

AGENDA: Bragg Creek Community Association Board Meeting

Date: Tuesday, February 25, 2025
Time: 5:30 – 8:30pm
Location: Bragg Creek Community Center

Mission: We support the greater Bragg Creek area through programs, events, services and facilities that build community.

Vision: Our community is connected and engaged through our welcoming and vibrant community association.

Areas of focus: Revenue, infrastructure and operations, facilities and grounds, programs and services, events.

- 5:** **Call to Order**
Agenda Approval
Motion to Approve Minutes of Jan 28, 2025 by:
2nd by:
- 5 Min** **Elect Today's Secretary: Lindsey**
Board will rotate secretary responsibility until the role can be filled.
- 5 Min** **Motion for President, Vice President Appointment**
- 45 Min** **Budget & Fundraising Planning – Guy & TL**
- 15 Min** **Executive Director's Report – Guy**
- 10 Min** **Treasurer's Report – Tanjou**
- 40 Min** **Committee Reports:**
- Standing**
- Bragg Creek Veterans Memorial Committee – (April & October)
 - Sustainability and Resiliency Committee – Lindsey
 - Volunteer Management Committee – Ramonde
 - Rink Committee – TL
 - Community Research Committee – Lindsey* Pending
New committee needs to be named due to exiting directors.
- Ad hoc**
- Spirit of Christmas – Shaye to provide event debrief report. Ramonde to provide event volunteer summary report.
 - Winter in the Woods – TL
- 20 Min** **Liaison updates:**
- RVC ASP Visioning Committee update – Lindsey
 - Bragg Creek Wild – Lindsey

- Bragg Creek Environmental Coalition (BCEC) – Lindsey
- Bragg Creek Foundation – Ramonde
- Bragg Creek Snowbirds – Colin
- Bragg Creek Chamber – TL
- Bragg Creek Trails – Tanjou

10 Min New Business –

5 Min In Camera –

Adjournment

Next meeting: Tuesday March 25, 2025



AGENDA: Bragg Creek Community Association Board Meeting

Date: Tuesday, ~~March~~ ^{Feb} 25, 2025
Time: 6:30 – 8:30pm
Location: Bragg Creek Community Center

Mission: We support the greater Bragg Creek area through programs, events, services and facilities that build community.

Vision: Our community is connected and engaged through our welcoming and vibrant community association.

Areas of focus: Revenue, infrastructure and operations, facilities and grounds, programs and services, events.

- 5:40** **Call to Order at 5:40pm**
Agenda Approval
Motion to Approve Minutes of Jan 28, 2025 by: Tanjou
2nd by: Jos
- 5 Min** **Elect Today's Secretary: Shaye**
Board will rotate secretary responsibility until the role can be filled.
- Budget & Fundraising Planning – Guy**
- RVC – we have entered into a 3 year agreement. See supporting document.
 - RVC requirements by Apr 1st: budget, fundraising plan, capital plan, audited financials, bylaws, list of Board of Directors, organizational structure
 - Guy has begun these requirements.
 - Guy presented Draft Fundraising Development Plan. See supporting document
- 15 Min** **Executive Director's Report – Guy**
- See Report.
- Rink closed today for the season ☹️
 - Program evaluation with be presented next month
 - See Program Partnership Policy.
- MOTION: TL Motions to approve the Program Partnership Policy with the removal of dollar fees and addition of percent fees.**
Seconded by Ramonde
- 5 Min** **Motion for President, Vice President, Appointment**
MOTION: Tanjou motions to elect Terri-Lynn Duque as President for this term. Seconded by: Ramonde All in favour.
MOTION Tanjou motions to elect Shaye Radford as Vice President for this term. Seconded by Vic, All in favour.
- 10 Min** **Treasurer's Report – Tanjou**
Introduction and walk through of the new reporting.

- We are prioritizing completing the 3-year budget for Rocky View County.
- We are currently on budget

40 Min

Committee Reports:

Standing

- Bragg Creek Veterans Memorial Committee – Unassigned (SPRING and FALL only)
- Sustainability and Resiliency Committee – Lindsey
 - Report in Sharepoint
- Volunteer Management Committee – Ramonde
 - Meeting planned for March. Recruiting new members
- Rink Committee – TL
 - Winter in the Woods report coming next month
- Community Research Committee – Lindsey* Pending
New committee needs to be named due to exiting directors.

Ad hoc

- Spirit of Christmas – Guy & Shaye debrief reports were reviewed. Ramonde to provide event volunteer summary report.
 - Discussion ensued. Plan to host the event AND market again next year.
- Winter in the Woods – TL
 - Report will be ready next meeting
- Bragg Creek Days – July 19 - Ramonde
 - Working on ideas for a two day event – possibly qualifies for additional funding as per info from Bragg Creek Foundation about a planned NOT A Golf Tournament on the Sunday.
 - TL mentions working with the Chamber and bringing forward to the March meeting of community groups.
 - Guy mentioned a call out for local events that could coincide with our dates and become part of a larger promotion to expand to two days.
 - Show & Shine idea – idea for involvement of the Cowboy Trail Car Club.

20 Min

Liaison updates:

- RVC ASP Visioning Committee update – Lindsey
- Bragg Creek Wild – Lindsey
- Bragg Creek Environmental Coalition (BCEC) – Lindsey
- Bragg Creek Foundation – Ramonde
 - They have launched a scholarship fund!! Applications available via their website and due May 31.
 - NOT A Golf Tournament planning underway for the Sunday of Bragg Creek Days (July 20)
- Bragg Creek Snowbirds – Colin
- Bragg Creek Chamber – TL



- The Chamber continues to look for opportunities to partner with initiatives within the community.
- Shaye suggests we ask if the Chamber could support a Sunday summer student to support the farmers' market and promoting Bragg Creek tourism.
- Bragg Creek Trails – Tanjou

10 Min

New Business –

- Jos suggests rethinking the parking lot situation during events to ensure full usage of the space and enhance attendance visibility. Guy has noted.

Adjournment: 8:02pm

Next meeting: Tuesday March 25, 2025





Bragg Creek Centre

Executive Director Monthly Report

Submitted By: Guy Latour

Date: February 21st, 2025

Summary of monthly Initiatives

HR – Supervision, Payroll, scheduling

- Significant amount of time spent in providing Viki direction and support in new role
- Caroline probation review at the end of this month.

Facility

- Difficulty with HVAC unit and thermostats servicing north side of building impacting the daycare for a couple days. Required service calls and repairs. Resolved.
- **Zamboni Project.**
 - We have not met since last meeting
 - I have reached out to the regional Zamboni Service provider for Alberta, and we have found out that it was actually built in 1997 not 2006 making it around 28 years old
 - Current estimates for inspections are from \$750 to \$1,500 plus transportation to Acheson AB for full inspection to just over \$2,099.00 for a visual inspection in Bragg Creek
 - Drafting Quote \$3,990.00 for detailed design plans for Development Permit and Building Permit.
- 3G wireless networks across Canada are shutting down this year. Our fire call out line currently operates on the 3G network system and requires upgrading. Our provider is recommending to ensure compliance with evolving infrastructure and industry standards, a new Fire Dialer solution that employs a GSM radio for Active Monitoring rather than Passive Monitoring. Cost **\$2,600 + \$60 month for Monitoring**. Should save money monthly as we can cancel telus line at \$120/month.

Rentals

Training continues with Vicki on rentals. She is now focusing on moving Summer Farmers Market vendor registration

- Larger upcoming rentals
 - 2024-2025 April 11 Bragg Creek Wild, April 12 Town of Cochrane Event, May 31 Wedding, June 14 Wedding
 - 2025-2026 Sept 19 Wedding, Sept 26 Wedding, Oct 10 Elections, Nov 13-15 Artisans Marke

Financial & Fundraising

- Significant work on three-year budget, fundraising plan (draft attached), capital plan, required for RVC agreement for April 1st.

Administration

- No update

Short and Long-Term Planning

- No updates

Communication & Marketing

- I still have been taking a large role in marketing and communication
- Prepared and sent out several newsletters for Winter in the Woods. Preparing and sending out February newsletter.

