned with all results meeting criteria laid out in our regulations. A copy of the results for the distribution system is posted on the town website under the water section.
- A new order of Chlorine gas bottles were delivered to each reservoir with the empty bottles returned.
- A valve on the online chlorine analyzer unit had to be repaired at Reservoir #1 by TLC Instruments.
- Operators responded to a resident's concerns on water quality after they had a test performed by a Water Supplier Salesman. Staff brought certified testing equipment to the house and discussed with the residents the process of the town's water and regulations we must abide by. Staff performed flushing of the line at the meter and performed testing there as the residents had a treatment system installed by the supplier past that point. Results were satisfactory and the resident was satisfied with the Operators coming out, testing the lines, and having a discussion with them. Operators also followed up with the outfit about their process and scare tactics to sell their systems.
- On Jan 21st Alberta Environment & Parks came out for a regular inspection of our water facilities and records. They seemed satisfied with our records, onsite tour of the reservoirs, and operations of the system. We are currently waiting for the final results of their inspection report to be sent to us.
- On Jan 24th, Operators discovered that the Well #3 controller had a fault and AMA Drilling had to be called to pull the well pump out of the casing to inspect the pump. They discovered the well motor was seized and took the pump back to their shop for warranty work. A new pump was reinstalled, and the well returned to operation on the 27th.

SEWER:

- As of December 31st, 2024; sewer flows were 20,598 m³ for the month which is up 2% compared with the previous year.

SRDRWC:

- Operations staff spent 280.5 hours working on the Regional System in January and there were two after hour callouts on the system.
- The Operations Safety meeting was held on January 14th in Innisfail.
- Sterling repaired the Generator at Waskasoo Lift Station #2 believing the O rings on the injector being the cause of the fuel leaking into the oil.
- The Muffin Monster at Waskasoo Lift Station #1 had to be investigated by Sterling as it faulted while running. A temporary electric motor had to be installed on the unit to put it back into service.

TRANSPORTATION:

- Sanding was done on Jan 2nd, 6th, 7th, 9th, 10th, 13th, 17th, 22nd, 23rd, 24th, & 28th.
- Pickle Chips that are used for sanding on the roads were restocked twice
- Snow Removal was done on Jan 7th, 8th, 21st, 22nd, 23rd, & 24th. Priority Ones finishing up and Priority Two streets being started. Crews have been battling weather and equipment issues but continue on.
- Drifts were plowed after weather events.
- Fire Hall and Memorial Hall parking lots have been plowed after major snow events
- Snow has been hauled from the Multiplex. Crews assisted with plowing the driveway and parking lots when needed.
- **Maintenance of equipment:** Hydraulic hoses needed to be replaced on the Multiplex Toolcat. The RPM Snow blower had to be removed from the Compact Wheel Loader because of a wire harness issue. The Snow blower was able to be remounted to the Backhoe and continue snow removal while the harness gets replaced. Two Pickups had their tires replaced. One tire on another truck had to have a flat repair done. An oil pump on #7 pickup had to be replaced. Wafer Brooms have been changed on the angle broom attachment. Regular maintenance is performed when needed.

STORM:

PARKS & RECREATION:

- The Outdoor Rink (ODR) was cleared of snow and weather permitting flooded on Jan 2nd, 3rd, 6th, 7th, 8th, 9th, 10th, 13th, 14th, 17th, 21st, 23rd, 24th, 27th, 28th, 29th, 30th, 31st. On the 21st staff borrowed the Multiplex's edger to use on the board edge of the ODR where ice builds up from shoveled snow and slush.
- Pathways were plowed or swept on Jan 2nd, 3rd, 6th, 7th, 8th, 13th, 14th, 16th, 17th, 20th, 21st, 22nd, 23rd, 24th, 27th, & 31st. Sand was spread on the pathways on the 27th.
- Garbages were emptied on Jan 6th, 7th, 17th, 27th, 28th, & 31st.
- Christmas Tree pickup was held the week of the 6th to 10th. 46 trees were collected and were chipped up for mulch by Operations staff to be used in the community shrub beds.
- The damaged window in the Rec Centre was replaced with a new panel of Plexiglas.
- Christmas decorations were removed from the light poles on the 15th. Lights at the RV Park were removed on the 23rd.
- Some solar batteries needed to be replaced on some solar lights and the terminals had to be changed to accommodate the new battery.
- Snow fence has been repaired after weather events.

MEMORIAL HALL:

- There are two additional bookings at the Hall in February.
- Operation & Multiplex Staff completed the wax coating of the floor. (Photos provided in a power point of the process)
- The new Hall Caretaker has performed a deep cleaning of the hall.
- Christmas décor was removed on January 9th.

- Operation staff replaced a faucet in the men's room, repaired a couple toilets, installed new toilet paper dispensers that are the same as other town facilities, and replaced the light bulbs in a couple EXIT Lights.

GARBAGE:

- Residence totes have been repaired when reported.
- A quick meet and greet meeting with Empringham's owner was held on Jan 29th. A contract is to be drawn up and signed before services take effect May 1st.

RV Park:

- The Camp Reservations website has been purchased by Campspot. A teams meeting was held on the 27th to see what the new site will offer. The transition to Campspot will be going on for a months' time and will be completed before the Park is open for the season. Campspot will offer a better booking experience for customers booking at the Penhold RV Park. Any bookings made on Camp Reservations ahead of the change will be transitioned to Campspot.
- Seasonal Bookings will open Feb 18th with Regular booking opening March 3rd.

ORGANIZATIONAL:

- A long-time service member of the Operation team has handed in their notice of resignation and will be leaving the town on February 28th to take on the Operations Manager position with SRD. We wish them the best in their new role and look forward to working with them as part of the operation of the SRD group. A posting for the vacant Operator position will be posted later in February.

FOLLOW UP ACTION:

COMMUNICATION:

OTHER COMMENTS:

Presented at the February 10th, 2025 Regular Council Meeting for the Town of Penhold.

for 
CAO



REQUEST FOR DECISION

Department: Legislative Services

Submitted by: Rick Binnendyk

SUBJECT: Amended Town of Penhold 2024 – 2025 Strategic Plan and Economic Development Initiatives & Tasks

RECOMMENDATION:

That Council accepts the amended Town of Penhold 2024 – 2025 Strategic Plan and Economic Development Initiatives & Tasks as provided.

CAO COMMENTS:

SUPPORTING DOCUMENTS: Report/Document: Attached X Available ___ Nil ___

KEY ISSUE(S)/CONCEPTS DEFINED:

RELEVANT POLICY:

Municipal Government Act, Statutes of Alberta 2000, Chapter M-26 – Section 153 (a) states in part that Councillors have the duty “..... to bring to council’s attention anything that would promote the welfare or interests of the municipality”.

STRATEGIC RELEVANCE:

Provide an updated list of identified priorities ensuring the town continues to set goals and objectives now and into the future.

