

Okotoks

EVENT STRATEGY

**Vibrant Events.
Stronger Identity.**



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Event Definition

Okotoks' definition of "event" is an amalgamation of definitions, tailored specifically to reflect the friendly, charming and unique character and community identity of Okotoks.

Event (noun):

A friendly gathering that brings people together to celebrate, compete, learn, and commemorate. Events create charming opportunities for connection, inspiration, and unique shared experiences.

Unlike bookings, which are private reservations by a single group for limited use, events are thoughtfully planned for a broader audience—activating spaces with engaging experiences that foster greater community participation and lasting connections.

Okotoks Land Acknowledgement

The Town of Okotoks acknowledges the original stewards of this land that we know and call Treaty 7 Territory, which includes the Blackfoot Confederacy First Nations, the Kainai, Siksika and Piikani. The Stoney Nakoda First Nations, which includes the Bearspaw, Chiniki and Goodstoney, the Dene First Nation of Tsuut'ina and the Métis Nation of Alberta. We vow to continue honouring and respecting the Indigenous Peoples Sacred and Traditional ways of life and will carry on this special relationship with the land so that generations to come can enjoy, use and live off the land as their ancestors did. We honour and respect this space, the water, the animals and all the beings who have a spirit and have been here long before us.

Executive Summary

Events are a cornerstone of community life in the Town of Okotoks, bringing residents and visitors together through celebration, culture, sport, and shared experiences. From cherished traditions like *Light Up Okotoks* and Okotoks Minor Hockey tournaments to meaningful community events such as *Indigenous Peoples Day* and the *International Day for the Elimination of Racial Discrimination*, our events foster a vibrant and connected community. They support engagement, cultural enrichment, and economic vitality by promoting tourism and local business. Above all, they reflect the heart and spirit of Okotoks.

Driving this Strategy is our **quadruple bottom line—Purpose, People, Planet, and Profit**—which ensures that every event enriches our social fabric, honours our environment, and bolsters economic vitality while continuously evolving through meaningful evaluation and innovation.

Under **Purpose**, our events focus on celebrating and strengthening Okotoks' unique identity, creating lasting positive impacts by bringing people together around shared values, traditions, and aspirations. A new grant program will support this by empowering local organizers to design events that not only celebrate our diverse heritage but align with Council's objectives for reconciliation and tourism promotion. Having purpose will help "Okotokianize" events so they are deeply rooted in the community's character.

Under **People** we focus community bonds by making events accessible, welcoming, and inclusive. We will complete accessibility audits to identify and address barriers, incorporate Indigenous knowledge and stewardship practices into event planning, and develop a mentorship program pairing experienced organizers with new community event leaders.

Under **Profit**, we view events as engines for economic activity. We plan to enhance strategic partnerships to secure sponsorships and grants, develop outreach programs linking out-of-town attendees with local businesses, provide community event planning guides, and promoting sustainable event management practices. We will optimize operations and facilities to support high-quality events and maximize community benefit. Planned actions include streamlining planning and tracking of Town-led events, conducting internal capacity audits, establishing structured volunteer programs, formalizing post-event audits, and implementing facility optimization strategies to balance space utilization.

For **Planet**, environmental stewardship is central. Events will model eco-friendly practices through waste-diversion programs, sustainable procurement guidelines, and targeted training for providers. We'll continue to explore green initiatives, promote active and public transportation to venues, and embed Indigenous land-and water-stewardship traditions into our plans to honor both heritage and habitat.

To support transparent decision-making and continuous refinement, the Events Strategy includes:

A **quadruple bottom line evaluation tool** that scores each event on purpose, people, planet, and profit criteria.

An **external event support** document that shows the services the town already offers.

A **facility utilization analysis** covering Town-owned and third-party venues, guiding infrastructure investments and programming adjustments.

By integrating these interconnected elements and aligning with the Municipal Development Plan and corporate goals, and aligning with the Tourism Strategy, Okotoks will continue to deliver vibrant, inclusive, and sustainable events that strengthen our unique identity, nurture connections, and support our shared future.

Background

Okotoks, named from the Blackfoot word "Okatok," meaning "rock," has a rich history starting with the First Nations people. The Town's name and identity are tied Indigenous oral traditions about the world's largest glacial erratic southwest of town. Established as a settler community in 1882, Okotoks was incorporated as a village in 1893. Early developments included the first hotel in 1892 and the first school in 1900, with the Okotoks Fair highlighting agricultural roots. Okotoks officially became a "Town" in 1904.

Today, Okotoks is a vibrant municipality with more than 33,000 residents known for environmental stewardship, sports and recreational excellence, arts and culture, and as a hub for small business and entrepreneurship. The town features a variety of year-round community events, including summer parades, fall festivals, and winter celebrations.

Events, such as markets, theatre festivals, concerts, sports tournaments, and dance recitals, are organized by the Town and third-party event producers. These events are critical to preserving and enhancing the Town's unique identity and diversifying the economy, celebrating, gathering, connecting, and creating experiences with transcultural values. Events in Okotoks, such as sports matches, festivals, and concerts, contribute to the town's dynamic atmosphere and charming sense of place.

Event Strategy

The Event Strategy is guided by Council direction and the Municipal Development Plan, and integrates key Town plans such as the Economic Development Strategic Plan, Recreation, Parks, and Leisure Master Plan, Environmental Master Plan, Climate Action Plan, Culture, Heritage, and Arts Master Plan, and the Social Needs Assessment. This comprehensive approach ensures the Event Strategy supports the Town's long-term goals, promoting economic vitality, well-being, environmental sustainability, climate resilience, cultural vibrancy, and social inclusion.

Unlike a facility booking—which reserves space for private use, an event is a public experience designed to engage and benefit the broader community. Events involve careful planning, volunteer coordination, and outreach, often featuring performances, activities, or exhibitions supported by promotion and partnerships. Most importantly, events create lasting value—driving economic impact, cultural inclusion, environmental stewardship, and social connection—far beyond just renting a space. In short, bookings use a space, but events activate it to serve and strengthen the community.

To ensure every event maximizes its impact, the Event Strategy Framework applies a quadruple bottom line lens—Purpose, People, Planet, and Profit—to evaluate success and sustainability. Grounded in, and helping build, Okotoks' unique identity, this balanced approach guarantees that events are not only financially viable but also culturally enriching, socially responsible, and environmentally sound. This ensures our events continue to foster a vibrant and connected community, by supporting engagement and cultural enrichment, while also driving economic activity through tourism and local business support.

Founded in Community Identity

The Events Strategy will support the preservation and enhancement of Okotoks' community identity in alignment with the vision, goals, and principles that reflect the community's values in the Municipal Development Plan. These principles include:

Okotoks is a healthy, safe, and inclusive community.

Okotoks is a sustainable, green, and resilient community.

Okotoks has a vital, prosperous, and innovative economy.

Okotoks is a fiscally responsible and responsive government.

The Municipal Development Plan (MDP) principles align with a triple-bottom line approach to decision-making—considering people, planet, and profit. The Events Strategy builds on this foundation by introducing a fourth element: purpose. This shift reflects a quadruple-bottom line framework, which guides the strategy’s actions, implementation, and performance metrics. The goal is to maintain a balanced focus on all four dimensions to support the long-term sustainability and well-being of the community.