Programs

- Caroline is in the last stages of the program evaluation. It will include both and S.W.O.T analysis and GAP analysis. Once she has completed them, we will start the brainstorming components to identify best program opportunities. We will invite Board members to participate
- Caroline has lots of program ideas ready to go. I am asking her to complete our evaluation to ensure the programs we decide to move forward fill needed gaps and make sense before we start implementing new programs
- Summer camp program registration started. Caroline has put a lot of work preparing and is working closely with Adrian in preparation for this year's summer camp program.

Key Aspects:



Bragg Creek Centre

1. **Framework:** Camps are based on physical literacy (developing age-appropriate physical skills) and the Long Term Athlete Development Plan from Sport Canada.
2. **Limited Spots Available:** 25 campers a week with 3 leaders plus Adrian, who will be supervising to ensure a supportive and inclusive environment.
3. **Leadership:** Adrian's extensive experience in youth sports leadership, combined with the talented staff he has carefully selected, sets our camps ahead of traditional camps.
4. **Focus:** Each camp is more than sports, with a focus on developing important skills like teamwork, leadership, and communication.

Expected Outcomes:

- Achieve increased registration for each week of camp from last year (with a maximum of 25 campers per week).
- Increase community awareness and engagement with the Bragg Creek Community Centre.
- Strengthen the center's reputation as a go-to destination for youth and family activities.
- **Programs:** Pickleball (4xweek), Rumble and Roar (1 week), Artsy Afternoons (1 week)

December	Total	Bragg Creek	Foothills County	Redwood Meadows	Rocky View County	Calgary	Cochrane	Other
Total Participants	522	182	100	50	39	20	117	0
Percentage of total		34.9%	19.2%	9.6%	7.5%	3.8%	22.4%	0.0%

Education & Networking

- Still unable to attend any networking opportunities with the Federation of Communities due to workload

Policy and procedure

- **Program Partnership Policy- after consulting with new Program Coordinator – Presented for review and recommend approval**
 - Expanded to include Active living, Health & Wellness, and Education programs
 - Clarification to include that "The BCCA reserves the rights to determine what programs pose a suitable risk and as such requires certification" based on level of risk the program involves
 - Added ice rink, screening, and 15% discount for members
 - This is first step in larger program delivery system
 - This bridges gap between rentals and programs and provides us a framework and capacity to partner with businesses and instructors to provide programs reducing their rental costs while ensuring the BCCA and its members benefit
- Health and Safety draft policy is still being reviewed by Facilities Committee. I am also now working on updating it with rink flooding procedure
- Still working on a Liquor Policy

Board Governance

- Updated website with documents from past meeting
- Significant work on three-year budget, fundraising plan, capital plan, required for RVC agreement for April 1st

Events

- **Spirit of Christmas** – I have included my report again and would like to take some time to review both Shaye's and my reports and get more feedback from the board
- **Winter is the Woods.** All staff supported event from 2-4 full days. Every staff worked Friday and Saturday supporting event



Bragg Creek Community Association

Policy Type: Operational	Original Effective Date:
Policy Name: Program Partnership Policy (Partial Partnership)	Date of Last Amendment:

Purpose

This policy outlines the terms and conditions for partial partnerships between the Community Association and instructors wishing to provide Active living, Health & Wellness, and Education programs at the Community Centre. It establishes clear guidelines for responsibilities, financial arrangements, and operational procedures.

2. Partnership Overview

The Community Association ("the Association") collaborates with qualified instructors ("the instructor") to offer **Active living, Health & Wellness, and Education** programs within the Community Centre's gym, meeting rooms, and outdoor areas. This partnership aims to enhance community engagement and provide diverse programming for residents.

3. Instructor Requirements

To be eligible to partner with the Association, Instructors must meet the following criteria:

- **Screening:** Any instructor instructing a program for vulnerable sector participants must provide the BCCA with a Police Records Check with a vulnerable sector search. The BCCA reserves the rights to determine who they will allow to run programs for vulnerable sector participants.
- **Certification:** Any instructor instructing a recreation or fitness program or working with children must hold current and relevant certification(s) for their specific fitness or recreation program from a recognized and reputable organization. The BCCA reserves the rights to determine what programs pose a suitable risk and as such requires certification
- **Insurance:** Any instructor instructing a recreation or fitness program or working with children must provide proof of professional liability insurance with coverage valid for the duration of the partnership.

4. Facility Use and Fee

- **Facility Fee:** Instructors will be charged a rate of \$50 per hour for the use of the Community Centre's gym facilities and \$20 per hour for the use of a meeting room and \$25 per hour for the outdoor ice rink. This fee covers access to the space but does not include additional services such as setup, teardown, or equipment maintenance unless otherwise agreed upon. Fees for other outdoor areas will be determined on a case-by-case basis.

5. Registration and Administration

- **Optional Registration Service:** The Community Association offers an optional registration service to handle participant enrollments via its website and registration software.
- **Administration Fee:** If Instructors choose to use the Association's registration service, a fee of \$2 per participant per session will be charged to cover administrative costs associated with processing enrollments, managing schedules, and handling communications. The Association will charge \$1 per participant per drop-in session.

6. Payment Options

- **Option 1: End-of-Session Reconciliation**

Instructors using the optional registration service will be provided a summary of total proceeds collected from participants at the end of each class session. From these proceeds, the following deductions will be made:

 - **Facility Fee:** \$50/\$20/\$25 Gym/Room/Ice per hour.
 - **Administration Fee:** \$2 per participant.
 - The instructor will retain the net amount after these deductions are made. Payment of the remaining fees will be settled through this reconciliation process and paid to the instructor within 30 days of the end of the session.
- **Option 2: Full Payment in Advance**

Instructors who are processing their own registrations and are not using the optional registration service must pay the facility fee in full in advance. The payment should be made at least 7 days prior to the scheduled session. This payment covers:

 - **Facility Fee:** \$50/\$20/\$25 Gym/Room/Ice per hour. No additional fees will be deducted for registration services since the instructor will handle all registrations independently.

7. Scheduling and Cancellations

- **Booking:** Instructors must book the gym space through the Community Centre's scheduling system. Bookings are subject to availability and must be confirmed at least 14 days in advance.

- **Cancellation Policy:** Instructors must provide at least 48 hours' notice for cancellations. Failure to do so may result in forfeiture of the facility fee. Repeated cancellations may affect future booking privileges.

8. Responsibilities

- **Instructor Responsibilities:** Instructors are responsible for:
 - **Ensuring a 15% discount is offered to BCCA members**
 - Conducting their programs in a professional manner.
 - Ensuring that all participants sign a waiver and are aware of any risks associated with the program. The waiver must include the BCCA.
 - Arriving at least 15 minutes prior to the scheduled session to set up and ensure that the space is ready for use.
 - Leaving the facility in a clean and orderly condition.
- **Community Association Responsibilities:** The Association will:
 - Provide access to the gym/room/outside facilities as agreed upon.
 - Offer optional registration and administrative services if requested.
 - Maintain a clean and safe environment for program delivery.
 - Provide promotion of the program on our website and social media channels

9. Termination of Partnership

Either party may terminate the partnership with 30 days' written notice. In the event of termination, any outstanding fees or payments must be settled. The Association reserves the right to terminate the partnership immediately if the instructor fails to adhere to the policy terms or engages in unprofessional conduct.

10. Amendments to the Policy

The Community Association reserves the right to amend this policy as needed. Instructors will be notified of any changes in writing, and continued participation in the program will constitute acceptance of the revised policy.

Presidents signature

Date

Secretary signature

Date

In Alberta, the Vulnerable Sector (VS) refers to a category of individuals who, because of their age, disability, or other circumstances, are at a greater risk of harm or exploitation. This typically includes:

Children (under 18 years old), Elderly individuals, Persons with disabilities

Other individuals who may be dependent on others for care or assistance

A Vulnerable Sector Check (VSC) is a type of police background check required for individuals working or volunteering in positions of trust or authority over vulnerable persons. It screens for criminal records and sexual offenses, including those pardoned under the Criminal Records Act.



Bragg Creek Community Association (BCCA) Fundraising Development Plan

Objective

The goal of this plan is to establish a **sustainable, diversified fundraising strategy** to support the Bragg Creek Community Association's operations, programs, and facility improvements. This plan includes a combination of **grants, sponsorships, events, and ongoing revenue-generating initiatives** to ensure financial stability while strengthening community engagement.