DESIRED OUTCOME(S):

At the end of Council’s four year term, the newly identified priorities for the town will be completed or well underway.

RESPONSE OPTIONS:

That Council defers the Planning document back to Administration and requests additional information.

PREFERRED STRATEGY:

Continue working on the identified priorities as presented.

IMPLICATIONS OF RECOMMENDATION:

Continues to provide direction to ensure focuses are being met.

GENERAL:

Administration will continue to review both documents and update regularly. Documents will be presented to Council quarterly for review.

ORGANIZATIONAL:

Administration

FINANCIAL:

As Administration works through the identified priorities, any items identified having an impact to the approved budget will be brought forward to Council.

FOLLOW UP ACTION:

Continue to work through the identified priorities.

COMMUNICATION:

None at this time.

OTHER COMMENTS:

Presented at the February 10, 2025 Regular Council Meeting for the Town of Penhold


for _____
CAO

STRATEGIC PLAN 2024 - 2025

KEY PRIORITIES			
PRIORITY #1:	Sustainable Service Delivery	Timeline	
Asset Management Files Inventory Index * Build software program that will assist Asset management/Auditors satisfaction Staff is moving hard data to electronic files Focus: * clear information on varying asset classes; * developing a program to ties life expectancy into future budget process; * planning for new development/replacement Asset Retirement reporting: * type of obligation; risk/liability; costing for the liability (audit requirements) Working with the current audit team - Pivitol Public Works Site - Fleming Avenue (est \$20,000) in 2025 budget		Fall/Winter 2024	
		2025	
		In progress	
		Winter/Spring 2024	
		Fall/Winter/2024/25	
		in progress	
		Pending	
PRIORITY #2:	Balanced Approach to Growth		
* Connect with Landowners of possible investment ready lands; compile list of contact information. * Connect with realtors on housing needs in Penhold - Realtors Assoc * Affordable Housing in Penhold - Melcor - K Day * Economic Development Plan Revisited (separate document) - reviewed minimum 2 times/year		Completed	
		connected x 2	
		Completed	
		In Progress	
		2024/2025	
		updated Jan. 2025	

PCPS	* Intermunicipal Development Agreement update (last updated 2017)	Completed
	* Municipal Development Plans	Spring 2025
	* Land Use Bylaw update (last updated 2018) with MCP & Community	Spring 2025
	* Highway Intersectional Improvements report / Alberta Transportation	Spring/Summer 2024
	- CastleGlen Report (presented Jan. 2025)	pending
	* Offsite Levies Review - after Master TIA done \$20,000	2025
	* Intermunicipal Collaborative Framework (ICF) Agreement	Spring 2025
	* Demographic Community update	Done
PRIORITY #3:	* Census for Town	Completed
	Sustain a High Quality of Life	
	Active Transportation Plan	
	* path systems upgraded; finishing what was started in 2023	Completed
	* look at updating recreational plans; community connectivity; playgrounds	2024 - 2025
	Pending for funding approval 2026 updates	
	Public Works / Emergency Services Building Evaluation report	Completed
	* funding evaluation for building LGFF 2025 \$ 627,000 Res. 3.186 Million	Spring 2024/ongoing
	* bidding - Sept	Sept. 2024
	construction spring 2025 completion Dec. 2025.	in progress
	Penhold School Development	Spring 2024 - 2026
	* current Penhold Elementary School disposal / ownership Demolish Nov 2025.	2025/2026
	* future of Fleming Avenue (North of school)	Fall 2025
	Emergency Preparedness Exercise (table top Mar. 8) (municipalities June 2025)	Spring 2025
	Dog Park lands - location (Jan. 22, 2024)	Completed
	* Development subject to funding (submitted CFEP Small Grant Application)	Jan. 15, 2025
	Memorial Hall - future of the building	Ongoing Monitor
	* upgrades	

Paving Stone Replacement	Project - Hayter Street (Aug. 2024)	Completed
	- Newton Drive	Summer 2025
Utility Fees Cost / Recovery?	When?	Jan. 13, 2025
* Further revisions	monitor and update for next budget cycle	Summer/Fall 2025
Alberta Recycling:	Registration outcomes from the Province	Fall 2024



2024 - 2025 Economic Development Initiatives & Tasks

PRIORITY FOCUSES:

Focus areas	Outcome	Action	Follow up	Completion Date	Budget
Penhold Tourism map	provide guests with information on amenities in town	post large maps at Fas Gas & RV Park; work with PCPS to create a clean, user friendly map	work on map detail and provided to PCPS mid-May/August	Spring 2025 Placement at RV Park	\$2,000
Advantage Immigrant Program – Rural Entrepreneur Stream	- create ways in which to promote “Why Penhold”	- Respond to requests from interested business entrepreneurs	Pending	Connect with Olds on stream- lining info process.	TBD
Penhold Video	Provide an updated video promoting Penhold and what all it has to offer	Connect with Brian Constantine to see if he’s interested; if so, provide him with speaking notes and all images	This video could be updated annually or bi-annually	Completed Spring 2024	\$2,000
Municipal Planning Documents					
Municipal Development Plan	Have an up-to-date policy framework to guide the physical evolution of the community, facilitating decision-making in both	Work with PCPS to develop a current MDP; current boundaries	Final reading to follow LUB – for final potential change	January 2025	\$20,000 (B) \$22,250 (A)

	public and private sectors.					
Focus areas	Outcome	Action	Follow up	Completion Date	Budget	
Intermunicipal Development Planning	List all areas surrounding current Town of Penhold boundaries, outside our jurisdiction.	Revise and update IDP with Red Deer County as a partner; future expansion of Penhold		January 2025 Completed	\$10,000 (B) \$6,150 (A)	
Intermunicipal Collaborative Framework (ICF)	Ensure all partner agreements are up-to-date and current	Review listing; advise Red Deer County of outdated agreements; draft new ones	Touched base with Red Deer County; dealing with CORD and internal issues	Spring 2025	\$5,000	
Land Use Bylaw Review	Updated current development practices	Work with PCPS and MPC	MPC met Jan. 21 to review	June 2025	\$21,000	

ADDITIONAL PRIORITIES:

New Home Buyers Incentive	Include with Why Penhold campaign; draw people to Penhold	Update information; and send out to partners Visit show homes and deliver brochures	Send updated information to Realtor Board; update website	December 2024 - extended Dec. 2025	\$30,117 (A)	
CAEP Delegate Summit	Promote Penhold to 25 investors from India	Create "Why Penhold" video; prepare trade show items	Connect with Brian C re: building video; connect with Olds College re: hospitality suite	April 2024 Event was cancelled Completed	\$2,000	