Driven by Data

Event Inventory

The Town supports, coordinates, and delivers a variety of community events throughout the year to preserve and enhance Okotoks’ identity. Many of these events have been staples of the community for decades, fostering new, positive memories for residents and visitors year-over-year. The event inventory highlights a selection of key events to establish a baseline of commitments and investments by the Town that supports social cohesion, community building, volunteerism, and inclusivity. *The event inventory is not intended to serve as a comprehensive listing of all events in the community.*

It features 25 distinct events—organized by the Town and third-party partners—ranging from small, targeted activities to large-scale festivals and sporting events that celebrate Okotoks’ vibrant community spirit and connect visitors to local businesses, restaurants, and unique experiences, driving economic growth and tourism. It offers a representative mix of event types, including cultural celebrations, athletic competitions, and seasonal gatherings. In the next section, these events are evaluated and scored using a custom-designed event evaluation matrix.

Winter:	Light Up, Outdoor Skating Party, Winter Walk Day, Female Classic Hockey Tournament, U17 AAA Hockey Tournament
Spring:	Community Clean-up, Children's Festival, Parade, Pride, Earth Day, Mountain Magic Invitational Gymnastics Tournament, Ceremony for National Day of Awareness for Missing and Murdered Women, Girls & 2SLGBTQQIA+, Indigenous Artisan Market and Tipi Camp
Summer:	Spring into Summer, Acoustic Summer Nights, Canada Day, Taste of Okotoks, Summer Roundup, Alberta Days, Pop up Flicks, Show n Shine, Nooks & Crannies, Rolling Barrage, Farmers' Market
Fall:	Rainbow Connection Halloween Dance, Harvest Fest, National Day for Truth and Reconciliation Event

Additionally, Okotoks hosts a variety of other sporting and community events throughout the year, further enriching the Town's vibrant spirit while supporting local businesses, economic growth, and tourism. Among them are:

- Okotoks Minor Hockey Tournaments
- Okotoks Curling Club Bonspiels
- Anthem Communities Cup Soccer Tournament
- Okotoks Rugby Festival
- Okotoks Minor Baseball Tournaments
- Okotoks Dawgs Baseball Tournaments
- Okotoks Minor Soccer Tournaments
- Okotoks Triathlon
- Okotoks Minor Football Games
- Okotoks Volleyball Tournaments
- Okotoks Cross Country Running Events
- Okotoks Trade Show and Market
- Parade of Garage Sales
- Dewdney Theatre Productions
- Acoustic Summer Nights
- Okotoks Film Festival
- Okotoks Hot Chocolate Festival
- Okotoks Block Parties
- Pop-Up Café
- Newcomers Social Gathering
- Age-Friendly Speaker Series

The [Town of Okotoks Annual Events website](#) and the [Community Events Calendar](#) contain more information about other events.

- <https://www.okotoks.ca/your-community/living-okotoks/community-event-calendar>
- <https://www.okotoks.ca/your-community/living-okotoks/community-event-calendar>

Evaluation

For this report 25 events in Okotoks were evaluated using a quadruple bottom line approach. Each event was scored based on criteria such as strategic alignment, economic impact, community engagement, and environmental sustainability. The scores were aggregated to determine the overall ranking.

Purpose

- **Strategic Alignment:** Strongly supports long-term goals (e.g., tourism, business growth, inclusivity, social connection, uniquely Okotoks).
- **Educational Value:** Provides learning opportunities for attendees, volunteers, and/or stakeholders.
- **Cultural Value:** Celebrates local heritage, Indigenous culture, artistry, sport, etc.
- **Legacy:** Length of time, in years, impact on the community

Profit

- **Economic Impact:** Supports local businesses and attracts out-of-town visitors.
- **Revenue Generation:** Generates revenue for the greater Town economy or organizers.
- **Cost:** Cost to Town (includes resource hours and hard costs)

People

- **Attendance:** Estimated number of event attendees
- **Community Connection:** Actively supports community connection across different age groups, income classes, education levels, and cultural backgrounds
- **Accessibility:** Accessible to people with disabilities and various socioeconomic backgrounds.

Planet

- **Sustainable Event Planning:** Use of eco-friendly materials, venue selection, and promotion of strategies.
- **Environmental Impact:** Kilograms of waste produced per event (Town)

The evaluation of 2024 events in Okotoks, using the quadruple bottom line criteria, revealed a range of scores across Town-led and third-party events. Scoring was weighted based on Town outcomes with scoring in the purpose criteria having the largest percentage of the total to capture the importance of events with strategic alignment, social cohesion, and community values.

Among Town events, Light Up, the Parade, and the Children's Festival scored in the "High" category across all four purpose, profit, people, and planet criteria showcasing

that these events provide strong strategic alignment and community impact. Ten Town-hosted events scored in the "Moderate" category, suggesting they are well-received but have areas for improvement. Third-party events also showed strong performance, with the Show 'n Shine, Chamber Trade Show and Spring Fling, Female Classic Hockey Tournament and "Mountain Magic Invitational Gymnastics Tournament" scoring in the "High" category. The remaining seven third-party events scored in the "Moderate" category.

Overall, the results indicate that several events are performing exceptionally well and should be continued or expanded, while others have moderate scores and would benefit from further development. The only event categorized as "low" was the "Outdoor Skating Party", which received a score of 36. However, as a newly introduced event, it requires additional time to mature before any definitive conclusions can be drawn.

Overall, this comprehensive evaluation framework helps to prioritize which events to continue, develop, or reconsider, ensuring a balanced and impactful event strategy for Okotoks. The event scoring establishes a baseline for current commitments and considerations for future planning, investment, and program alignment. This evaluation is based on available data from Town-hosted and third-party events from 2024. Understanding this is a new method to track and evaluate events, this will be an evolutionary process. Refinements will be made to the evaluation tool that best aligns the outcomes of the Events Strategy with the future key performance indicators. These changes will be implemented in future iterations to ensure that events are prioritized for their meaningful impact on purpose, profit, people, and the planet.

For complete Evaluations see **Appendix A: 2024 Event Evaluations**.

Enabled Through Collaborative Event Support

The Town has a dedicated team of Facility Booking and Event Associates that works collaboratively with third-party event organizers to navigate Town processes, regulations, and compliance-based requirements to execute events. This team ensures that events coordinated in the Town are done in alignment with the values of safety, sustainability, inclusivity, and accessibility and provide third-party event organizers with the expertise to deliver impactful events in the community.

The Town supports third-party events during pre-planning, planning, execution, and post-event across eight service categories. These categories include:

1. **Planning and permitting** Pre-planning service to ensure all regulatory and compliance requirements are identified and met.