1. Grant Funding (Municipal & Other Government Sources)

Current & Continuing Grants:

- **Rocky View County Grant Funding** (Operating & Capital) – Ensure continued applications for existing funding.
 - **2025-2026 \$180,000 2026-2027 \$175,000 2027-2028 \$170,000**
- **Provincial & Federal Grants** – Alberta Community Facility Enhancement Program (CFEP) (Capital Projects), Community Initiatives Program (CIP) (Programs), and other applicable grants where applicable.
 - **2025-2026 Project Dependent (PD) 2026-2027 (PD) 2027-2028 (PD)**

New Grant Opportunities:

- **Foothills County** – Begin discussions to request funding support, as data shows 8-24% of facility usage comes from Foothills County residents. Goal 15%
 - **2025-2026 \$40,000 2026-2027 \$41,200 2027-2028 \$42,436**
- **Cultural, Recreation, and Environmental Grants** – Research new grant opportunities specific to rural community development, sustainability initiatives, and recreation. Past experience is that there is little to no grants for operations but many grants for programs and capital projects.
 - **2025-2026 Project Dependent (PD) 2026-2027 (PD) 2027-2028 (PD)**

Action Steps:

- ✓ **Maintain a grant application calendar** to track deadlines.
 - ✓ **Assign responsibility for grant research and applications** (staff or committee).
 - ✓ **Strengthen relationships with municipal representatives** to advocate for funding.
-

2. Special Event Revenue

Existing Events:

Recommend that all Special Events due to the extensive amount of work already involved in planning and executing should include a component of fundraising.

- **Winter in the Woods Festival** – Continue as a key fundraiser, ensuring sponsorship growth with proceeds going towards the repair and maintenance of the ice rink.
 - **2025-2026 \$10,000 2026-2027 \$10,300 2027-2028 \$10,600**
- **Spirit of Christmas** – Continue as a community event including Christmas Market raising funds for Community Centre operations and programs. Goal \$15,000 - \$20,000
 - **2025-2026 \$15,000 2026-2027 \$15,500 2027-2028 \$16,000**
- **Bragg Creek Days** – Continue as a community event with increased donations and sponsorship increasing fundraising. Goal \$7,500
 - **2025-2026 \$2,500 2026-2027 \$5,000 2027-2028 \$7,500**

New Fundraising Events:

Recommend one new event that is 100% a fundraiser for the Community Centre

- **Gala Dinner & Auction** – A high-end event featuring local businesses, entertainment, and sponsorship opportunities.
- **New Years Eve Party** – Might be too close to Spirit of Christmas
- **Community BBQ & Concert Series** – Ticketed event featuring local musicians and food vendors.
- **Sporting Tournaments** – Pickleball, hockey, or multi-sport fundraising competitions.
- **Annual Raffle & Silent Auctions** – Expand reach through online ticket sales and corporate prize donations.
- **2025-2026 \$5,000 2026-2027 \$7,500 2027-2028 \$10,000**

Action Steps:

- ✓ Form an events subcommittee to lead planning and execution.
 - ✓
-

3. Rink Board Advertising & Facility Sponsorships

Existing Advertising Revenue:

- **Rink Board Advertising** – Increase outreach to local businesses for annual ad placements. Goal \$10,000 - \$15,000
- **2025-2026 \$10,000 2026-2027 \$12,500 2027-2028 \$15,000**

New Facility Naming Sponsorship Program:

- Offer **multi-year facility sponsorship opportunities**, including:
 - **Rink Ice Logo Rights** (Part of Winter in the Woods Sponsorships). Already done \$2,100
 - **Rink Naming Rights** – (Part of Winter in the Woods Chuck a Puck fundraiser) - \$2,000
 - **Meeting Room & Facility Naming Opportunities** (e.g., “ABC Business Community Hall”). Goal \$5,000 per/year Facility, \$2,500 per/year for Auditorium, \$1,000 per/year for Meeting rooms – 3–5-year sponsorships
 - **Outdoor Spaces & Trail Sponsorships** (Plaques and signage for donations). Playground naming rights – Goal \$1,000 per year for
 - **2025-2026 \$4,000 2026-2027 \$8,000 2027-2028 \$10,500**

Action Steps:

- ✓ Develop **sponsorship tiers** with pricing and benefits.
- ✓ Create **marketing materials** for outreach to local and regional businesses.
- ✓ Set an annual goal for securing **new sponsors**.

4. Membership Growth & Engagement

Membership Program Enhancement:

- Develop **exclusive membership benefits** (discounts on rentals, priority event access).
 - 10% rental discount
- Offer **business memberships** with promotional perks.
 - 10% rental discount
- Grow annual membership – annual membership drive during AGM. Past \$3,500
- **2025-2026 \$4,000 2026-2027 \$4,500 2027-2028 \$5,000**

Annual Giving Campaign:

- Once a year membership and gift of giving campaign
 - Recommend October just before the AGM
- **2025-2026 \$1,000 2026-2027 \$1,500 2027-2028 \$2,000**

Action Steps:

- ✓ Launch a **membership drive** with incentives.
- ✓ Develop a **donor recognition program** to honor recurring supporters.
- ✓ Use **social media & email campaigns** to promote membership benefits.

5. Casino

- Every three years. \$55,377.67 in 2024. After fees about \$45,000 left to share over 3 years
- **2025-2026 \$15,000 2026-2027 \$15,000 2027-2028 \$15,000**

6. Community-Driven Fundraising Campaigns

- **Peer-to-Peer Fundraising:** Encourage community members to host their own small fundraisers.
 - **Octoberfest** – Locally run by local businesses and proceeds go to the CA. Goal 2,500
 - **Event # 2** Goal \$1,000+
 - **Event # 3** Goal \$1,000+
- **2025-2026 \$2,600 2026-2027 \$3,600 2027-2028 \$4,600**

Action Steps:

- ✓ Develop a **toolkit for community members** to run their own fundraisers.
- ✓ Build partnerships with **local stores** for round-up campaigns.
- ✓ Utilize **social media & email outreach** to engage supporters.

5. Operational Sustainability

- Fees that cover costs of operations. Fees that are competitive and at market rates. Recover staffing and facility costs on all rentals, events, activities, and programs. 15% - 20% administration fee for activities and programs.
- The Bragg Creek Community Association (BCCA) is committed to the sustainable operation and stewardship of the Bragg Creek Community Centre and the delivery of programs and events that enrich our community. While we are dedicated to providing valuable services and gathering spaces for residents, it is essential to recognize the distinction between sustainability and the expectation of free access.
- As a membership-based not-for-profit organization, the BCCA operates independently from municipal government and is not responsible for providing facilities or programs that fall under the jurisdiction of municipal services. Our role is to complement and enhance community life by offering a well-maintained and accessible venue for events, programs, and activities.
- To ensure the long-term viability of the Community Centre, we must implement responsible financial management practices. This includes generating revenue through facility rentals, program fees, fundraising initiatives, grants, and

partnerships. While we strive to keep costs accessible, the expectation of free use is not sustainable. Rental fees and program costs help cover operating expenses, facility maintenance, staffing, and program delivery, ensuring the Community Centre remains a vibrant and welcoming space for years to come.

Implementation & Tracking

Annual Fundraising Goals:

- Set specific revenue targets for each funding source.
- Regularly review fundraising progress and adjust strategies as needed.

Roles & Responsibilities:

- Assign a **Fundraising Committee** or staff member to oversee development efforts.
- Establish **quarterly check-ins** to evaluate progress.

Marketing & Promotion:

- Leverage **social media, newsletters, and community meetings** to communicate fundraising efforts.
 - Celebrate donor and sponsor contributions to maintain engagement.
-

Calendar

January

February – Witner in the Woods February first weekend

March

April – Facility Naming Rights Sponsorship Campaign

May – New fundraiser

June

July – Bragg Creek Days July 19th

August – Start rink boards campaign

September

October – Octoberfest, AGM end of October – membership drive and gift of giving

November

December – Spirit of Christmas December 5-7

Conclusion

This **multi-faceted fundraising plan** will ensure the **long-term sustainability** of the Bragg Creek Community Association while strengthening its role as a **vital hub for the community**. By **diversifying funding sources**, engaging businesses and individuals, and leveraging community events, BCCA can continue to provide high-quality facilities and programming for years to come.