Focus areas	Outcome	Action	Follow up	Completion Date	Budget
Municipal Census	Accurate and up-to-date count of residents and doors in Penhold	Determine Census Period Apr. 1 – June 30, 2024 Advise Residents August 23, 2024 Direction given BREWD: Business Retention & Expansion Workforce Development	Determine census questions; create letter; enter into agreement with Airdrie - Partnership Charter - Business Info Session - BREWD Survey Launch	Completed June 30, 2024 (submitted documents Sept. '24)	\$5,000 (B) Approx. \$6,500
Regional Business Support Network	Assisting local businesses in obtaining advice, and guidance services; providing strategic insight for businesses and helping them to make informed decisions to achieve business goals.			December 2026 November 18 January 23	\$3,000
Evening of Connecting & Finding Synergies with Like-Minded People	Connect with HBB; see what their needs are thank them for choosing Penhold	Meet with Michelle McFadden to set up connection opportunity as below.	Determine discussion topics; snacks, etc.	May 2025	\$2,000
Town photos / drone footage	Seasonal footage of Penhold including recreation and new development	Book Patrick Teskey for seasonal sessions	Contact Patrick to schedule deadlines (Spring & Fall)	December 2025	\$1,000
Department Webpage Updates	Ensure accurate and informative information	Each department will review and provide website ready updates to their information	Ask managers to identify this task as a priority Feb. 2025	May 2025 Yearly Reviews	\$Nil
Why Penhold campaign	Key focuses to promote our community	Radio ads, Tourism RD, social media	Contact respective areas and provide information	Completed	\$2,000 value

Focus areas	Outcome	Action	Follow up	Completion Date	Budget
Westerner Days Historical Event	Promote Penhold; showcased how Penhold made an impact in central AB in the past, present and into the future	Set up booth in trade show promoting Penhold	- Order Penhold screen for future events - Order promotional items - Very well received	Participated July 2024 July 2025	\$3,000 \$1,200 (Pop-up display) \$1,500 (promo items) \$300 (candy)
CAEP Connections	Connecting with stakeholders & province around economic development initiatives	Attend meetings and events	Advised of ceasing Partnership	2025	\$3,238 (annual membership)
GIS - Story Maps	provide a history of Penhold by using images, pins and information; maps hit the most are: recreational amenities, real estate, and local businesses	Work with Jaime, Oldman River to design a Commercial/Industrial development lands story map (available for your review)	- provide snippets to Oldman River continue to build maps promoting Penhold - Recreational amenities - Real estate Schools/services	Ongoing	\$2,500
				Total:	\$113,755
				2025 costs	\$44,738
				Tax incentive	approx \$30,000



REQUEST FOR DECISION

Department: Administration

Submitted by: Rick Binnendyk

SUBJECT: Proposal for Offsite Levy Update

RECOMMENDATION:

That Council approves Administration to proceed with the proposed Offsite Levy Update provided by Tagish Engineering as presented;

AND FURTHER that \$20,000 be identified within the 2025 capital budget.

CAO COMMENTS:

SUPPORTING DOCUMENTS: Report/Document: Attached X Available Nil

KEY ISSUE(S)/CONCEPTS DEFINED:

RELEVANT POLICY:

Municipal Government Act, Statutes of Alberta 2000, Chapter M-26 - Section 2 – 7. A council may pass bylaws for municipal purposes respecting the following matters:

- a) the safety, health and welfare of people and the protection of people and property;
- d) transport and transportation systems;
- e) services provided by or on behalf of the municipality;
- g) public utilities.

STRATEGIC RELEVANCE:

Ensure offsite levy charges reflect the costs identified in the recently completed transportation study as well as a calculation of inflationary costs where applicable.

DESIRED OUTCOME(S):

With the detailed and comprehensive technical reports that will be needed to support an offsite levy system, The Town will have a more complete understanding of what its infrastructure and facility needs are and when such infrastructure or facilities need to be constructed.

RESPONSE OPTIONS:

Council does not approve the proposal for the offsite levy update and defers back to Administration for additional information.

PREFERRED STRATEGY:

IMPLICATIONS OF RECOMMENDATION:

Tagish Engineering will begin the project once it receives the notice to proceed.

GENERAL:

Bylaw 796/2021, being the Offsite Levy Bylaw, came into effect May 17, 2021. The proposed offsite levy update would include reviewing and updating any changes to town infrastructure since 2021. Tagish Engineering has provided a proposal which identifies the different tasks required to update the offsite levy bylaw.

ORGANIZATIONAL:

Administration

FINANCIAL:

If approved by Council, this initiative will be a \$20,000 expense not currently identified in the 2025 capital expenditures.

FOLLOW UP ACTION:

Advise Tagish Engineering of Council's decision.

COMMUNICATION:**OTHER COMMENTS:**

Presented at the Feb. 10th, 2025 Regular Council Meeting for the Town of Penhold



J.M. CAO

January 17, 2025

Proj. No.:
TPN00

Town of Penhold
Box 10, #1 Waskasoo Ave
Penhold, AB
T0M 1R0

Attention: Richard Binnendyk,
CAO

RE: PROPOSAL FOR OFFSITE LEVY UPDATE

The previous offsite levies for the Town of Penhold were completed in 2021. The offsite levies will be reviewed and updated for any changes to infrastructure since 2021 and costs will be utilized from the recently completed transportation study and contemplated projects with a calculation of inflationary costs where applicable. The following task list has been put together to detail a scope of work to complete the engineering required to produce an update for the offsite levy document.

Tasks:

- 1. Data Gathering**
 - Review any relevant existing background documents after 2021
 - Review existing cost benefit rationale with the Town
 - Review Background information with the Town staff to determine which infrastructure is to be included in offsite levy documentation
- 2. Review of Areas of Benefit**
 - Review the area of benefits for Penhold and determine if revisions are required
 - Review future developable lands that will benefit from new infrastructure
- 3. Water Infrastructure Cost Benefit Assessment**
 - Review and incorporate any new or future capital infrastructure projects and costs
 - Summarize benefits assessment and assignment of costs
- 4. Sanitary Infrastructure Cost Benefit Assessment**
 - Review and incorporate any new or future capital infrastructure projects and costs
 - Summarize benefits assessment and assignment of costs
- 5. Stormwater Infrastructure Cost Benefit Assessment**
 - The old levies did not have a storm levy as it was not communal, it is assumed no storm levy is required.
- 6. Transportation Infrastructure Cost Benefit Assessment**
 - Incorporate any new or future capital infrastructure projects and costs for the Castle Glenn Study

- Summarize benefits assessment and assignment of costs
- 7. Community Facilities Cost Benefit Assessment**
 - We will take any Town supplied data to incorporate within the levies to account for community facilities.
- 8. Draft Off-Site Levies**
 - Prepare draft Off-Site Levies update based on updated infrastructure estimates, cost benefit assessments and updated areas
 - Prepare draft summary of cost benefit assessments for each infrastructure reviewed
- 9. Reviews by the Town and Developers**
 - Review the Draft Off-Site Levies with Administration
 - Revisions resulting from Administration review
 - Attend a developers meeting and complete any Town approved revisions
 - Review revised Draft with Administration
- 10. Public Involvement (Optional)**
 - We did not include any scope of work for a general open house. In the past the Town has handled this component internally
- 11. Prepare and Submit Final Draft**
 - Prepare final Draft for Council approval and adoption of Off-Site Levy Bylaw

It is important to note that Tagish Engineering has not included any legal review and bylaw preparation in the above tasks. It is assumed all legal and bylaw input will be completed by the Town's retained legal counsel.