2. **Financial support:** Town grants or fee waivers that remove financial barriers to event organizers and support positive event economies as well as Okotoks' unique identity.
3. **Promotion and marketing:** Sharing event details through town calendars and providing cork boards in various locations supporting third-party event marketing.
4. **Environmental:** Education and facilities that support the Town's objective of waste reduction and diversion from community events.
5. **Logistical:** Assistance and resources for events that require road/street closures to ensure the safety of the public and mitigate impact to residents.
6. **Training and education:** Opportunities to build capacity for existing and prospective event organizers through meetings, workshops, and seminars.
7. **Evaluation:** Post-event briefs with Town Event team to review successes and opportunities for future events.

A list of Town support provided for six existing third-party events is available in **Appendix B: Collaborative Event Support.4**

Optimized Through Facility Management

A starting point for the Event Strategy was to complete a comprehensive review of the facilities that can support Town events. The inventory includes Town operated and non-Town operated facilities and spaces available for events, the amenities available at these facilities, and their physical location. The facility inventory does not assess or evaluate the condition or remaining useful life of the facility. The purpose of collecting this information was to create a centralized venue database to streamline the Town's support for event organizers.

The facility inventory tracks a wide range of opportunities that residents and event organizers have available to plan and execute year-round events. These include purpose-built facilities such as the Old Church Theatre to accommodate live productions to sports field for programmable outdoor events. A complete listing of these facilities is further detailed in **Appendix C: Facility Utilization Report**.

The Facility Utilization report provides valuable insight into how Town-operated spaces are booked and utilized—but it does not focus on the events themselves. Instead, it tracks facility use, without assessing the scope, impact, or purpose of the activities taking place. The use may include both private rentals and public events. Readers should

keep this distinction in mind: while usage reflects time and space reserved, if it is a private rental, it does not equate to a community event with broader public engagement or outcomes.

The usage data analyzed focuses on Town-operated spaces and includes bookings at the Old Church Theatre, Viking Rentals Centre Events Hall and Arenas, Okotoks Recreation Centre, and various parks and outdoor spaces (see *Appendix C*). The report highlights amenities, booking trends, and levels of utilization. It identifies high demand for recreational facilities, particularly ice rentals during prime hours—pointing to potential needs for future investment. Conversely, non-recreational venues show opportunities for increased programming and community access.

The Facility Utilization report also includes facility information on 22 non-Town-operated facilities. These facilities are critical to understanding the complete listing of event spaces available. These spaces provide flexibility, diversify community event infrastructure, and create stronger ties with organizations, businesses, and cultural partners.

Taken together, the Facility Utilization report and the Event Evaluation framework offer a fuller picture of how Okotoks' physical spaces support community life—one focused on when and where space is used, and the other on how and the impact to the community, economy, environment and unique *Okotokian* identity.

Actioned through Meaningful Community Outcomes

The success of the Events Strategy relies on shared commitment and collaboration between the Town, event organizers, and the community. Achieving our goals will require operational and capital support, strong partnerships, and alignment with community values and MDP principles.

The Town is dedicated to building a vibrant, inclusive, and connected community by supporting diverse, innovative events that engage residents, attract visitors, and strengthen social bonds. We prioritize financial and environmental sustainability, invest in optimized facilities, and continually improve our approach to maximizing community benefit.

Our Events Strategy is guided by four key focus areas: Collaboration & Support, Inclusive Community, Financial & Environmental Sustainability, and Facilities & Operations. Each area has been intentionally developed to align with strategic objectives in the MDP and other guiding plans while retaining the qualities of being friendly, charming, and unique. Each area also outlines clear actions to advance our goals. To ensure accountability and drive continuous improvement, we have established Key Performance Indicators (KPIs) for each focus area. These KPIs create a data-driven framework for transparent decision-making and measurable progress, supporting our vision for a vibrant and welcoming Okotoks.

	Desired Outcomes	Key Actions	Success Measures
Collaboration & Support	<p>Enhanced community engagement and successful hosting of diverse events, by leveraging partnerships and shared resources.</p> <p>Events that attract visitors, create partnerships, and activate public spaces through collaborative efforts.</p>	<ol style="list-style-type: none"> 1. Create a grant program to support local organizations in developing events that contribute to the quadruple bottom line. 2. Expand partnership networks to collaborate with community groups, businesses, schools, and third-party organizations to plan and execute diverse and innovative events. 3. Organize workshops and training sessions for third-party event providers to build capacity and empower the community. 	<ol style="list-style-type: none"> 1. Support at least five events annually through the Town grant. 2. The number of partners collaborated with during event planning and execution. 3. Annual training session for third-party event providers.

	Desired Outcomes	Key Actions	Success Measures
Inclusive Community	<p>Strengthened social and cultural ties, increased community capacity for event planning and delivery, and higher community awareness and participation, by making events accessible and welcoming.</p> <p>Enhanced engagement and sense of belonging across diverse groups.</p>	<ol style="list-style-type: none"> 1. Complete an accessibility audit of events to assess physical or perceived barriers to participation for attendees, volunteers, and staff. 2. Develop Indigenous knowledge and practice guideline related to environmental stewardship, such as land and water conservation techniques, into event planning and execution. 3. Develop a mentorship program pairing experienced event organizers with new event organizers or community organizations to enhance event planning, skill development, and diversity. 4. Incorporate diverse cultural elements—such as music, food, or performances from various backgrounds—into community event’s program. 	<ol style="list-style-type: none"> 1. Number of accessibility improvements actioned. 2. Indigenous knowledge is incorporated into Town led events and guidelines are available for third-party event providers. 3. Mentorship program receives an 80% satisfaction rating from members as measured by member satisfaction surveys. 4. Increase the number of events featuring diverse cultural elements (e.g., food, music, or activities).

<p>Financial & Environmental Sustainability</p>	<p>Events that are financially viable and impactful, supporting ongoing community priorities.</p> <p>Utilization of sustainable event practices and increased community participation in event sustainability initiatives.</p>	<ol style="list-style-type: none"> 1. Enhance strategic partnerships to secure sponsorships, grants, and other funding sources to ensure financial sustainability. 2. Develop and implement a targeted outreach and engagement program that links out-of-town event attendees with local businesses to enhance visitor experience and support the local economy. 3. Develop an Events Policy to provide structured support and clear guidance for third-party event organizers, enhancing event quality and community collaboration. 4. Develop Community Event Planning Guides to provide clear and consistent information to help third-party event organizers deliver safe, high-quality, well-coordinated events. 5. Develop and promote guidelines for sustainable event management, including sourcing 	<ol style="list-style-type: none"> 1. Total sponsorship and grant revenue secured annually. 2. Outreach program receives an 80% satisfaction rating from out-of-town event attendees and participating local businesses as measured by program satisfaction surveys. 3. Completed Events Policy. 4. The Community Event Planning Guides are accessed or downloaded. 5. Sustainable event management is incorporated into Town led events and guidelines are available for third-party event providers. 6.
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	Desired Outcomes	Key Actions	Success Measures
		local and sustainable products and materials.	
Operations & Facilities	<p>Enhanced capacity for planning and delivery through optimized operations.</p> <p>Improving event facility utilization and consistent support for high-quality events, ensuring smooth execution and positive experiences.</p>	<ol style="list-style-type: none"> 1. Streamline planning, delivery, and tracking of Town led events to enhance coordination, organization, and financial efficiency. 2. Conduct an internal capacity audit and right-size teams. 3. Create a structured program to attract, recruit, train, recognize, and retain volunteers for Town-led community events. 4. Formalize post-event audits to enhance operational efficiency and community engagement. 5. Develop and implement a facility optimization strategy that balances the management of under-utilized and over-utilized spaces to maximize efficiency, community benefit, and event opportunities. 	<ol style="list-style-type: none"> 1. Number of process improvements implemented for Town led events. 2. Internal capacity audit completed. 3. Total number of event volunteer hours. 4. Post-event audits completed for all Town led events and guidance is available for third-party event providers. 5. Percentage of facility spaces operating within optimal utilization range (e.g., 60–85% occupancy).

