



REQUEST FOR DECISION

SUBJECT:	Sponsorship Request – Grande Cache Chamber of Commerce		
SUBMISSION TO:	REGULAR COUNCIL MEETING	REVIEWED AND APPROVED FOR SUBMISSION	
MEETING DATE:	April 22, 2025	CAO:	MANAGER:
DEPARTMENT:	COMMUNITY SERVICES	DIR: MH	PRESENTER: LL
STRATEGIC PLAN:	Culture, Social & Emergency Services	LEG: SS	

RELEVANT LEGISLATION:

Provincial (cite) – N/A

Council Bylaw/Policy (cite) – Policy 8012, Sponsorships

RECOMMENDED ACTION:

MOTION: That Council approve a sponsorship up to \$20,000.00 to the Grande Cache Chamber of Commerce for the Grande Cache Heritage Rendezvous on June 27th to June 29th, 2025 in Grande Cache, Alberta, with funds to come from the 2025 Community Services Sponsorships & Donations budget.

BACKGROUND/PROPOSAL:

The Grande Cache Chamber of Commerce has requested a sponsorship in the amount of \$35,150.00 for the Grande Cache Heritage Rendezvous on June 27th to June 29th, 2025, in Grande Cache Alberta.

The Grande Cache Chamber of Commerce is a not-for-profit organization dedicated to advancing the economic vitality of the region, enhancing the quality of life for residents and championing education as a cornerstone for growth and opportunity.

In late 2024, a committee was formed, encompassing representatives from the Tourism & Outfitting industry, the Chamber, and the Golden Age Club, to develop an annual festival that would celebrate the rich history, culture, and traditions of the Grande Cache community. A facilitation workshop was held in Grande Cache on January 9, 2025, to engage with the community and gather ideas for the festival. A total of 23 locals participated and were in favor of a horse and trapping themed event for 2025. This proposed festival is supported by the Grande Cache Chamber of Commerce and is scheduled for June 27-29, 2025 at various locations throughout Grande Cache, including the Grande Cache Tourism Center, Recreation Center and Central Park. As part of the celebrations, legendary pioneers and the first entrepreneurs (outfitters and trappers) who contributed to making Grande Cache what it is today will be honored.

Representatives from the Grande Cache Chamber of Commerce presented the sponsorship request at the April 15, 2025 Committee of the Whole meeting.

The budget for the Rendezvous event is \$45,000.00. To date, sponsorships have been received in the amount of \$2,000.00 and the Rendezvous committee continues their fundraising efforts, requesting sponsorship and donations from local businesses and industry.

Local not-for-profit organizations are in support of this event and have provided letters included in the sponsorship application.

If Council chooses to support this event, Greenvue would be recognized on social media, posters, the Alberta Rockies Adventures website, the Grande Cache Chamber website, in the local newspaper and on CBC Edmonton radio and television.

The 2025 Community Services Sponsorships & Donations budget balance is approximately \$132,288.78.

BENEFITS OF THE RECOMMENDED ACTION:

1. The benefit of accepting the recommended motion is that Council would be supporting a community event that promotes cultural preservation and education, fosters economic growth and tourism by drawing visitors from surrounding towns, encourages community partnerships and strengthens community unity and pride.
2. The benefit of Council accepting the recommended motion is the event would increase the visibility and awareness of Grande Cache, build and strengthen relationships among local businesses, residents, and community groups, and contribute to the long-term sustainability of annual festivals and heritage celebrations.

DISADVANTAGES OF THE RECOMMENDED ACTION:

There are no perceived disadvantages to the recommended motion.

ALTERNATIVES CONSIDERED:

Alternative #1: Council has the alternative to take no action to the recommended motion or support a sponsorship in the amount of their choosing.

FINANCIAL IMPLICATION:

Direct Costs: Up to \$20,000.00

STAFFING IMPLICATION:

There are no staffing implications to the recommended motion.

PUBLIC ENGAGEMENT LEVEL:

Greenvue has adopted the IAP2 Framework for public consultation.

INCREASING LEVEL OF PUBLIC IMPACT

Inform

PUBLIC PARTICIPATION GOAL

Inform - To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.

PROMISE TO THE PUBLIC

Inform - We will keep you informed.

FOLLOW UP ACTIONS:

Administration will advise the Grande Cache Chamber of Commerce of Council's decision.

ATTACHMENT(S):

- Sponsorship Application