Budget and Schedule:

Tagish has compiled an estimate and would recommend a budget of \$20,000 to complete the above listed tasks. Please note that we have not included any budget for public involvement as stated above.

Tagish would start this project following Town approval and would endeavour to have a draft document to the Town approximately 2-3 months after the notice to proceed.

We look forward to the opportunity to complete this project for the Town. Should you have any questions please contact me.

Yours truly,

TAGISH ENGINEERING LTD.



Greg Smith, P.Eng.
President/General Manager



REQUEST FOR DECISION

Department: Legislative Services

Submitted by: Rick Binnendyk

SUBJECT: Penhold & District Public Library
- revised 2025 Budget
- 2024 Statistics and Accomplishments

RECOMMENDATION:

That Council accepts the Penhold & District Public Library's revised 2025 Budget, 2024 Statistics and Accomplishments as information.

CAO COMMENTS:

SUPPORTING DOCUMENTS: Report/Document: Attached X Available Nil

KEY ISSUE(S)/CONCEPTS DEFINED:

RELEVANT POLICY:

Municipal Government Act, Statutes of Alberta 2000, Chapter M-26 - Section 207 – Chief Administrative Officer's Responsibilities. Advises and informs the council on the operation and affairs of the municipality. This report is an extension of the CAO's update report.

STRATEGIC RELEVANCE:

DESIRED OUTCOME(S):

That Council is apprised of information that either impacts the Town of Penhold directly or provides information of interest.

RESPONSE OPTIONS:

PREFERRED STRATEGY:

IMPLICATIONS OF RECOMMENDATION:

Council acknowledges the revised 2025 Budget and the work the Library has completed in 2024.

GENERAL:

The information shared with Council can have a direct impact on Penhold or provide information beneficial to Penhold.

ORGANIZATIONAL:

FINANCIAL:

There is no financial implication to the Town.

FOLLOW UP ACTION:

None required

COMMUNICATION:

OTHER COMMENTS:

Presented at the February 10, 2025 Regular Council Meeting for the Town of Penhold

for  _____
CAO



Box 675
Penhold, Alberta
T0M 1R0
penholdlibrary@prl.ab.ca
403-886-2636

Town of Penhold
Box 10
Penhold, Alta.
TOM 1R0

January 30, 2025

ATTENTION: Mayor Yargeau and Town Council

Town of Penhold Library Board is submitting a revision of our 2025 Budget to council. We are committed to community and maintaining a good complement of staff, the following adjustments will help us hold on to that standard.

Included in this correspondence is our 2024 Stats and a list of achievements. This information is required reporting by Public Library Services Branch, Alberta Municipal Affairs.

In Appreciation,

A handwritten signature in blue ink, reading "Myra Binnendyk", with a stylized flourish at the end.

Myra Binnendyk
Library Manager

Attachments:
2025 Budget Revised
2024 Stats
2024 Accomplishments

Penhold and District Library
2025 Budget

Revenue	2024 Budget	2024 Sept. Actuals	2025 Budget	Revised 2025 Budget
Municipal - Operating	178,137	178,137	191,655	178,137
Provincial - Operating	28,953	28,953	28,953	28,953
Red Deer County - Rural Service Grant	30,322	30,322	30,322	30,322
CESD	15,930	19,090	0	0
Canada Summer Jobs Grant - 1 Summer Students SRP	3,900	3,900	4,000	4,000
Total Operational Funding	257,242	260,402	254,930	241,412
Bank Interest	50	42	50	50
Coffee	0	49	75	75
Donations & Charitable	250	170	0	0
Exams	100	20	0	0
Faxes	25	67	100	100
Fines	250	352	250	250
Fundraising - Piano Recitals, covers cost for tuning	0	360	240	240
GST Rebate	500	974	500	500
ILL Postage Refund from PRL	0	0	0	0
Memberships	3,500	3,382	3,700	3,700
Photocopies	400	349	400	400
Programs:				
Paid Programming (Paid programs are not a source of revenue)	500	1018	500	500
TOTAL REVENUE	262,817	267,185	260,745	247,227
Expenses				
Salaries: Library Manager (30 hrs/wk @ 38.58) *\$250/month RRSP	70,613		73,216	63,185
Staff 1 Circulation (21 hrs/wk @25.00)	26,208		27,300	27,300
Staff 2 Circulation (21 hrs/wk @ 22.00)	22,932		24,024	24,024
Staff 3 Circulation (21 hrs/wk @ 21.00)	21,840		22,932	22,932
Staff 4 Programmer (21 hrs/wk @ 27.14)	28,075		29,637	29,637
Canada Summer Jobs: 1 students @ \$19.00/ hr. (Expense runs through payroll)	12,300		11,500	11,500
MERC (Mandatory Employment Related Costs @ 10%)	17,917		18,850	18,850
IT Website Support (7 hrs/wk @ 24.00)	8,372		8,736	8,736
Float Hours (SRP Assistant 4,080) (After School Programs 5,220)	9,500		9,300	8,580
Flex Health Credit (5 employees)	3,500		3,500	3,500
Salaries Sub Total:	221,257	167,262	228,995	218,244
Advertising (Magnets(2x) 306 / Arena 425 / Reporter 540)	1,500	1,249	1,500	1,500
Audit / Bank Charges / Transfers	2,500	2,629	2,700	2,700
Collection Development				
Books & DVD's	0	1,436	0	0
CESD	3,960	2,427	0	0
Magazines	800	823	0	0
In House Resources	0	74	500	500
Equipment (2024 computer chairs - repair)	4,000	2,169	2,500	2,500
Fundraising Expenses	0	0	0	0
Honorarium / Recognitions	200	465	500	500
ILL Postage Refund	0	0	0	0
Insurance & WCB	800	430	550	550
Janitorial Services (5hrs/wk x 50 wks @ 22.00)	5,200	1,660	5,500	4,000
Memberships	100	0	0	0
Miscellaneous / Coffee / Lunches (hospitality)	900	208	600	600
PRL / Fines	100	17	100	100
Postage	200	203	200	200
Processing Supplies (library resources)	800	0	600	600
Programs	7,000	6,706	7,000	6,000
Repair & Maintenance	2,000	4,201	3,000	3,000
CONTINGENCY FUNDS (repairs on computer chairs, soft chair)	4,500	0	0	0
Stationary & Supplies (Photo Copier)	5,500	4,744	5,500	5,233
Workshop & Mileage	1,500	158	1,000	1,000
TOTAL EXPENSES	262,817	196,861	260,745	247,227

NOTES:

Highlighted lines indicate adjustments to balance budget

Library Managers hours have been reduced from 35 to 30 hours/week

C.E.S.D. 2025 funding undetermined. * There will be book purchases in 2025

Float Monies support youth work experience through employment at the library

... passionate about Community

*1,500.00



Penhold & District Library

2024 ANNUAL REPORT

COMMUNITY

DID YOU KNOW...
we had 16,028 student visits
from Penhold Crossing?