Implementation

The timing of actions within this strategic plan will be phased and adaptive to ensure successful execution. Initial efforts will focus on foundational steps, including a thorough evaluation of our current capacity and resources. As this evaluation is completed, more detailed timelines and milestones will be established for each target area. This flexible approach allows us to align our initiatives with organizational readiness and available resources, ensuring progress is both realistic and sustainable. The plan will be reviewed regularly, and timing will be adjusted as needed to reflect evolving capacity and community priorities.

Conclusion

The Okotoks Event Strategy reflects the Council's priorities and the values expressed by the community through extensive engagement. It balances cultural vibrancy, social connection, economic growth, and environmental care to guide meaningful, impactful events.

Focusing on Collaboration & Support, Inclusive Community, Financial & Environmental Sustainability, and Facilities & Operations, the plan emphasizes community connection, accessibility, and cultural value-key priorities shared by our community in the Social Needs Assessment.

The council's commitment to arts and culture as an economic driver is integrated throughout, ensuring events support local business and quality of life while maintaining fiscal responsibility. Environmental impact is considered, but people and purpose remain central.

This strategy provides a clear framework to deliver events that unite our community, celebrate Okotoks' identity, and support a vibrant, resilient future.

List of Appendices

Appendix A: 2024 Event Evaluations This appendix presents a summary analysis of 25 Town-hosted and supported events in 2024, evaluated using a quadruple bottom line tool across six criteria: Economic, Financial, Resource, Community, Strategic, and Environmental Impact. The events—ranging from small-scale activities to major festivals—reflect the Town’s year-round commitment to community identity, inclusion, sustainability, and economic vitality. Seasonal highlights include Light Up, Children’s Festival, Taste of Okotoks, Pride, and the Parade. The analysis establishes a baseline for current commitments and recommends future planning, investment, and program alignment.

Appendix B: 2024 External Event Supports This appendix reviews the comprehensive range of services provided by the Town of Okotoks to support externally run events. Services include Planning and Permits, Financial Support, Promotion and Marketing, Environmental Services, Logistical Support, Operational and On-Site Services, Training and Education, and Evaluation and Feedback. The report details the utilization of these services by various events, ensuring their success and smooth operation.

Appendix C: Facility Utilization Report This Facility Utilization Report provides a snapshot of how 43 Town-operated venues are currently being used to support Okotoks’ year-round event activity, alongside facility information for 23 non-Town-operated venues. As a foundational input to the broader Events Strategy, this analysis applies a quadruple bottom line lens—considering economic, social, environmental, and cultural outcomes—and highlights opportunities to optimize facility use, strengthen partnerships, and better align infrastructure with the evolving needs of the Okotoks community.



2025

EVENT STRATEGY

Appendix A. Event Evaluations





Event Evaluations

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Introduction

This appendix presents a summary analysis of 14 Town-hosted and 11 third-party supported events in 2024. Events ranging from small-scale activities to major festivals were included and reflect the Town's year-round commitment to community identity, inclusion, sustainability, and economic vitality. Seasonal highlights include Light Up, Children's Festival, and Taste of Okotoks.

Events were evaluated using a quadruple bottom line tool with weighted scoring. The scoring and weighting are a direct reflection of Council's strategic priorities and the values consistently expressed by the Okotoks community through multiple engagement initiatives. By assigning weight to criteria such as purpose, people, and profit, the matrix ensures that events are evaluated not only for their economic impact but also for their ability to foster a vibrant and connected community.

Council's commitment to arts and culture as an economic driver is embedded in the matrix, with strong emphasis on strategic alignment, cultural value, and economic impact. This approach mirrors best practices seen in other municipalities, where investment in arts and culture is recognized as both a catalyst for economic growth and a means to enhance quality of life for residents and visitors alike. The inclusion of revenue generation and cost considerations further addresses community concerns about fiscal responsibility and the importance of events that contribute to the local economy.

The prioritization of people-focused criteria—such as accessibility, attendance, and community connection—directly responds to the outcomes of Okotoks' Social Needs Assessment and ongoing community visioning efforts, which highlight social inclusion, belonging, and strong community networks as top priorities. These criteria ensure that events are accessible, inclusive, and meaningful for all residents, supporting the Town's vision of a resilient and thriving community.

Finally, while environmental impact is included as a scoring dimension, its relative weighting reflects community feedback that, although environmental stewardship is important, the primary focus for events should remain on people and purpose. This balanced approach ensures that the Town's event strategy supports economic vitality, cultural vibrancy, and community well-being, while remaining responsive to the evolving needs and aspirations of Okotoks residents as identified through robust public engagement and planning processes.

The event scoring establishes a baseline for current commitments and considerations for future planning, investment, and program alignment. This evaluation is based on available data from Town-hosted and third-party events from 2024. Understanding this is a new method to track and evaluate events, this will be an evolutionary process. Refinements will be made to the evaluation tool that best aligns the outcomes of the Events Strategy with the future key performance indicators. These changes will be implemented in future iterations to ensure that events are prioritized for their meaningful impact to purpose, profit, people, and the planet.



Summary of Event Scores

2024 Town Events	Score	Category
Light Up	85	High
Parade	73	High
Children's Festival	71.2	High
Taste of Okotoks	68.7	Moderate
Indigenous Artisan Market and Tipi Camp	67.8	Moderate
National Day of Truth and Reconciliation	65.8	Moderate
Nooks and Crannies	63	Moderate
Ceremony for National Day of Awareness for Missing and Murdered Indigenous Women, Girls & 2SLGBTQQIA+ People	59.8	Moderate
Community Clean-Up	57.5	Moderate
Spring into Summer	55.8	Moderate
Summer Roundup	51.8	Moderate
Canada Day	51.2	Moderate
Alberta Days	49.8	Moderate
Outdoor Skating Party*	33.8	Low

**Newly introduced event requires additional time to mature prior to definitive conclusions*

2024 Third-Party Events	Score	Category
Show 'n Shine	73	High
Chamber Trade Show & Spring Fling	72	High
Female Classic Hockey Tournament	71	High
Mountain Magic Invitational Gymnastics Competition	70	High
U17 AAA Hockey Tournament	65	Moderate
Acoustic Summer Nights	62	Moderate
Concert at Seaman Stadium	57	Moderate
Rainbow Connection Halloween Dance	54	Moderate
Pop-Up Flicks	52	Moderate
Pride	51	Moderate
Rolling Barrage	51	Moderate

High (expand or continue) score of 70+.