◆ Next Steps:

- ✓ Present this plan to the Board of Directors.
- ✓ Assign roles and timelines for key initiatives.
- ✓ Begin implementing high-impact fundraising opportunities immediately.

Together, we can build a stronger, more sustainable community! ♥

Bragg Creek Community Association

Facility Naming Sponsorship Campaign

Introduction & Opportunity

The Bragg Creek Community Association (BCCA) is excited to offer exclusive facility naming sponsorship opportunities to businesses and individuals who want to make a lasting impact in our

community. By securing naming rights, sponsors will receive prominent recognition while directly supporting the sustainability and growth of our community centre.

Recent reductions in grant funding from Rocky View County have placed increased pressure on our ability to maintain affordable facility access and deliver high-quality programs. As we work toward financial sustainability, sponsorship support is essential in keeping rental fees reasonable, expanding community programming, and ensuring the long-term success of our facility.

With thousands of visitors annually, our centre is a hub for recreation, events, and community gatherings. This sponsorship opportunity offers a unique way to showcase your commitment to Bragg Creek while benefiting from ongoing visibility in a high-traffic environment.

Sponsorship Opportunities

1. Rink Sponsorship Opportunities

- **Rink Ice Logo Rights** (Part of Winter in the Woods Sponsorships) – **\$2,100/year**
- **Rink Naming Rights** (Chuck-a-Puck Fundraiser Winner) – **\$3,000/year?**

2. Facility Naming Opportunities

- **Community Hall Naming Rights** – **\$5,000/year** (*3–5-year sponsorship*)
- **Auditorium Naming Rights** – **\$2,500/year** (*3–5-year sponsorship*)
- **Meeting Room Naming Rights** – **\$1,000/year x 2** (*3–5-year sponsorship, available for multiple rooms*)

3. Outdoor Spaces

- **Playground Naming Rights** – **\$1,000/year** (*3-year minimum*)

Signage Requirements

All naming sponsorships include signage at the designated location. However, sponsors are responsible for the cost of producing and installing their signage.

- All signage must conform to **BCCA Sponsorship Signage Standards**, ensuring a professional, cohesive appearance across all sponsored spaces.
- The design, materials, and installation must be approved by the BCCA before placement.
- Signage will remain in place for the duration of the sponsorship agreement.

This ensures that all sponsors receive high-quality, uniform visibility while maintaining the aesthetic integrity of the community centre.

Benefits of Sponsorship

- ✓ **Brand Visibility** – Your business name/logo displayed prominently on-site & in marketing materials
 - ✓ **Community Engagement** – Be recognized as a leader in supporting local recreation and events
 - ✓ **Long-Term Recognition** – Multi-year sponsorships ensure lasting brand exposure
 - ✓ **Tax Benefits** – Sponsorship contributions may qualify as charitable donations
-

Marketing & Recognition

Each naming sponsor will receive:

- **On-site signage** with their business name/logo
 - **Recognition on the BCCA website & social media**
 - **Acknowledgment in our annual community reports & newsletters**
 - **Special invitations & VIP recognition at community events**
-

Join Us in Strengthening Bragg Creek

By becoming a facility naming sponsor, you're investing in the future of our community while gaining valuable brand exposure. Whether you're a local business, an organization, or a dedicated community member, your sponsorship will make a lasting impact.

Interested in learning more? Contact us at **[Insert Contact Information]** to discuss availability and sponsorship details.

Thank you for your support in making Bragg Creek a vibrant and thriving community!

#BraggCreek #CommunityPride #FacilitySponsorship #SupportLocal

Briggs Creek Community Association
Financial Statements as of January 31, 2025

Account	Percentage Difference												Notes	
	July 2024 - June 2025	July 2023 - June 2024	Current YTD Actuals	Current YTD Budget	July - January 2025	Current YTD Actuals	Current YTD Budget	July - January 2025	Current YTD Actuals	Current YTD Budget	July - January 2025	Current YTD Actuals		
Donations & Grants														
4010 Donations - Nonrepled	0.00	7,422.98	0.00	2,249.49	11,672.47	0.00	2,879.00	2070%						
4011 Sponsorships	0.00	785.00	0.00	3,000.00	6,175.00	3,100.00	2,500.00	0%						
4012 Donations - Payroll	2,898.48	1,317.83	5,038.00	8,472.25	3,454.23	1,000.00	188.34	188%						
4020 Grants - FCES	8,642.00	12,143.00	3,000.00	4,510.00	6,104.00	4,000.00	6,171.29	46						
4022 Grants - EV Charge	0.00	0.00	0.00	0.00	0.00	0.00	16,882.22	1682%						
4023 Grants - Ball Leagues/CLC Orlan	4,000.00	0.00	0.00	0.00	0.00	0.00	486.40	48%						
4024 Grants - Carpool Sponsor Jobs	4,400.00	17,022.00	0.00	8,113.00	20,255.00	21,000.00	13,891.00	86						
4025 Grants - Holiday Charitable	0.00	120,000.00	160,000.00	160,000.00	162,000.00	262,000.00	117,838.31	89						
4011 Grants - Nonrepled Capital Grants	6,675.11	313,300.00	248,400.00	214,116.50	21,871.83	21,871.83	0.00	0						
Total Donations & Grants	19,334.59	213,300.00	248,400.00	214,116.50	21,871.83	248,400.00	153,246.33	64						
Repled Revenue														
4110 Auction/Event	26,896.25	6,199.75	14,179.49	26,292.89	49,232.00	44,000.00	42,322.89	89						
4115 Lottery/Events	0.00	0.00	0.00	0.00	780.00	0.00	0.00	0%						
4120 Fundraising - Payroll	36,234.81	48,424.64	71,819.78	48,651.86	69,400.38	60,000.00	28,227.88	44						
4125 Fundraising - Payroll	12,853.48	0.00	489.00	6,459.34	9,890.23	15,000.00	0.00	0%						
4140 Events	0.00	0.00	2,379.47	122.45	288.00	0.00	0.00	0%						
4145 Other Events	427.60	0.00	889.00	160.00	36.00	600.00	200.00	40						
4150 Meeting Rooms	7,290.00	3,695.34	3,654.48	3,142.00	2,770.00	2,400.00	4,528.00	188						
4155 Meeting Rooms - Rental	178.00	240.00	779.00	2,897.00	0.00	0.00	0.00	0%						
4160 Equipment Rentals	1,200.00	800.00	1,800.00	1,800.00	1,200.00	1,200.00	431.00	36						
4170 No-Rent Rental Revenue	0.00	0.00	679.84	400.00	14,261.24	21,000.00	430.00	2						
Total Repled Revenue	55,719.64	64,622.68	111,649.21	124,272.37	186,398.31	186,398.31	14,898.12	82						
Revenue	3,215.00	8,766.89	3,438.89	3,538.00	3,409.00	3,800.00	2,028.00	69						
4110 Membership Revenue	0.00	0.00	0.00	0.00	0.00	0.00	11,425.00	1142%						
4115 Retail/Boat Sale	4,300.00	0.00	0.00	0.00	0.00	0.00	1,484.00	148%						
4200 Community/Events	888.26	149.84	0.00	440.00	0.00	0.00	0.00	0%						
4205 Youth Events	0.00	189.38	0.00	48.26	0.00	0.00	0.00	0%						
4208 Community/Events Revenue	0.00	0.00	0.00	0.00	29.22	0.00	322.25	322%						
4209 Community/Events Revenue	2,442.88	4,409.19	16,488.29	2,901.19	3,687.00	18,000.00	18,000.00	89						
4210 Internal Income	888.86	881.49	1,222.94	6,262.00	6,742.00	6,000.00	3,408.00	57						
4212 JV Work Components	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%						
4215 Other Revenue	0.00	884.00	0.00	0.00	0.00	7,000.00	0.00	0%						
4218 Other Revenue	20,114.66	4,188.16	19,870.39	6,456.34	15,086.11	20,000.00	0.00	0%						
4220 Annual Contributions	1,000.00	800.00	1,200.00	1,200.00	800.00	1,200.00	0.00	0%						
4225 Capital - RCECA	42,473.89	43,652.19	61,742.82	41,744.79	62,884.78	62,884.78	51,698.29	94						
Grant/Other Revenue	0.00	0.00	0.00	0.00	10,000.00	2,000.00	2,000.00	60						
Total Community Revenue	5,000.00	8,000.00	8,000.00	8,000.00	10,000.00	2,000.00	2,000.00	60						
Community Service Revenue	5,000.00	8,000.00	8,000.00	8,000.00	10,000.00	2,000.00	2,000.00	60						
Programming Revenue	0.00	66,628.00	65,988.00	16,830.00	14,480.00	16,000.00	14,192.00	86						
4110 Camps & PD Days	0.00	6,204.20	2,802.00	229.00	26.00	0.00	0.00	0%						
4115 Community/Events Revenue	0.00	2,300.00	4,300.00	4,300.00	9,800.00	5,000.00	0.00	0%						
4120 Youth/Scout/Summer Day	1,944.80	2,699.22	4,449.00	21,882.91	13,617.86	12,000.00	3,079.00	24						
4200 Children Programming	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%						
4201 Youth Programming	775.00	0.00	119.00	1,900.00	4,000.00	0.00	0.00	0%						
4209 Youth Events - Admin, Inflation	897.80	73.00	0.00	1,023.95	3,625.90	3,000.00	400.00	15						
Total Programming Revenue	3,596.60	98,097.42	84,211.94	41,744.79	44,861.56	36,000.00	17,648.00	48						
Event Revenue	30.00	2,500.00	629.00	630.00	617.71	0.00	60.00	60%						
4010 Events/Meetings	0.00	1,500.00	18,070.00	14,240.00	29,050.00	0.00	7,378.86	290%						
4015 Events/Meetings	0.00	600.00	17,644.54	25,144.21	24,000.00	0.00	22,000.00	2200%						
4020 Events/Meetings	0.00	6.00	16,030.00	6,176.00	34,000.00	0.00	3,708.00	370%						
4025 Events/Meetings	7,782.49	2,399.80	6,584.00	4,420.00	4,420.00	0.00	3,708.00	370%						
4030 Events/Meetings	0.00	0.00	207.00	3,032.00	0.00	0.00	7,450.00	642%						
Total Event Revenue	13,272.49	4,506.80	37,977.54	37,478.21	68,068.00	0.00	42,874.86	68						
TOTAL REVENUE	238,791.79	408,127.38	474,234.18	488,377.75	518,690.82	685,102.68	344,214.38	62						
EXPENSES														
8110 Property & Business Taxes	12,785.40	12,888.17	11,987.22	12,698.82	8,894.89	12,000.00	6,894.43	99						

