



## Memorandum

**Date:** August 31, 2021

**To:** The City of Spruce Grove

**From:** The Spruce Grove and District Agricultural Society

**Re:** Spruce Grove and District Agricultural Society - 50<sup>th</sup> Anniversary

Mr. Mayor and Council Members,

My name is Lori Sewell, I am co-chair of the Spruce Grove and District Agricultural Society, 50th Anniversary Committee. Co-chairing the 50th Anniversary Committee with me is Ashleigh Munro, who you may know from Kiwi Nurseries. Ashleigh is present at this meeting as well as Sidney Livingstone who is the President of the Spruce Grove and District Agricultural Society.

The Spruce Grove and District Agricultural Society (the "Society") was formed on May 5, 1972. Since that time many changes have occurred within the Society as well within the City of Spruce Grove (the "City"). Over the years the Society has maintained representation within the community and endeavored to continue being a key component of the City.

On behalf of the Society, I speak to you this evening to plant the seed of partnering with the City to celebrate. When the Society was originally formed there was a commitment to host an Agra Fair for 25 years. The Agra Fair was so successful that the Society actually hosted 30 Agra Fairs!

Our vision for the 50th Anniversary is to celebrate the history of the Society, the people in our community that work hard to keep the Society active, and to educate and bring awareness to the people in the City and surrounding areas. Agricultural, an important aspect of everyday life, may not look the same as it did 50 years ago but the importance of it has remained.

As our Society continues to be key in the community there are yearly functions planned Obviously Covid-19 very much affected this over the past year and a half, but we want to look forward. It is time to embrace our heritage and celebrate.



Two key events we will be focusing on for the 50th Anniversary will be an anniversary celebration on May 7, 2022, and the resurrection of the Agra Fair on the weekend of August 26, 2022.

The anniversary celebration on May 7, 2022, will primarily focus on the founding and long-time members of the Society. Their hard work and years of dedication will be celebrated, their stories told. A historical mural will be painted on the north end of our new display shed. The mural will be unveiled on May 7th. Concluding the anniversary celebration there will be an invitational honorary dinner.

Our vision for August is to bring back the Agra Fair! This includes the pancake breakfast, parade, bench show, midway, fireworks, contests, and prizes. Agra Fair 2022 may not be as grandeur as the last Agra Fair in 1994, but it will be magnificent. Many residents of Spruce Grove and surrounding areas will be able to take a walk down memory lane. Like some of you, I grew up with the Agra Fair being a huge part of my life.

Now that the seed is planted, we ask that the City partner with us to nourish and grow these seeds of celebration.

These events are months away and in the infancy of planning but the time to plan and execute will pass by quickly. Our hope is that the City will partner with us in promoting the events, volunteering, and financially. Our Society is already mapping out donors and supporters within Spruce Grove and surrounding areas. We have also held our first 50th Anniversary committee meeting to brainstorm ideas. Our next meeting will be taking place on September 26, 2021.

Mr. Mayor and Council Members, we would very much like to hear your comments or thoughts this evening on the ideas proposed.

We look forward to having a further discussion and working with you, City Staff, and the various departments within the City.

Thank you for the opportunity to address the City this evening.

Lori Sewell, 50th Anniversary Co-Chair  
Ashleigh Munro, 50th Anniversary Co-Chair  
Sidney Livingstone, President, Spruce Grove & District Agricultural Society



### **Promoting Events:**

The City will partner with the Society by promoting the two main events without cost to the Society. The Society would provide the promotional material in a format deemed acceptable by the City.

- on the City's social media pages
- on exterior electric pylon signage owned by the City
- on interior electric signage in any City owned facility (i.e. Library, City Hall)
- promotion of the events at applicable committee meetings with partnering communities

### **Financial Support:**

The Society made an application to the City earlier this year for a \$40,000.00 contribution towards the electrical upgrades and other site work at the Ag Society site. In addition to this funds would also be used partially towards the 50<sup>th</sup> Anniversary celebrations. It is our understanding that the award of these funds to the Society is graciously being considered by City Council.

Aside from the contribution of funds our ask from the City would be:

1. Dignitaries from the City in attendance at both the anniversary celebration on May 7, 2022 and at the Agra Fair on August 27<sup>th</sup>.
2. Use of City owned properties (Agrena, Central Park, run track behind Ecole Broxton Park School, field at Brookwood School.)
  - Inside of the Agrena would be used for a bench show and display of agricultural equipment "then and now".
  - Outside of the Agrena in the south parking lot would be utilized for the pancake breakfast (morning of August 27<sup>th</sup>).
  - Pavement on the west side of the Agrena to be used for Food Trucks.
  - Central Park would be used for competitions (IE "mutt" show, talent show, petting zoo, agricultural related presentations, venue for live musical performances).
  - Run track behind Ecole Broxton Park School for fireworks display the evening of August 27<sup>th</sup>
  - Field at Brookwood School used for a midway.



3. Parade
  - Parade route to be similar as the parade in 1994. It would be ideal to keep the same route from 1994 as it would draw people back to the “historic” areas of Spruce Grove.
  - Require City resources to work with the Society in planning the route, City to provide maintenance resources to block off streets.
  - Resources from City By-Law to ensure safety of parade observers.
4. Fireworks display
  - Consideration for sponsorship of the fireworks display.
  - Commitment from the Spruce Grove Fire Department to execute the display.
  - City By-Law enforcement to ensure safety of participants.
5. Volunteers from the City
  - To be influencers of support to other organizations within the City of Spruce Grove and surrounding areas.
  - Provide volunteers for manpower at the pancake breakfast.
  - Have a “task force” that would engage with the Society 50<sup>th</sup> Anniversary organizers to brainstorm on how best to utilize City resources.
6. Waiver of applicable permit fees for the various activities.
7. Tours of City resource facilities (fire hall, RCMP station, ambulance station).
8. Free Park & Ride bus service within the City limits.

**Benefits of partnering with the Society:**

1. Promotion of the City of Spruce Grove to current and potential new residents to the community.
2. Reminding long-term residents of the historic value of the City.
3. Promotion of partnership with the City and supporting businesses.
4. Tourism dollars.
5. Hosting the Agra Fair at the Agrena will show residents how the City partners with other organizations within the community.



6. This event could be the stepping stone needed to rekindle the community feel that Spruce Grove once had.
7. The conception of the City and the Society hosting events for years to come.

The Society will have a fundraising committee specific to the 50<sup>th</sup> Anniversary Agra Fair celebration. This committee will work hard at soliciting support of volunteers and financial aid from businesses in and around the City. The 50<sup>th</sup> Anniversary Agra Fair is very dear to the hearts of the members of the Society. You can be assured that a 110% effort will be made by our volunteers to make 2022 a very special and amazing year for the Society and all our partnering stakeholders.

#### **Promotion by the Society:**

The Society will be promoting both the Anniversary celebration and the Agra Fair on all our social media pages and resources available to us in neighbouring communities and other Agricultural Societies.

Two other events which will be organized and hosted by our Events Committee. These events will both be hosted at the Ag Society elevator site.

1. June 2022 - Flapjacks at the Tracks and a garage sale.
2. July 2022 - Children's Carnival

The Society will also be advertising in an old fashioned means by placing posters in various retail spaces and businesses in the City and surrounding areas. In a time of electronics and social media we cannot assume that we reach all demographics.