66,632 VISITORS



6,416 WEBSITE VISITS



1,227 CARDHOLDERS

PROGRAMS

DID YOU KNOW...
197 participants came
from beyond Red Deer
and Red Deer County?



503 TOTAL PROGRAMS
6,782 PARTICIPANTS

203 CHILDREN PROGRAMS
1,339 PARTICIPANTS

150 FAMILY PROGRAMS
3,559 PARTICIPANTS

15 YOUNG ADULT PROGRAMS
221 PARTICIPANTS

56 ADULT PROGRAMS
468 PARTICIPANTS

52 OUT IN THE COMMUNITY PROGRAMS
902 PARTICIPANTS

27 TAKE-HOME CRAFTS
250 PARTICIPANTS

CIRCULATION



17,816 ITEMS IN COLLECTION
1,332 ITEMS ADDED



31,639 ITEMS CHECKOUT
13,478 ITEMS LENT

10,618 ITEMS BORROWED

4,937 ITEMS DOWNLOADED

TECHNOLOGY

DID YOU KNOW...
we acquired a telescope
for patrons to borrow?



3,070 COMPUTER SESSIONS
8 ADULT WORK COMPUTERS
1 CHILDREN'S COMPUTER



57,654 WI-FI CONNECTIONS

HIGHLIGHTS



Chef Chartrand shared his Indigenous culinary journey with students, helping cook a lunch for our Mayor and community leaders



Photographer Darrin Clark showcased his steel-printed work, shared safari stories, inspired youth, and held presentations for schools and the community



The library held five piano recitals in 2024, attracting the city of Red Deer and our community of Penhold

Passionate about
community,
literacy,
and
lifelong learning

2024 Accomplishments

Thank you to the Province of Alberta for increasing funding for Libraries. Our Library is pleased to press the boundaries of doing more for our community in 2025.

1. We had Chef Chartrand, author of *tawâw: Progressive Indigenous Cuisine*, present to the High School students sharing about how his indigenous history has shaped his journey to becoming a chef. Chef Chartrand had 20/30 Food Science class in the kitchen preparing for a Leader's Lunch for our Mayor. This was a once in a life-time opportunity for the library to host for the Town of Penhold.
2. Local photographer Darrin Clark set up an extensive display of his photographic work printed on steel. Darrin leads African safaris and combined stories and photography in several presentations to schools and also an evening for the community. Darrin encouraged youth to find their passion.
3. Our Baby Grand Piano has helped foster a friendship between two ladies in our community. They would come to play separately, but now are practicing duets. What a wonderful example for the community and students to witness collaboration, skill building and friendship.
4. The library has held five piano recitals in 2024, attracting the city of Red Deer and our community Penhold.
5. Little Learners program had its debut this year. We are taking Story Time one-step-further to include STEM activities.
6. We started a Baby Bookworm program to encourage young Mom's to start literacy early.
7. Red Hot Science, a Red Deer Polytechnic program, created learning experiences in our library for ages 7 - 14 years.
8. We hire High School Students to help us develop popular programs for 8 - 12 years. This is a good mentoring program for students and in turn the community benefits.
9. We have developed programs for Homeschool families.
10. We hosted a two-day Alberta HeroClix Tournament.
11. Our staff have excellent relationships and work collaboratively with other organizations such as Town of Penhold, Grief Counselling, Golden Circle, local schools, and child-care facilities.
12. We started outreach to after-school-care and child-care facility once a month.
13. Our Friends of the Library held a community breakfast to attract new users to the library.
14. Our Book Club and CREATE groups are growing and we are watching friendships and support network develop.
15. Mentored and provided employment for a University student to run our Summer Programs, empowering that person with experience for their future career.
16. Students from Penhold Crossing Secondary High School find the library environment comfortable and are found gathering around the fireplace, playing the piano or games. 16,028 visits to the library this past year.
17. In addition to Penhold and Red Deer County. we estimate that 197 times families from other communities have attended programs in our library. Our programming is shared among families, they feel the drive is worth the quality time with their children.
18. We Closed our year with The Messenger's Christmas music, decorating cookies for the children and hot mulled cranberry and baking for the adults. A festive Christmas afternoon in the library.



REQUEST FOR DECISION

Department: Legislative Services

Submitted by: Rick Binnendyk

SUBJECT: Bylaw 834/2025 Business Licensing Bylaw – 2nd Reading

RECOMMENDATION:

That Council move to give second reading of Bylaw 834/2025 being the Business Licensing Bylaw as presented.

CAO COMMENTS:

RECOMMENDATION: Report/Document: Attached X Available ___ Nil ___

KEY ISSUE(S)/CONCEPTS DEFINED:

RELEVANT POLICY:

Municipal Government Act, Statutes of Alberta 2000, Chapter M-26, Division 7 – Section 63(1), states a Council of a Municipality may, by bylaw, revise any of its bylaws or any one or more provisions of them in accordance with this section.

STRATEGIC RELEVANCE:

Bylaws are reviewed and once they are five or more years old, they undergo a review process to ensure contents of the bylaw are relevant and meet current legislations.

DESIRED OUTCOME(S):

Ensure the Business Licensing Bylaw has been written in accordance with all the other requirements of the MGA with respect to the revision of bylaws.

RESPONSE OPTIONS:

Council gives Bylaw 834/2025 first reading and defers the bylaw back to Administration requesting more information.

PREFERRED STRATEGY:

IMPLICATIONS OF RECOMMENDATION:

GENERAL:

Council gave first reading to Bylaw 934/2025 at its Jan. 27 Regular Council meeting. On closer review, two small changes on page 7 have been made following the meeting:

21. Subject to an appeal to Council the License Appeal Board, the Licensing Officer may refuse to grant any license and may impose any conditions on a license for any of the following reasons:
 - (b) the applicant or licensee does not, or if is no longer meeting the requirements of this bylaw;

ORGANIZATIONAL:

FINANCIAL:

FOLLOW-UP ACTION:

COMMUNICATION:

OTHER COMMENTS:

Presented at the Feb. 10, 2025, Regular Council Meeting for the Town of Penhold

for 

CAO



REQUEST FOR DECISION

Department: Legislative Services

Submitted by: Bonnie Stearns

SUBJECT: Council Correspondence

RECOMMENDATION:

That Council receives the correspondence for information as presented.

CAO COMMENTS:

SUPPORTING DOCUMENTS: Report/Document: Attached ___ Available ___ Nil X

KEY ISSUE(S)/CONCEPTS DEFINED:

This listing identifies correspondence either attached or emailed to Council for review.