This amount for funds transferred into budget for capital projects. We do not know what current funds are for

Includes weighting - CA, 4130 - Set up in April that very
 This is overbudgeted - should be around \$45,000
 This is currently being tracked under 4110
 Previous years were a mix of the board and Winter in the Woods Revenue

Item CL and remaining ad revenue expense
 Yearly amount budgeted from Capital Funds
 This would be for funds transferred into budget for capital projects. We do not know what current funds are for

5252 Commercial Bar Expenses	1,887.79	688.41	179.79	418.38	0.00	0.00	1,281.16	1381%	261.91	
5253 Wedding Expenses	244.25	0.00	0.00	41.30	0.00	0.00	0.00	0%	0.00	
5254 Union Supplies	278.51	0.00	0.00	762.00	0.00	0.00	208.00	65	0.00	
5255 Cheating Blotter Expenses	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0.00	
5256 Canteen	2,466.43	0.00	0.00	3,887.90	0.00	0.00	3,887.90	439%	0.00	
5257 Concession Expenses	217.00	413.34	0.00	1,910.55	0.00	0.00	438.88	439%	0.00	
5258 Pay Machine Expenses	0.00	0.00	0.00	0.00	0.00	0.00	87.88	62%	0.00	
Total Expenses	17,294.87	15,177.22	11,828.88	16,258.61	15,877.89	12,298.89	13,287.24	74	1,297.24	

Payroll Expenses	63,008.34	77,872.84	107,268.30	123,227.91	123,116.14	160,000.00	86,173.12	97	11,172.22	
6411 Ohio Wage	0.00	19,466.06	26,466.06	0.00	0.00	10,000.00	0.00	0%	0.00	
6412 Comp W Wage	0.00	18,208.27	18,208.27	0.00	0.00	40,000.00	26,803.80	131	0.00	
6413 Health Insurance Wage	0.00	2,146.72	2,146.72	0.00	0.00	3,000.00	2,884.87	82	0.00	
6420 Other Expenses	0.00	4,216.33	4,216.33	0.00	0.00	5,000.00	4,713.44	95	0.00	
6421 Payroll Fees	0.00	1,798.91	1,798.91	0.00	0.00	1,000.00	601.58	61	0.00	
6422 WCD Expense	0.00	1,718.78	1,718.78	0.00	0.00	2,000.00	2,073.81	64	0.00	
6444 Casual Labor	2,982.69	0.00	0.00	1,880.00	2,312.60	3,000.00	200.00	10	0.00	
Total Payroll Expense	71,697.41	86,478.86	127,281.78	138,134.19	138,134.19	225,000.00	138,384.87	81	18,387.08	

Construction Expenses	0.00	0.00	0.00	1,564.12	15,374.64	1,400.00	200.00	24	0.00	
6487 Other Contract Expenses	0.00	0.00	0.00	1,564.12	15,374.64	1,000.00	200.00	24	0.00	
Total Construction Expense	0.00	0.00	0.00	1,564.12	15,374.64	1,000.00	200.00	24	0.00	

General & Administrative Expenses	0.00	0.00	0.00	1,050.00	0.00	0.00	309.25	0%	0.00	
6500 Insurance	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0.00	
6510 Accounting & Legal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0.00	
6511 Other Cash Disbursements	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0.00	
6512 Advertising & Promotions	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0.00	
6513 Licenses, Fees & Indemnities	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0.00	
6520 Fuel Oil	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0.00	
6521 Rent	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0.00	
6522 Rent Insurance	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0.00	
6523 Rent Utilities	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0.00	
6524 Courier & Other Supplies	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0.00	
6525 CEIS - Rent Security	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0.00	
6526 Court Costs	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0.00	
6527 Payroll Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0.00	
6528 GST Non-refundable	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0.00	
6529 Insurance & Bond Charges	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0.00	
6530 Insurance	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0.00	
6531 Other Expenses	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0.00	
6532 Office Supplies	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0.00	
6533 Computer & Software	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0.00	
6534 Telephone/Internet	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0.00	
6535 Office Equipment Lease	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0.00	
6536 Computer & Software	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0.00	
6537 Computer Tech Support	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0.00	
6538 Contract Services	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0.00	
6539 Community Church	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0.00	
6540 Rental Costs	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0.00	
6541 Repair & Maintenance	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0.00	
6542 Freight	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0.00	
6543 Holiday Rent - Supplies/Packaging	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0.00	
6544 Janitorial Service	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0.00	
6545 Janitorial Supplies	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0.00	
6546 Garage Rental	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0.00	
6547 Snow Removal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0.00	
6548 Loan & Office Maintenance	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0.00	
6549 Fire Suppression System	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0.00	
6550 Security	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0.00	
6551 Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0.00	
6552 HVAC - Watermark	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0.00	
6553 Sewer Pump - AC	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0.00	
6554 Seal & Ventilation Development	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0.00	
6555 Web Page	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0.00	
6556 Lawn & Fencing Costs	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0.00	
6557 Tools and Supplies	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0.00	
6558 Equipment Repairs & Rentals	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0.00	
6559 Office Supplies	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0.00	
6560 Sports Equipment and Supplies	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0.00	
6561 N/A - Without Committee	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0.00	
Total General & Administrative Expenses	0.00	0.00	0.00	1,564.12	15,374.64	1,400.00	200.00	24	0.00	