Moderate (develop or continue) score of 45 to 69.



Low (develop or phase out) score of 0 to 44.

Individual Scores – Town

Light Up

Quadruple Bottom Line Evaluation Criteria				
Event Organizer: Town	Event Name: Light Up	Weighting	Score Criteria	Score
Purpose (30%): We focus on celebrating and strengthening Okotoks' unique identity and creating lasting positive impacts by bringing people together.				
Strategic Alignment: Strongly supports long-term goals (e.g., tourism, business growth, inclusivity, social connection).	12%	1: Lacks alignment 3: Partial alignment 5: Full alignment		12
Educational Value: Provides learning opportunities for attendees.	7.5%	1: Limited learning 3: Some educational value 5: In-depth skill-building		4.5
Cultural Value: Celebrates local heritage, Indigenous culture, artistry, unique, sport, etc.	7.5%	1: Generic 3: Highlights local culture 5: Celebrates heritage/Indigenous roots		7.5
Legacy: Length of time, in years, event has been running and impact on the community	3%	1: Less than 2 years or limited impact 3: More than 2 years or more impactful 5: More than 5 years or very impactful		3
Sub-Total				27
Profit (25%): We view events as engines for economic stimulation.				
Economic Impact: Supports local businesses and attracts out-of-town visitors.	10%	1: Limited local business support 3: Localized spending 5: Drives tourism/local throughout the community		10
Revenue Generation: Generates revenue for the town or organizers.	7.5%	1: Limited revenue 3: Moderate revenue 5: High revenue		7.5
Cost to Town: Includes resource hours and hard costs.	7.5%	1: Fully tax-supported 3: Balance of revenue and tax-supported 5: Low cost supported by revenues		4.5
Sub-Total				22
People (30%): We focus on community bonds by by making events accessible, welcoming, and inclusive.				
Attendance: Estimated number of event attendees	5%	1: Low turnout 3: Moderate turnout 5: High turnout		5
Community Connection: Actively supports community connection across different age groups, income classes, education levels, and cultural backgrounds.	20%	1: Limited participation from community 3: Moderate participation 5: Engages diverse range of attendees		20
Accessibility: Accessible to people with disabilities and various socioeconomic backgrounds.	5%	1: Limited access 3: Improved access, with some barriers 5: Universal access		5
Sub-Total				30
Planet (15%): Our events will model eco-friendly practices.				
Sustainable Event Planning: Use of eco-friendly materials, venue selection, and promotion of strategies that prioritize sustainability.	7.5%	1: Limited measures in place 3: Some measures in place to reduce impact 5: Variety of measures that will reduce impact		4.5
Environmental Impact: Kilograms of waste produced per event	7.5%	1: Waste exceeds 100kgs 3: 50 to 100kgs of waste 5: 0 to 50 kgs of waste		1.5
Sub-Total				6
Total Score:				85



Parade

Quadruple Bottom Line Evaluation Criteria				
Event Organizer: Town	Event Name: Parade	Weighting	Score Criteria	Score
Purpose (30%): We focus on celebrating and strengthening Okotoks' unique identity and creating lasting positive impacts by bringing people together.				
Strategic Alignment: Strongly supports long-term goals (e.g., tourism, business growth, inclusivity, social connection).	12%	1: Lacks alignment 3: Partial alignment 5: Full alignment		12
Educational Value: Provides learning opportunities for attendees.	7.5%	1: Limited learning 3: Some educational value 5: In-depth skill-building		1.5
Cultural Value: Celebrates local heritage, Indigenous culture, artistry, unique, sport, etc.	7.5%	1: Generic 3: Highlights local culture 5: Celebrates heritage/Indigenous roots		4.5
Legacy: Length of time, in years, event has been running and impact on the community	3%	1: Less than 2 years or limited impact 3: More than 2 years or more impactful 5: More than 5 years or very impactful		3
Sub-Total				21
Profit (25%): We view events as engines for economic stimulation.				
Economic Impact: Supports local businesses and attracts out-of-town visitors.	10%	1: Limited local business support 3: Localized spending 5: Drives tourism/local throughout the community		6
Revenue Generation: Generates revenue for the town or organizers.	7.5%	1: Limited revenue 3: Moderate revenue 5: High revenue		4.5
Cost to Town: Includes resource hours and hard costs.	7.5%	1: Fully tax-supported 3: Balance of revenue and tax-supported 5: Low cost supported by revenues		1.5
Sub-Total				12
People (30%): We focus on community bonds by by making events accessible, welcoming, and inclusive.				
Attendance: Estimated number of event attendees	5%	1: Low turnout 3: Moderate turnout 5: High turnout		5
Community Connection: Actively supports community connection across different age groups, income classes, education levels, and cultural backgrounds.	20%	1: Limited participation from community 3: Moderate participation 5: Engages diverse range of attendees		20
Accessibility: Accessible to people with disabilities and various socioeconomic backgrounds.	5%	1: Limited access 3: Improved access, with some barriers 5: Universal access		3
Sub-Total				28
Planet (15%): Our events will model eco-friendly practices.				
Sustainable Event Planning: Use of eco-friendly materials, venue selection, and promotion of strategies that prioritize sustainability.	7.5%	1. Limited measures in place 3. Some measures in place to reduce impact 5. Variety of measures that will reduce impact		4.5
Environmental Impact: Kilograms of waste produced per event	7.5%	1: Waste exceeds 100kgs 3: 50 to 100kgs of waste 5: 0 to 50 kgs of waste		7.5
Sub-Total				12
Total Score:				73



Children's Festival

Quadruple Bottom Line Evaluation Criteria				
Event Organizer: Town	Event Name: Children's Festival	Weighting	Score Criteria	Score
Purpose (30%): We focus on celebrating and strengthening Okotoks' unique identity and creating lasting positive impacts by bringing people together.				
Strategic Alignment: Strongly supports long-term goals (e.g., tourism, business growth, inclusivity, social connection).	12%	1: Lacks alignment 3: Partial alignment 5: Full alignment		7.2
Educational Value: Provides learning opportunities for attendees.	7.5%	1: Limited learning 3: Some educational value 5: In-depth skill-building		4.5
Cultural Value: Celebrates local heritage, Indigenous culture, artistry, unique, sport, etc.	7.5%	1: Generic 3: Highlights local culture 5: Celebrates heritage/Indigenous roots		7.5
Legacy: Length of time, in years, event has been running and impact on the community	3%	1: Less than 2 years or limited impact 3: More than 2 years or more impactful 5: More than 5 years or very impactful		3
Sub-Total				22.2
Profit (25%): We view events as engines for economic stimulation.				
Economic Impact: Supports local businesses and attracts out-of-town visitors.	10%	1: Limited local business support 3: Localized spending 5: Drives tourism/local throughout the community		6
Revenue Generation: Generates revenue for the town or organizers.	7.5%	1: Limited revenue 3: Moderate revenue 5: High revenue		1.5
Cost to Town: Includes resource hours and hard costs.	7.5%	1: Fully tax-supported 3: Balance of revenue and tax-supported 5: Low cost supported by revenues		4.5
Sub-Total				12
People (30%): We focus on community bonds by by making events accessible, welcoming, and inclusive.				
Attendance: Estimated number of event attendees	5%	1: Low turnout 3: Moderate turnout 5: High turnout		5
Community Connection: Actively supports community connection across different age groups, income classes, education levels, and cultural backgrounds.	20%	1: Limited participation from community 3: Moderate participation 5: Engages diverse range of attendees		20
Accessibility: Accessible to people with disabilities and various socioeconomic backgrounds.	5%	1: Limited access 3: Improved access, with some barriers 5: Universal access		3
Sub-Total				28
Planet (15%): Our events will model eco-friendly practices.				
Sustainable Event Planning: Use of eco-friendly materials, venue selection, and promotion of strategies that prioritize sustainability.	7.5%	1. Limited measures in place 3. Some measures in place to reduce impact 5. Variety of measures that will reduce impact		4.5
Environmental Impact: Kilograms of waste produced per event	7.5%	1: Waste exceeds 100kgs 3: 50 to 100kgs of waste 5: 0 to 50 kgs of waste		4.5
Sub-Total				9
Total Score:				71.2