ATTACHED:

- Feb. 4, 2025 request from Daines Ranch Pro Rodeo re: 2025 Sponsorship

EMAIL:

- Jan. 27 Alberta Municipalities re: Alberta Municipalities' Friday News - January 24, 2025
- Jan. 28 9 FCM Connect re: Winners announced for FCM's 2024 Sustainable Communities Awards!
- Jan. 29 Alberta Municipalities re: The Weekly - January 29, 2025
- Jan. 29 email from Rick re: RCMP public consultation on transparency

RELEVANT POLICY:

Municipal Government Act, Statutes of Alberta 2000, Chapter M-26 – Section 201 (a) states in part that Councillors have the role of “..... Developing and evaluating the policies and programs of the municipality”.

STRATEGIC RELEVANCE:

Keeping Council informed on current related events.

DESIRED OUTCOME(S):

That Council is apprised of information that either impacts the Town of Penhold directly or provides information of interest.

RESPONSE OPTIONS:

1. Council may wish to have something further investigated; this item will be moved for further administrative review.
2. Council may wish to act on something and move the item for action.
3. Council may wish to move the items as information.

PREFERRED STRATEGY:

Determined upon response.

IMPLICATIONS OF RECOMMENDATION:

No further action on correspondence.

GENERAL:

The information shared with Council can have a direct impact on Penhold or provide information beneficial to Penhold.

ORGANIZATIONAL:

Legislative department receives and forwards relevant information to Council.

FINANCIAL:

No cost unless directive taken

FOLLOW UP ACTION:

As determined by Council.

COMMUNICATION:

May be directed to specific departments if potential impact.

OTHER COMMENTS:

Presented at the Feb. 10th, 2025 Regular Council Meeting for the Town of Penhold

for 

CAO

On Feb 4, 2025 12:59 PM, Daines Ranch Professional Rodeo <dainesranch@gmail.com> wrote:

To our valued sponsors,

We're gearing up for another incredible year at the **Daines Ranch Pro Rodeo**, and we'd love to have you on board as a valued sponsor once again!

Last year, we welcomed **over 8,000 spectators** through our gates and proudly expanded our reach with **international viewership on The Cowboy Channel**—a partnership we're excited to continue in 2025. Thanks to sponsors like you, we've been able to keep this legacy alive, delivering top-tier rodeo action and an authentic ranch experience that keeps fans coming back year after year.

Our goal, as always, is to host a **truly unique experience** for both our sponsors and spectators—one that **celebrates tradition, keeps costs affordable, and ensures our local community remains at the heart of it all**. Your support helps us maintain this balance, allowing us to continue providing an inclusive, high-quality event while offering businesses like yours an opportunity to connect with our engaged and loyal audience.

We're excited to share our **2025 sponsorship package**, featuring new opportunities to showcase your brand on-site and through our expanding media presence. Please find the package attached for your review. If you have any questions or would like to discuss custom sponsorship options, feel free to reach out—we'd love to chat!

Please note we have made some adjustments to our VIP packages (\$5,000+ sponsors). We are now offering our major sponsors the **opportunity to host and fill their own Skybox** for the performance of their choice vs receiving limited VIP tickets. Thank you for your past support, and we hope to have you join us for another unforgettable year at the **Daines Ranch Pro Rodeo**.

Thank you,
Rayel

2025 Sponsorship Proposal



Innisfail, Alberta

JUNE 13-15 2025

Contact

Website www.dainesranch.ca

Email dainesranch@gmail.com

Address 28420 Township Rd 362, Penhold, AB



The Daines Family has made many outstanding contributions to the sport of Rodeo for more than 50 years. Jack Daines' love for rodeo began at an early age, riding steers and eventually broncs before beginning his announcing career at the same rodeos that he was competing in.

In 1961, Jack was at the top of his bronc riding career when he built the Daines Ranch Rodeo grounds with the help of his brothers Jim, Norman, Glen, Ivan, Franklin and Danny. Jack Daines passed away December 28, 2021 at the age of 86. The next generation of the Daines', friends and neighbours are proud to carry his legacy forward.

Each year, thousands of fans perch themselves on the grassy hillside of the legendary Daines Rodeo Ranch. The 20 acre institution has been the go-to gathering spot for generations of Central Alberta families seeking a safe and fun place to camp and get close to the pros.

Producing the Daines Ranch Pro Rodeo is a full-fledged family affair. The rodeo is unique in that it is privately run, relying on sponsorship money to pay the livestock contractors and contestants.



BY THE NUMBERS

SOCIAL MEDIA VIEWERSHIP

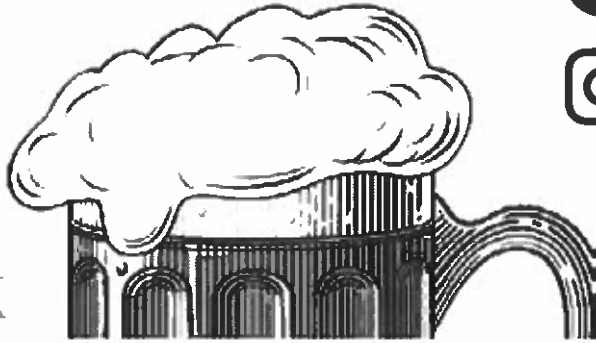


Average of 22,000 views
per post on rodeo weekend



Average of 30,000 views
on rodeo weekend

APPROX



5,235,000

mLs of Beer Consumed Annually



10ACRES

OF FREE CAMPING

International attendance from 6
different countries in 2024



2X COMMITTEE
OF THE YEAR
SINCE 2021



Sponsorship Packages



Camping Sponsor

\$10,000

- Naming rights for the campground at the Daines Ranch, including custom branded signage at the entrance to camping area
- Your company name announced in front of international viewership via Cowboy Channel broadcast
- Reserved camping spots (2) in exclusive VIP camping area during rodeo weekend
- Company branding on online ticket sales
- Company logo displayed, or name mentioned with all references to camping
- Reserved VIP SkyBox for 10 people during all three rodeo performances (Includes: Private hosting area overlooking chutes with VIP bar & servers)
- 14 General Admission tickets for each performance
- Logo displayed on arena video screen, arena signage and throughout the facility
- Announcer recognition multiple times during each performance
- 0:30 second company commercial on JumboTron screen during each performance
- Vendor space near rodeo arena or camping area entrance, if desired
- Logo on event website