Programming Expenses	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0.00	
6610 Camp Expenses	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0.00	
6611 Co-Wilderness Expenses	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0.00	
6612 Nature Record-Radiance Pay	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0.00	
6613 Adult Programming Expenses	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0.00	
6614 Youth Programming Expenses	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0.00	
6615 Youth Programming Expenses	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0.00	
6616 Number & Staff Expenses	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0.00	



8070 Debt Service, Interest, Indemnity
Total Programming Expenses

177.20	678.63	8.00	3,176.58	3,200.00	266.45
624.65	34,164.71	25,102.81	24,487.49	21,688.88	61,913.33
0.00	229.48	0.00	290.25	0.00	111.00
0.00	0.00	6,643.00	0.00	0.00	0.00
62.00	197.75	1,812.41	189.00	0.00	125.00
0.00	0.00	0.00	0.00	0.00	6,522.88
3,286.67	0.00	1,806.03	6,942.87	0.00	5,428.82
0.00	0.00	4,628.34	6,569.34	22,400.00	1,688.82
6,887.74	2,831.88	12,238.89	15,397.49	22,408.88	21,188.82
689,388.84	886,682.25	686,653.81	889,481.22	827,789.88	817,188.24
254,681.88	71,273.88	117,897.88	49,882.38	21,892.88	87,188.88

- Event Expenses
- 8077 Farmers Market
- 8078 Christmas Market
- 8079 BOCA Events
- 8080 Winter in the Woods
- 8081 Bang Credit Days
- 8082 State of Christmas Expense
- Total Event Expenses

TOTAL EXPENSE

NET INCOME

0	118.62	0.00	0.00	0.00	0.00
52	143.58	0.00	0.00	0.00	0.00
117%	0.00	0.00	0.00	0.00	0.00
9%	0.00	0.00	0.00	0.00	0.00
150%	0.00	0.00	0.00	0.00	0.00
8023%	2,589.00	0.00	0.00	0.00	0.00
5650%	0.00	0.00	0.00	0.00	0.00
83	0.00	0.00	0.00	0.00	0.00
109	2,589.00	0.00	0.00	0.00	0.00
53	29,782.29	0.00	0.00	0.00	0.00
271	18,187.27	0.00	0.00	0.00	0.00



0	118.62	0.00	0.00	0.00	0.00
52	143.58	0.00	0.00	0.00	0.00
117%	0.00	0.00	0.00	0.00	0.00
9%	0.00	0.00	0.00	0.00	0.00
150%	0.00	0.00	0.00	0.00	0.00
8023%	2,589.00	0.00	0.00	0.00	0.00
5650%	0.00	0.00	0.00	0.00	0.00
83	0.00	0.00	0.00	0.00	0.00
109	2,589.00	0.00	0.00	0.00	0.00
53	29,782.29	0.00	0.00	0.00	0.00
271	18,187.27	0.00	0.00	0.00	0.00



Spirit of Christmas Market Report – Guy Latour



Market Participation: 317 Friday, 1,302 Saturday (65% 2023), 837 Sunday (I have been told that 2023 on Saturday they had up to 2,000)

Donations \$1,025.65

Market Fees Revenue \$25,385

Market Competition: on the same weekend. Saskatoon Farm market, Cochrane Made Lions, Azuridge, Bearspaw, Spruce Meadows, second Cochrane market? Black Friday weekend – big box chain sales (do not have on Black Friday weekend)

Staffing: The coordination of the Market went through many staff. Robin and Lily at first, Shaye and Guy next, and then we tried to integrate William and Caroline into the team when they arrived. Having multiple staff trying to coordinate caused challenges and lot of conflicting information for both staff and vendors. Staff debrief on the market took place on December 19th

Marketing:

- No official marketing plan done or was available for what was done last year.
- multiple times it was indicated from the volunteer event side that they did not want separate marketing between events and market. Some minimal marketing was done separately from the event for the market, but I was very cautious of their wishes.
- As a result, most marketing was done locally and combining both the event and market
- Significant amount of local marketing and social media
- I did pay for one \$300 social media boost
- It was also identified that the High-Country News was not delivered to the community in December, so our advertising was not circulated

Emergency Action plan:

- It was minimal and not a documented plan
- FRS radios are useless and did not work well
- No communication ability between anyone

Market organization:

- Two many staff trying to coordinate vendors caused lots of miscommunication with the vendors
- Person taking vendor registration has to be very conscious that the information they got in the forms, over the phone, inputted into the system and spread sheet are all in alignment. There were lots of discrepancies between our systems of tracking vendor information. The invoice created by Amila is what they receive.
- Chain of command. For the market it is confusing to vendors when there are several people giving them conflicting information.
- Rules information should be on printed sheet sent out early and handed out when they arrive
- **Vendor booth sizes**
 - First of all, the booth sizes did not fit into our actual spaces on the map, so they really did not fit into our building as the map indicated
 - The result was that many of the vendors did not fit into areas we gave them
 - There needs to be significant rethinking of how we fit the vendors into our building and properly communicating and selling spaces to our customers with true dimensions
 - Recommendation: on the map 100% properly measure the spaces and label them the actual space size on the map. Sell spaces according to size range not exact size. Large, Medium, Small. There were many people who thought they were getting a 10x10 space and did not
 - Many vendors came with more set-up than could fit into there space
 - If we properly label on the map and sell and communicate the size of there space, they then should be held accountable to staying inside marked areas
 - We have to be very cautious of booths blocking exits
- **Parking**
 - More clarification for vendors for access on Saturday and Sunday. If they arrive before 8:00 they need to park across the street until open not on main road
 - Front parking – I am supportive of continuing only using the front for accessible parking. There were a couple of occasions when we did not have parking control that people came flying into front parking lot almost hitting kids and wagons. If we have events taking place in front of the building with kids and horses, we have to have parking control
 - We need parking control for the whole days 8:00 am to 5:00.
 - Better signage indicating handicap parking for anyone with accessibility issues. Handicap sing makes people think its only for people with handicap passes

- **Vendor verbal feedback**
 - Some vendors very upset with customer turn out
 - Lots of vendor also very happy with their sales for the weekend
 - Booth size and location issues
 - Complaints about the festival events taking away from market
 - Complaints about advertising
 - Many vendors told me there have seen significant lower numbers at all of the markets they are attending
 - Some vendors indicated we were expensive – it looks like this is accurate
 - Complaints about parking lot being closed for event and handicap parking
- **Vendor official feedback survey 14/51 respondents (we most likely received feedback from those mostly dissatisfied – its still important to give them the opportunity to provide feedback and show we are listening to them)**
 - **Overall Experience:**
 - How would you rate your overall experience as a vendor at this market?
 - 4.4/7 score 63% satisfaction 9/14 vendors rated their experience from neutral to positive experience
 - **Event Organization:**
 - How satisfied were you with the event's organization, including communication, setup process, and logistics?
 - 4.9/7 score 70% satisfaction 9/14 vendors rated their experience from neutral to positive experience
 - **Sales Performance:**
 - How would you rate your sales during the market compared to your expectations?
 - 3.8/7 score 54% satisfaction 6/14 vendors rated their experience from neutral to positive experience
 - **Customer Engagement:**
 - How would you describe customer turnout and engagement at your booth?
 - 3.8/7 score 54% satisfaction 8/14 vendors rated their experience from neutral to positive experience
 - **Suggestions for Improvement: (most repeated)**
 - What improvements or changes would you suggest for future markets?
 - Multiple suggestions for more marketing
 - Multiple suggestions to allow more parking in lot
 - Two requests for refunds. One person wants a full refund, and another person want us to partially refund everyone
- **Recommendations:**
 - Clear purpose on why we are having market. Do we want to continue having event? “Part of wider community event”
 - Do not have market on Black Friday weekend
 - Significant planned marketing campaign for the market with accompanying budget if we want to compete with multiple other markets.
 - Industry Benchmarks for Marketing Budgets:
 - Businesses or events typically allocate 5-10% of total revenue toward marketing. For a first-time or major event like a Christmas market, you may want to lean closer to 10% or more, especially if building brand awareness is a key goal.
 - Event-Specific Marketing:
 - Event planners often recommend spending 15-25% of the event's total budget on marketing if you're aiming for maximum visibility and attendance. This is particularly useful for community-focused events like a Christmas market, where local advertising and word-of-mouth are key drivers.
 - Separate focused marketing campaigns for the market and event. They can include both in each campaign but with different primary focus. For example, the market campaign can focus on the market as the primary message with a secondary message about the events. The same with the events
 - Friday night attraction concept – I have lots of ideas written down but so far, my favorite is from Caroline that we partner with local businesses to provide market attendees a coupon for a discount that night at a local business. 15% that night only at the following...
 - How do we sell the booths needs to be reconfigured
 - Lower booth costs by \$50 across the board for each size
 - Prepare Emergency action plan document template – Guy
 - Purchase regular standard radios handsets - \$2,000 - \$3,000 depending on # of radios and brand – This is for all events
 - Parking remains the same with some tweaks to improve. There are valid safety concerns with event activities. I do not believe parking had any effect on the Market and concerns are not valid – regardless a majority of the participants will need to park and walk and minimal distance. If we open up parking, then we will have situations where the handicapped and disabled will have to make the longer walk