Taste of Okotoks

Quadruple Bottom Line Evaluation Criteria				
Event Organizer: Town	Event Name: Taste of Okotoks	Weighting	Score Criteria	Score
Purpose (30%): We focus on celebrating and strengthening Okotoks' unique identity and creating lasting positive impacts by bringing people together.				
Strategic Alignment: Strongly supports long-term goals (e.g., tourism, business growth, inclusivity, social connection).	12%	1: Lacks alignment 3: Partial alignment 5: Full alignment		7.2
Educational Value: Provides learning opportunities for attendees.	7.5%	1: Limited learning 3: Some educational value 5: In-depth skill-building		1.5
Cultural Value: Celebrates local heritage, Indigenous culture, artistry, unique, sport, etc.	7.5%	1: Generic 3: Highlights local culture 5: Celebrates heritage/Indigenous roots		4.5
Legacy: Length of time, in years, event has been running and impact on the community	3%	1: Less than 2 years or limited impact 3: More than 2 years or more impactful 5: More than 5 years or very impactful		3
Sub-Total				16.2
Profit (25%): We view events as engines for economic stimulation.				
Economic Impact: Supports local businesses and attracts out-of-town visitors.	10%	1: Limited local business support 3: Localized spending 5: Drives tourism/local throughout the community		10
Revenue Generation: Generates revenue for the town or organizers.	7.5%	1: Limited revenue 3: Moderate revenue 5: High revenue		4.5
Cost to Town: Includes resource hours and hard costs.	7.5%	1: Fully tax-supported 3: Balance of revenue and tax-supported 5: Low cost supported by revenues		4.5
Sub-Total				19
People (30%): We focus on community bonds by by making events accessible, welcoming, and inclusive.				
Attendance: Estimated number of event attendees	5%	1: Low turnout 3: Moderate turnout 5: High turnout		5
Community Connection: Actively supports community connection across different age groups, income classes, education levels, and cultural backgrounds.	20%	1: Limited participation from community 3: Moderate participation 5: Engages diverse range of attendees		12
Accessibility: Accessible to people with disabilities and various socioeconomic backgrounds.	5%	1: Limited access 3: Improved access, with some barriers 5: Universal access		3
Sub-Total				20
Planet (15%): Our events will model eco-friendly practices.				
Sustainable Event Planning: Use of eco-friendly materials, venue selection, and promotion of strategies that prioritize sustainability.	7.5%	1. Limited measures in place 3. Some measures in place to reduce impact 5. Variety of measures that will reduce impact		4.5
Environmental Impact: Kilograms of waste produced per event	15%	1: Waste exceeds 100kgs 3: 50 to 100kgs of waste 5: 0 to 50 kgs of waste		9
Sub-Total				13.5
Total Score:				68.7



Indigenous Artisan Market and Tipi Camp

Quadruple Bottom Line Evaluation Criteria				
Event Organizer: Town	Event Name: Indigenous Artisan Market & Tipi Camp	Weighting	Score Criteria	Score
Purpose (30%): We focus on celebrating and strengthening Okotoks' unique identity and creating lasting positive impacts by bringing people together.				
Strategic Alignment: Strongly supports long-term goals (e.g., tourism, business growth, inclusivity, social connection).	12%	1: Lacks alignment 3: Partial alignment 5: Full alignment		12
Educational Value: Provides learning opportunities for attendees.	7.5%	1: Limited learning 3: Some educational value 5: In-depth skill-building		4.5
Cultural Value: Celebrates local heritage, Indigenous culture, artistry, unique, sport, etc.	7.5%	1: Generic 3: Highlights local culture 5: Celebrates heritage/Indigenous roots		7.5
Legacy: Length of time, in years, event has been running and impact on the community	3%	1: Less than 2 years or limited impact 3: More than 2 years or more impactful 5: More than 5 years or very impactful		1.8
Sub-Total				25.8
Profit (25%): We view events as engines for economic stimulation.				
Economic Impact: Supports local businesses and attracts out-of-town visitors.	10%	1: Limited local business support 3: Localized spending 5: Drives tourism/local throughout the community		6
Revenue Generation: Generates revenue for the town or organizers.	7.5%	1: Limited revenue 3: Moderate revenue 5: High revenue		1.5
Cost to Town: Includes resource hours and hard costs.	7.5%	1: Fully tax-supported 3: Balance of revenue and tax-supported 5: Low cost supported by revenues		4.5
Sub-Total				12
People (30%): We focus on community bonds by by making events accessible, welcoming, and inclusive.				
Attendance: Estimated number of event attendees	5%	1: Low turnout 3: Moderate turnout 5: High turnout		3
Community Connection: Actively supports community connection across different age groups, income classes, education levels, and cultural backgrounds.	20%	1: Limited participation from community 3: Moderate participation 5: Engages diverse range of attendees		12
Accessibility: Accessible to people with disabilities and various socioeconomic backgrounds.	5%	1: Limited access 3: Improved access, with some barriers 5: Universal access		3
Sub-Total				18
Planet (15%): Our events will model eco-friendly practices.				
Sustainable Event Planning: Use of eco-friendly materials, venue selection, and promotion of strategies that prioritize sustainability.	7.5%	1. Limited measures in place 3. Some measures in place to reduce impact 5. Variety of measures that will reduce impact		4.5
Environmental Impact: Kilograms of waste produced per event	7.5%	1: Waste exceeds 100kgs 3: 50 to 100kgs of waste 5: 0 to 50 kgs of waste		7.5
Sub-Total				12
Total Score:				67.8