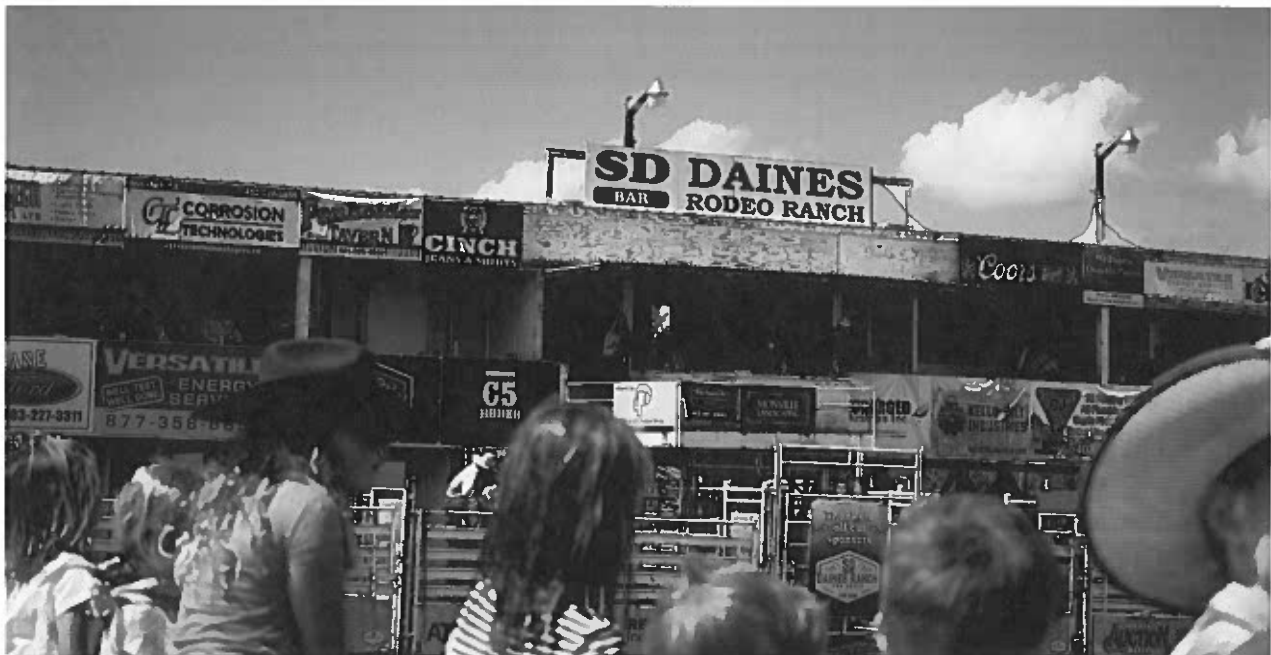
Sponsorship Packages



Grandstand Sponsor

\$10,000

- Naming rights for the main grandstand at the Daines Ranch Pro Rodeo
- Custom company billboard above grandstand for all events throughout the year
- Your company name announced in front of international viewership via Cowboy Channel broadcast
- Reserved camping spots (2) in exclusive VIP camping area during rodeo weekend
- Company branding on online ticket sales
- Reserved VIP SkyBox for 10 people during all three rodeo performances (Includes: Private hosting area overlooking chutes with VIP bar & servers)
- 14 General Admission tickets for each performance
- Logo displayed on arena video screen, arena signage and throughout the facility
- Announcer recognition multiple times during each performance
- 0:30 second company commercial on JumboTron screen during each performance
- Vendor space near rodeo arena, if desired
- Logo on event website



Sponsorship Packages



Cabaret Sponsor

\$10,000

- Your company name announced in front of international viewership via Cowboy Channel broadcast
- Reserved camping spots (2) in exclusive VIP camping area during rodeo weekend
- Company branding on online ticket sales
- Custom Company signage for all events throughout the year in the Dance Hall
- Reserved VIP SkyBox for 10 people during all three rodeo performances (Includes: Private hosting area overlooking chutes with VIP bar & servers)
- 14 General Admission tickets for each performance
- Logo displayed on arena video screen, arena signage and throughout the facility
- Announcer recognition multiple times during each performance
- 0:30 second company commercial on JumboTron screen during each performance
- Vendor space near rodeo cabaret, if desired
- Logo on event website



Sponsorship Packages



Grain Bin Sponsor

\$7,000

- Naming rights to the grain bin bar during each day of the rodeo
- Custom branded signage for bar area
- Company logo displayed or name mentioned with all references to the area
- Reserved VIP SkyBox for 8 people during all three rodeo performances (Includes: Private hosting area overlooking chutes with VIP bar & servers)
- 12 General Admission tickets for each performance
- Logo displayed on arena video screen during each performance
- Announcer recognition multiple times during each performance
- 0:15 second company commercial on JumboTron screen during each performance
- Logo displayed on signage inside the arena and throughout the facility
- Logo on event website



Sponsorship Packages



Chute Sponsor

\$5,000

- Your company name announced in front of international viewership via Cowboy Channel broadcast
- Company logo displayed on bucking chute
- Company recognition with each use of the chute
- Choice of performance (Friday, Saturday or Sunday) for reserved VIP seating for up to 12 people (Includes: General VIP seating with VIP bar & servers).

*Performance selection is on first come, first serve basis.

- 10 General Admission rodeo tickets for all three performances
- Company signage displayed inside the arena, and throughout the facility
- Announcer recognition during each performance
- 0:15 second company commercial on Jumbotron Screen during each performance
- Logo on event website



Sponsorship Packages



Mutton Bustin' Sponsor

\$5,000

- Your company name announced in front of international viewership via Cowboy Channel broadcast
- Company recognition as Mutton Busting sponsor
- Company logo and branding on custom kid's back numbers
- Choice of performance (Friday, Saturday or Sunday) for reserved VIP seating for up to 12 people (Includes: General VIP seating with VIP bar & servers).

*Performance selection is on first come, first serve basis.

- 10 General Admission rodeo tickets for all three performances
- Company signage displayed inside the arena, and throughout the facility
- Announcer recognition during each performance
- 0:15 second company commercial on Jumbotron Screen during each performance
- Logo on event website
- Reserves Mutton Busting entrees for each performance - 5 kids max (ages 5-7)
- Opportunity to hand out merchandise/ promote business with a booth