Sustainability and Resilience Committee (SRC) Report

2025 February 25

Previous Business:

- Bike Racks
 - 5 racks to be installed near One of A Kind alley in Spring
- FCM & Green Municipal Fund
 - Not pursued
- EV Chargers
 - Alberta Municipalities provided the NRCAN rebate.

Committee Administration

- SRC to meet and determine a 2025 strategy and goals/targets
- Membership drive

Potential New Initiatives

- Waste in Our World Open House
- Berm Garbage Issue
- Shuttle Service
- First Nations Collaboration
 - Indigenous Businesses Open House
 - Indigenous Film/Movie Night
- Facility Sustainability Condition Assessment
 - Conduct facility energy & water audit to determine baseline consumption patterns
 - Evaluate efficiency measures, payback periods, complexity, benefits

Collaborations

- BC Wild
 - TBD
- BCEC
 - TBD
- Bragg Creek/Redwood Meadows Garden Club
 - Co-host presentation on Beneficial Insects, Spiders, & Worms
- BC Chamber of Commerce
 - Partner on open house(s) showcasing SR-related businesses:
 - Waste Haulers/Recyclers/Up-Cyclers/Thrift/Composters, etc.
 - Indigenous businesses
 - Solar installers, resilient material trades (e.g. hardi-installers, masons, concrete tile roofers), envelope, passive cooling, etc.
 - Off-grid living
 - Permaculture, alternative growers



Board Report

Spirit of Christmas Event 2024

Report by: Shaye Radford – Lead Event Volunteer

Event Dates

November 30, 31 & December 1, 2024

Volunteer Committee

Harmony Boze – Volunteer Coordination Lead

Ramonde Maxfield – Volunteer Coordination Support

Carol Mertens – The Hub Representative

Shannon Bailey – Snowbirds Chalet Representative

Barb Tegtmeyer – Trading Post Representative

Renate van der Zande – Kids Only Store Representative & General Support

Jason Traviss – Chamber Representative & General Support

Lindsey Kindrat – Chamber Representative & General Support

Pauline Keen – General Support

Harmke de Bruin – General Support

Shaye Radford – Lead Event Volunteer

Event Activities Breakdown

- ★ Santa & Mrs. Claus – Saturday and Sunday
 - 4 hours per day
- ★ Horse Drawn Wagon Rides – Saturday and Sunday
 - 2 wagons per day
 - 5 hours per day
- ★ Activities at local business partners – Saturday and Sunday
 - Business chooses their activity and the timeframe
 - 12 local partners on Saturday
 - 6 participated again on Sunday

- The feedback from businesses was positive, and the common trend was that they were busy all weekend and people enjoyed the activities
- ★ BCCA Christmas Vendor Market – Friday, Saturday, Sunday
 - F: 5-9pm, S&S: 10am-5pm
 - 54 vendors
 - BCCA is fully in charge of this piece
- ★ Kids Only Store – Saturday
 - Thanks to The Post House for donating their space to use
 - 110 kids shopped
 - 15 volunteer shoppers and wrappers
- ★ Onespot Tree Lot – Saturday and Sunday
 - Christmas trees for sale at BCCA Saturday and Sunday

Event Documentation

- General Sharepoint Folder: [2024](#)
- Master Spreadsheet & Annual Workflow: [SOC 2024 Master Spreadsheet.xlsx](#)

Financials

Event Expenses: \$11,686.54

BCCA Market Expenses: \$3,906.54 (\$300 (Facebook ads), \$106.54 (poles & power block), \$3,500 (transfer to event))

Event Gross Revenue: \$14,324.00

BCCA Market Gross Revenue: \$21,380.86

Revenue Breakdown:

BCCA Market Vendor Booth Revenue: \$20,335.00

BCCA Market Door Donations: \$1,025.65

SOC Sponsorships: \$9,150.00 + approved BCCA contribution: \$3,500.00

SOC Kids Only Store: \$1674.00

Suggestions and Learnings

Coordination/ Event Learnings

1. Event Leadership and Organization

- Harmony as Volunteer Lead was AMAZING – she stepped into the role with enthusiasm, organized the online volunteer signup, and ensured all volunteers were welcomed and supported during the weekend
 - This is a crucial role that needs to be separate from the Lead Event Organizer
- Ramonde's support for the Volunteer Lead, Harmony, was invaluable!
 - Ramonde was able to use her knowledge of Bragg Creek Days and the Volunteer Management Committee to train and support Harmony!
- Having Chamber representatives on the committee was totally fantastic – this supported fundraising, communication, and advertising efforts and benefitted the event greatly
- Guy! I was completely impressed by Guy's ability to prioritize time and tasks, coordinate staff, and deal with vendor issues. Guy led by example working the longest hours out of anyone to ensure the other staff got breaks and time away. He was constantly available, and ready to lead in the tough moments. I don't know if I am stating enough just how important his role and presence were during the event. I am excited to see what the event will look like next year because of his ability to plan and execute!!
- BCCA could recruit Leadership volunteer in late August/early September and ask for SOC committee member volunteers to start gathering by end of September.
- The BCCA likely needs to pay someone to coordinate this if they cannot get a leadership volunteer. It is just too much work to do "off the side of a desk" as I did.
- Need to improve day-of coordination to support the volunteer lead, santa, and horses – need to have the lead coordinator available and roving
 - Will remind Santa of break times, close the line during the breaks
 - Bring the wagon drivers soup and coffee throughout
 - Troubleshoot any volunteer issues with volunteer coordinator quickly
 - Notice where more maps are needed
- Recommend involving the ED and increasing the Rentals/Marketing Coordinator's hours for Sept – Nov for coordination and promotion
- Having SOC Lead in-office sometimes was supportive. Would recommend the SOC lead either be a staff OR have the ability to use BCCA Sharepoint, computer, and printer on a regular basis, as well as crossover with BCCA staff

2. Activity Organization

- Having the representatives from community partners like the Trading Post, Snowbirds, and The Hub on our organizing committee is awesome; they do their thing and work out all the details for their own location, then they inform on the bigger picture for the event!
- New local businesses signed up to participate! We did a good job reaching all storefronts this year

- Increase communication with businesses prior to event to ensure they know the details of the event
 - There was a miscommunication with one vendor who didn't know they had to offer the event for free
- Kids Only Store went great and was full of kids and volunteers all day
 - Would recommend keeping this to one day only as it would be hard to get that many volunteers two days in a row
- We were rushed on the map turnaround time, and needed to end the sponsorship call a week earlier to have time to edit the map
- Community members had an awesome time at the local businesses and appreciated the maps!