National Day for Truth and Reconciliation Event

Nooks & Crannies

Quadruple Bottom Line Evaluation Criteria				
Event Organizer: Town	Event Name: Nooks and Crannies	Weighting	Score Criteria	Score
Purpose (30%): We focus on celebrating and strengthening Okotoks' unique identity and creating lasting positive impacts by bringing people together.				
Strategic Alignment: Strongly supports long-term goals (e.g., tourism, business growth, inclusivity, social connection).	12%	1: Lacks alignment 3: Partial alignment 5: Full alignment		7.2
Educational Value: Provides learning opportunities for attendees.	7.5%	1: Limited learning 3: Some educational value 5: In-depth skill-building		4.5
Cultural Value: Celebrates local heritage, Indigenous culture, artistry, unique, sport, etc.	7.5%	1: Generic 3: Highlights local culture 5: Celebrates heritage/Indigenous roots		7.5
Legacy: Length of time, in years, event has been running and impact on the community	3%	1: Less than 2 years or limited impact 3: More than 2 years or more impactful 5: More than 5 years or very impactful		1.8
Sub-Total				21
Profit (25%): We view events as engines for economic stimulation.				
Economic Impact: Supports local businesses and attracts out-of-town visitors.	10%	1: Limited local business support 3: Localized spending 5: Drives tourism/local throughout the community		6
Revenue Generation: Generates revenue for the town or organizers.	7.5%	1: Limited revenue 3: Moderate revenue 5: High revenue		1.5
Cost to Town: Includes resource hours and hard costs.	7.5%	1: Fully tax-supported 3: Balance of revenue and tax-supported 5: Low cost supported by revenues		4.5
Sub-Total				12
People (30%): We focus on community bonds by making events accessible, welcoming, and inclusive.				
Attendance: Estimated number of event attendees	5%	1: Low turnout 3: Moderate turnout 5: High turnout		3
Community Connection: Actively supports community connection across different age groups, income classes, education levels, and cultural backgrounds.	20%	1: Limited participation from community 3: Moderate participation 5: Engages diverse range of attendees		12
Accessibility: Accessible to people with disabilities and various socioeconomic backgrounds.	5%	1: Limited access 3: Improved access, with some barriers 5: Universal access		3
Sub-Total				18
Planet (15%): Our events will model eco-friendly practices.				
Sustainable Event Planning: Use of eco-friendly materials, venue selection, and promotion of strategies that prioritize sustainability.	7.5%	1: Limited measures in place 3: Some measures in place to reduce impact 5: Variety of measures that will reduce impact		4.5
Environmental Impact: Kilograms of waste produced per event	7.5%	1: Waste exceeds 100kgs 3: 50 to 100kgs of waste 5: 0 to 50 kgs of waste		7.5
Sub-Total				12
Total Score:				63



National Day of Awareness Ceremony For Missing and Murdered Indigenous Women, Girls & 2SLGBTQQIA+ People

Quadruple Bottom Line Evaluation Criteria			
Event Organizer: Town	Event Name: Ceremony for National Day of Awareness for Missing and Murdered Indigenous Women, Girls & 2SLGBTQQIA+ People	Weighting	Score Criteria
Purpose (30%): We focus on celebrating and strengthening Okotoks' unique identity and creating lasting positive impacts by bringing people together.			
Strategic Alignment: Strongly supports long-term goals (e.g., tourism, business growth, inclusivity, social connection).	12%	1: Lacks alignment 3: Partial alignment 5: Full alignment	12
Educational Value: Provides learning opportunities for attendees.	7.5%	1: Limited learning 3: Some educational value 5: In-depth skill-building	4.5
Cultural Value: Celebrates local heritage, Indigenous culture, artistry, unique, sport, etc.	7.5%	1: Generic 3: Highlights local culture 5: Celebrates heritage/Indigenous roots	4.5
Legacy: Length of time, in years, event has been running and impact on the community	3%	1: Less than 2 years or limited impact 3: More than 2 years or more impactful 5: More than 5 years or very impactful	1.8
Sub-Total			22.8
Profit (25%): We view events as engines for economic stimulation.			
Economic Impact: Supports local businesses and attracts out-of-town visitors.	10%	1: Limited local business support 3: Localized spending 5: Drives tourism/local throughout the community	2
Revenue Generation: Generates revenue for the town or organizers.	7.5%	1: Limited revenue 3: Moderate revenue 5: High revenue	1.5
Cost to Town: Includes resource hours and hard costs.	7.5%	1: Fully tax-supported 3: Balance of revenue and tax-supported 5: Low cost supported by revenues	1.5
Sub-Total			5
People (30%): We focus on community bonds by making events accessible, welcoming, and inclusive.			
Attendance: Estimated number of event attendees	5%	1: Low turnout 3: Moderate turnout 5: High turnout	3
Community Connection: Actively supports community connection across different age groups, income classes, education levels, and cultural backgrounds.	20%	1: Limited participation from community 3: Moderate participation 5: Engages diverse range of attendees	12
Accessibility: Accessible to people with disabilities and various socioeconomic backgrounds.	5%	1: Limited access 3: Improved access, with some barriers 5: Universal access	5
Sub-Total			20
Planet (15%): Our events will model eco-friendly practices.			
Sustainable Event Planning: Use of eco-friendly materials, venue selection, and promotion of strategies that prioritize sustainability.	7.5%	1: Limited measures in place 3: Some measures in place to reduce impact 5: Variety of measures that will reduce impact	4.5
Environmental Impact: Kilograms of waste produced per event	7.5%	1: Waste exceeds 100kgs 3: 50 to 100kgs of waste 5: 0 to 50 kgs of waste	7.5
Sub-Total			12
Total Score:			59.8



Community Clean-up

Quadruple Bottom Line Evaluation Criteria				
Event Organizer: Town	Event Name: Community Clean-Up	Weighting	Score Criteria	Score
Purpose (30%): We focus on celebrating and strengthening Okotoks' unique identity and creating lasting positive impacts by bringing people together.				
Strategic Alignment: Strongly supports long-term goals (e.g., tourism, business growth, inclusivity, social connection).	12%	1: Lacks alignment 3: Partial alignment 5: Full alignment		12
Educational Value: Provides learning opportunities for attendees.	7.5%	1: Limited learning 3: Some educational value 5: In-depth skill-building		4.5
Cultural Value: Celebrates local heritage, Indigenous culture, artistry, unique, sport, etc.	7.5%	1: Generic 3: Highlights local culture 5: Celebrates heritage/Indigenous roots		4.5
Legacy: Length of time, in years, event has been running and impact on the community	3%	1: Less than 2 years or limited impact 3: More than 2 years or more impactful 5: More than 5 years or very impactful		3
Sub-Total				24
Profit (25%): We view events as engines for economic stimulation.				
Economic Impact: Supports local businesses and attracts out-of-town visitors.	10%	1: Limited local business support 3: Localized spending 5: Drives tourism/local throughout the community		2
Revenue Generation: Generates revenue for the town or organizers.	7.5%	1: Limited revenue 3: Moderate revenue 5: High revenue		1.5
Cost to Town: Includes resource hours and hard costs.	7.5%	1: Fully tax-supported 3: Balance of revenue and tax-supported 5: Low cost supported by revenues		4.5
Sub-Total				8
People (30%): We focus on community bonds by by making events accessible, welcoming, and inclusive.				
Attendance: Estimated number of event attendees	5%	1: Low turnout 3: Moderate turnout 5: High turnout		3
Community Connection: Actively supports community connection across different age groups, income classes, education levels, and cultural backgrounds.	20%	1: Limited participation from community 3: Moderate participation 5: Engages diverse range of attendees		12
Accessibility: Accessible to people with disabilities and various socioeconomic backgrounds.	5%	1: Limited access 3: Improved access, with some barriers 5: Universal access		3
Sub-Total				18
Planet (15%): Our events will model eco-friendly practices.				
Sustainable Event Planning: Use of eco-friendly materials, venue selection, and promotion of strategies that prioritize sustainability.	7.5%	1. Limited measures in place 3. Some measures in place to reduce impact 5. Variety of measures that will reduce impact		4.5
Environmental Impact: Kilograms of waste produced per event	7.5%	1: Waste exceeds 100kgs 3: 50 to 100kgs of waste 5: 0 to 50 kgs of waste		7.5
Sub-Total				7.5
Total Score:				57.5