Sponsorship Packages



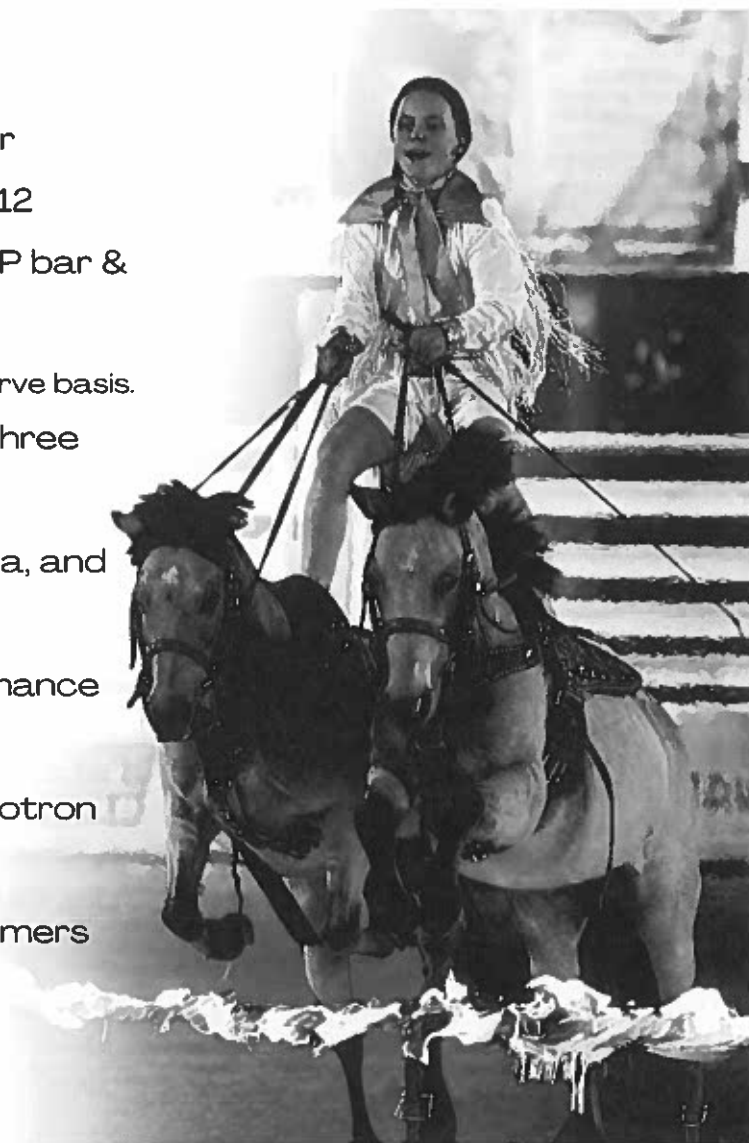
Entertainment Sponsor

\$5,000

- Your company name announced in front of international viewership via Cowboy Channel broadcast
- Company recognition as sponsor of the entertainment
- Company flag to be used in act if available
- Choice of performance (Friday, Saturday or Sunday) for reserved VIP seating for up to 12 people (Includes: General VIP seating with VIP bar & servers).

*Performance selection is on first come, first serve basis.

- 10 General Admission rodeo tickets for all three performances
- Company signage displayed inside the arena, and throughout the facility
- Announcer recognition during each performance
- Logo on event website
- 0:15 second company commercial on Jumbotron Screen during each performance
- Meet and greet with entertainment performers



Sponsorship Packages



Kid Zone Sponsor

\$5,000

- Your company name announced in front of international viewership via Cowboy Channel broadcast
- Company recognition as sponsor of the Kid Zone
- Choice of performance (Friday, Saturday or Sunday) for reserved VIP seating for up to 12 people (Includes: General VIP seating with VIP bar & servers).

*Performance selection is on first come, first serve basis.

- 10 General Admission rodeo tickets for all three performances
- Company signage displayed inside the arena, and throughout the facility
- Announcer recognition during each performance
- Logo on event website
- 0:15 second company commercial on Jumbotron Screen during each performance
- Opportunity to hand out merchandise/ promote business with a booth



Sponsorship Packages



Sound Sponsor

\$3,500

- Your company name announced in front of international viewership via Cowboy Channel broadcast
- Company recognition at the beginning of and throughout the event
- 10 General Admission Rodeo Tickets for all three performances
- Custom Signage and recognition as the sound sponsor
- Company signage displayed inside the arena, and throughout the facility
- Announcer recognition during each performance
- Logo on event website

Signage Sponsor

\$3,500

- Your company name announced in front of international viewership via Cowboy Channel broadcast
- Company recognition as sponsor of the Sports Medicine Team
- 10 General Admission rodeo tickets for all three performances
- Company signage displayed inside the arena, and throughout the facility
- Announcer recognition during each performance
- Logo on event website

Bull Fighter Sponsor

\$3,500

- Your company name announced in front of international viewership via Cowboy Channel broadcast
- Company recognition as sponsor of the Bull Fighters
- Company logo and branding on custom Bull Fighter jerseys
- 10 General Admission rodeo tickets for all three performances
- Company signage displayed inside the arena, and throughout the facility
- Announcer recognition during each performance
- Logo on event website

Sponsorship Packages



Rodeo Event Sponsor

\$3,500

- Your company name announced in front of international viewership via Cowboy Channel broadcast
- Company recognition at the beginning of and throughout the event
- 10 General Admission Rodeo Tickets for all three performances
- Airtime in presenting the event buckle to event champion during Sundays performance
- Company signage displayed inside the arena, and throughout the facility
- Announcer recognition during each performance
- Logo on event website

Sports Medicine Sponsor

\$3,500

- Your company name announced in front of international viewership via Cowboy Channel broadcast
- Company recognition as sponsor of the Sports Medicine Team
- 10 General Admission rodeo tickets for all three performances
- Company signage displayed inside the arena, and throughout the facility
- Announcer recognition during each performance
- Logo on event website

Out Gate Sponsor

\$3,500

- Timed Event End or
- Roughstock End
- Your company name announced in front of international viewership via Cowboy Channel broadcast
- Custom signage on arena out gate
- 10 General Admission rodeo tickets for all three performances
- Company signage displayed inside the arena, and throughout the facility
- Announcer recognition during each performance
- Logo on event website

Sponsorship Packages



Pick Up ManSponsor

\$3,500

- Your company name announced in front of international viewership via Cowboy Channel broadcast
- Company recognition as sponsor of the Pickup Men
- Company logo and branding on custom Pickup Men shirts
- 10 General Admission Rodeo tickets for all three performances
- Company signage displayed inside the arena, and throughout the facility
- Announcer recognition during each performance
- Logo on event website

Branded Bar Sponsor

\$3,500

- Cowboy Bar
- Back Alley Bar
- Your company name announced in front of international viewership via Cowboy Channel broadcast
- Naming rights to your bar during each day of the rodeo
- Custom branded signage for bar area
- Company logo displayed or name mentioned with all references to the area
- 10 General Admission Rodeo tickets for all three performances
- Company logo displayed on video screen during each performance
- Announcer recognition multiple times during each performance
- Logo displayed on signage inside the arena and throughout the facility
- Logo on event website

Kiss Cam Sponsor

\$2,500

- Your company name announced on international viewership via Cowboy Channel broadcast
- Company mentioned during segment (one per performance)
- 8 General Admission Rodeo Tickets for all three performances
- Company logo displayed on video screen during Kiss Cam
- Logo on event website

Sponsorship Packages



Local Sponsor

\$1,000

- 4 General Admission rodeo tickets for all three performances
- Logo displayed on JumboTron screen before each performance
- Logo displayed on banner signage inside the arena
- Logo on event website

Support Sponsor

\$500

- 2 General Admission rodeo tickets for all three performances
- Logo displayed on JumboTron screen before each performance
- Logo displayed on banner signage inside the arena
- Logo on event website





Thank You!

Contact



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