3. Sponsorship & Community

- The sponsorship call was incredibly well-received and so easy when the committee members each approached different contacts! Local sponsors stepped up readily and generously and allowed us to cover the higher event costs due to expanding the activities from 1-2 days!
- Basically, the wins were our local community. From individual volunteers, to committee members, to local businesses, to BCCA staff: everyone came together to pull off something awesome!
 - When I started thinking about how many people it took to pull off this event, I was pretty confident it was about 200 people. That's a pretty crazy number when you think about the size of our community!
- Businesses had great things to say about how busy they were and about how they enjoyed running the activities

4. Promotion & Advertising

- Promote more at the schools and contact news places in late October/early November to increase turnout
- Advertising to the schools is helpful. Next year, send emails with the poster to local, Springbank, and Cochrane schools. And send physical handouts for Banded Peak, and Elbow Valley.
- Need to be ready a month in advance for High Country News. Would recommend a Save the Date in November, a detailed poster in December (with sponsors), AND a Sponsorship Thank You in January.
- Posters and Save the Date postcards need to be delivered to each storefront in the week leading up to the Artisans Market

Market Suggestions

1. Logistics

- **I have very mixed feelings in general about even having a market at BCCA, as I think it can detract from local businesses in the leadup to Christmas. I think if we do a market, it needs to be very thoughtful and curated – putting an emphasis on either LOCAL or UNIQUE (not just filling as many vendor spots as possible).**
 - **I know it can make a lot of money for the BCCA, but that is not the point of SOC. I think there should be thorough discussions around the intent of the event with the committee and BCCA to decide if this is the right venue for a huge vendor market**
 - **I propose adding this conversation to the May Board Meeting Agenda**
- **To consider: IF you take my following advice for next year, the market would make less money, and would still be an incredible amount of work for the BCCA staff. Is it worth running a thoughtful, curated market that grosses \$12,000 - \$15,000 (nets <\$10,000) knowing the amount of work it takes and burnout it produces in staff?**
- **Market needs a fully dedicated BCCA staff – we cannot rely on the SOC lead to manage any part of the market, other than integrating marketing.**
 - **It was too bad that there was a staffing shortage and no one was in the Rentals & Marketing Coordinator position – no one to blame – just circumstances! It meant we were behind from the start, and didn't have dedicated staff power**
- **Would recommend increasing the Rental & Marketing Coordinator's hours for September to December to manage the workload**
- **Make the market two days instead of adding the Friday night to keep messaging consistent for the overall event. This may be an unpopular opinion!**
 - **Vendors like the market open Friday night, since they are here to set up anyways. If keeping Friday night change the hours to 4pm-8pm instead of 5pm-9pm.**
 - **Removing Friday night would help with confusion about what is happening which day**
 - **Could to a better job promoting a sneak a peek on Friday night with discounts for local dining**
- **Decrease booth rental fees to MAX \$350 for prime/true 10x10 spots, and go as low as \$200 for smaller awkward sized spots.**
 - **We were not able to bring in the amount of traffic needed to justify our prices.**
- **Princesses were in the way – the market is not the best venue for them.**
- **Market hours suggestion – 4pm-8pm, 10am-4pm, 10am-4pm.**
- **Parking**
 - **do not allow vendor parking on site? Minimize vendor parking?**
 - **How do we manage parking properly?**
 - **Offer more open parking for participants? Not just Accessible?**
 - **Having parking lot attendants was incredibly important – with children and horses, we need to control traffic in some way.**

- Some vendors complained that we weren't allowing enough shoppers to park at BCCA (we were prioritizing accessible parking here and directing the rest to the other lots).

2. Vendors

- **Do not use daycare meeting rooms.** Continue using gym, lobby, SW meeting room (stage is a grey area for me to consider) to allow free-flow of attendees!
 - SO much work for the daycare
 - the booths do not get the proper size/ layout, You could keep the other SW meeting room for vendors, as that room has bigger doors and better flow.
 - This way, we could use the daycare rooms for the volunteer intake space
 - This would allow free-flow of attendees in the building – creating a more equitable environment for vendors (no one needs to be first or last)
- No need to expand to 50+ vendors
 - we could create a full-looking market in other ways without overdoing it on using every nook and cranny and creating flow issues.
 - Being strategic about walkways would make a big difference in creating better flow (in order to fit enough vendors in the lobby, we compromised on flow/attendee experience.
- The sizes of booths were not consistent with advertised. Change the pricing to reflect this.
- Create a fuller vendor package with details about the Spirit of Christmas event as a whole
 - (baker was upset that there was cookie decorating in the community – she didn't know she was going to need to “compete” with the community events)

3. Promotion

- Advertise market separate and early, but then integrate as SOC approaches?
 - 2023 they were apparently too separate then this year there were complaints they were too integrated...
 - Vendors want the market advertised separately to give them more attention, but the event committee was asked by the Board to integrate them to lessen confusion for participants about exactly what was happening which day
- Overall, more work needs to be done, and more money spent, on promotion to compete with the other christmas season events
 - Same weekend as us was the Saskatoon Farm market, Spruce Meadows, and Black Friday shopping.

4. Overall Market Feelings

- IF choosing to continue with a market, give Bragg Creek businesses a head start – early bird registration is ONLY for Bragg Creek businesses and residents. Prioritize vendor types who fill GAPS in the community offerings, NOT compete with storefronts.
 - **The purpose of Spirit of Christmas event has always been to showcase Bragg Creek local businesses – let's not detract from local storefronts by duplicating**

offerings with non-local vendors. Our local vendors rely on the Christmas season sales. The event is meant to support our local community!

- **It is worth being very thoughtful about what it looks like the BCCA is trying to achieve. Are we trying to add something to the event? Are we capitalizing on a busy community event to make money? What are the BCCA's priorities in running a market?**
- **Worth stating again: does the BCCA really need to host a Christmas market??**
 - **Let's add the discussion to the May board meeting, please!**
 - **There is a lot to consider regarding staff and volunteer time, advertising costs, and competition with local storefronts (who the SOC event is supposed to support)**
 - **The BCCA staff don't really get to be a part of the event, as all they are doing is managing the market and vendors. I would like to see this change so that there can be more engagement**
 - **I am curious if we added up the staff hours needed to coordinate this event, if it would still appear to be a great money maker**
 - ★ **To be honest, the market really burned a few of us out and led to feeling quite discouraged about the weekend because of how hard and long we worked, how many little things went wrong, and how many complaints we fielded from vendors.**
 - ★ **Let's also remember that the staff who coordinated the market the year before had to quit right after as they were placed on stress leave by their doctor. The experience from the last 2 years' Christmas markets is NOT sustainable.**
 - ★ **But with that said, I still love Christmas in Bragg Creek and I will support again next year! Let's just be really thoughtful about why we would run a market, and what the purpose of the event as a whole is.**

Date suggestion for 2025

December 6 & 7

(This would follow the traditional format of hosting it the first weekend in December. Also, that is two weeks after the Artisans market, and NOT on Black Friday weekend – both good things!)

Board Meeting Discussion February 2025:

- **Stay overnight (Chamber would appreciate this!)**
- **Promote ALL local business**

- Offer coupons for local restaurants
- Marketing needs to showcase the two different aspects: MARKET with little soc note, the SOC with little market note.
- Marketing budget needed for the Market
- Expand backpack program for SOC for schools
- Continue with the market next year.

Well, that might be all! But I am sure if you ask me about it, I can think of even more things to comment on! Thanks, Board, for all you do and for supporting our community and these important events!!

Shaye Radford

shayeradford@gmail.com

403-813-7354

Bragg Creek Foundation (BCF) – Ramonde Liaison Update:

The BCF meets monthly. Ramonde to establish email/phone contact monthly and report any relevant updates to the BCCA.

Feb 21 – Spoke to Michele McDonald (President) - Update for February BCCA Meeting

- New website is super nice (by Admaki): <https://braggcreekfoundation.ca/>
- Scholarship Program – Just now set up with online application forms available via website – Due May 31st. Note this supports all post-secondary education including trade schools, etc. They want all Bragg Creek youth to feel supported by their community.
- Reminder – The Foundation provides an Urgent Needs Fund in support of children, families and seniors who have urgent needs resulting from a high impact event, poor health or misfortune.
- Senior Housing Advisory Committee (RVC) – Michele sits as representative of the community and the BCF. Upcoming work will be undertaken to gather a needs assessment and rezoning needs. The BCCA may be well positioned to help with communication / links to surveys or other.
- Clean Up the Creek – annual event - June 14th this year. They will be in touch with BCCA soon regarding continued partnership with this event.
- NOT a Golf Tournament – BCF is working on this event. Strategic date being July 20th - the Sunday following B C Days (July 19th).