Spring Into Summer

Quadruple Bottom Line Evaluation Criteria				
Event Organizer: Town	Event Name: Spring into Summer	Weighting	Score Criteria	Score
Purpose (30%): We focus on celebrating and strengthening Okotoks' unique identity and creating lasting positive impacts by bringing people together.				
Strategic Alignment: Strongly supports long-term goals (e.g., tourism, business growth, inclusivity, social connection).	12%	1: Lacks alignment 3: Partial alignment 5: Full alignment		7.2
Educational Value: Provides learning opportunities for attendees.	7.5%	1: Limited learning 3: Some educational value 5: In-depth skill-building		1.5
Cultural Value: Celebrates local heritage, Indigenous culture, artistry, unique, sport, etc.	7.5%	1: Generic 3: Highlights local culture 5: Celebrates heritage/Indigenous roots		4.5
Legacy: Length of time, in years, event has been running and impact on the community	3%	1: Less than 2 years or limited impact 3: More than 2 years or more impactful 5: More than 5 years or very impactful		0.6
Sub-Total				13.8
Profit (25%): We view events as engines for economic stimulation.				
Economic Impact: Supports local businesses and attracts out-of-town visitors.	10%	1: Limited local business support 3: Localized spending 5: Drives tourism/local throughout the community		6
Revenue Generation: Generates revenue for the town or organizers.	7.5%	1: Limited revenue 3: Moderate revenue 5: High revenue		4.5
Cost to Town: Includes resource hours and hard costs.	7.5%	1: Fully tax-supported 3: Balance of revenue and tax-supported 5: Low cost supported by revenues		4.5
Sub-Total				15
People (30%): We focus on community bonds by by making events accessible, welcoming, and inclusive.				
Attendance: Estimated number of event attendees	5%	1: Low turnout 3: Moderate turnout 5: High turnout		3
Community Connection: Actively supports community connection across different age groups, income classes, education levels, and cultural backgrounds.	20%	1: Limited participation from community 3: Moderate participation 5: Engages diverse range of attendees		12
Accessibility: Accessible to people with disabilities and various socioeconomic backgrounds.	5%	1: Limited access 3: Improved access, with some barriers 5: Universal access		3
Sub-Total				18
Planet (15%): Our events will model eco-friendly practices.				
Sustainable Event Planning: Use of eco-friendly materials, venue selection, and promotion of strategies that prioritize sustainability.	7.5%	1. Limited measures in place 3. Some measures in place to reduce impact 5. Variety of measures that will reduce impact		4.5
Environmental Impact: Kilograms of waste produced per event	7.5%	1: Waste exceeds 100kgs 3: 50 to 100kgs of waste 5: 0 to 50 kgs of waste		4.5
Sub-Total				9
Total Score:				55.8



Summer Roundup

Quadruple Bottom Line Evaluation Criteria				
Event Organizer: Town	Event Name: Summer Roundup	Weighting	Score Criteria	Score
Purpose (30%): We focus on celebrating and strengthening Okotoks' unique identity and creating lasting positive impacts by bringing people together.				
Strategic Alignment: Strongly supports long-term goals (e.g., tourism, business growth, inclusivity, social connection).	12%	1: Lacks alignment 3: Partial alignment 5: Full alignment		7.2
Educational Value: Provides learning opportunities for attendees.	7.5%	1: Limited learning 3: Some educational value 5: In-depth skill-building		1.5
Cultural Value: Celebrates local heritage, Indigenous culture, artistry, unique, sport, etc.	7.5%	1: Generic 3: Highlights local culture 5: Celebrates heritage/Indigenous roots		4.5
Legacy: Length of time, in years, event has been running and impact on the community	3%	1: Less than 2 years or limited impact 3: More than 2 years or more impactful 5: More than 5 years or very impactful		0.6
Sub-Total				13.8
Profit (25%): We view events as engines for economic stimulation.				
Economic Impact: Supports local businesses and attracts out-of-town visitors.	10%	1: Limited local business support 3: Localized spending 5: Drives tourism/local throughout the community		6
Revenue Generation: Generates revenue for the town or organizers.	7.5%	1: Limited revenue 3: Moderate revenue 5: High revenue		4.5
Cost to Town: Includes resource hours and hard costs.	7.5%	1: Fully tax-supported 3: Balance of revenue and tax-supported 5: Low cost supported by revenues		1.5
Sub-Total				12
People (30%): We focus on community bonds by by making events accessible, welcoming, and inclusive.				
Attendance: Estimated number of event attendees	5%	1: Low turnout 3: Moderate turnout 5: High turnout		5
Community Connection: Actively supports community connection across different age groups, income classes, education levels, and cultural backgrounds.	20%	1: Limited participation from community 3: Moderate participation 5: Engages diverse range of attendees		12
Accessibility: Accessible to people with disabilities and various socioeconomic backgrounds.	5%	1: Limited access 3: Improved access, with some barriers 5: Universal access		3
Sub-Total				20
Planet (15%): Our events will model eco-friendly practices.				
Sustainable Event Planning: Use of eco-friendly materials, venue selection, and promotion of strategies that prioritize sustainability.	7.5%	1. Limited measures in place 3. Some measures in place to reduce impact 5. Variety of measures that will reduce impact		4.5
Environmental Impact: Kilograms of waste produced per event	7.5%	1: Waste exceeds 100kgs 3: 50 to 100kgs of waste 5: 0 to 50 kgs of waste		1.5
Sub-Total				6
Total Score:				51.8



Canada Day

Quadruple Bottom Line Evaluation Criteria				
Event Organizer: Town	Event Name: Canada Day	Weighting	Score Criteria	Score
Purpose (30%): We focus on celebrating and strengthening Okotoks' unique identity and creating lasting positive impacts by bringing people together.				
Strategic Alignment: Strongly supports long-term goals (e.g., tourism, business growth, inclusivity, social connection).	12%	1: Lacks alignment 3: Partial alignment 5: Full alignment		7.2
Educational Value: Provides learning opportunities for attendees.	7.5%	1: Limited learning 3: Some educational value 5: In-depth skill-building		4.5
Cultural Value: Celebrates local heritage, Indigenous culture, artistry, unique, sport, etc.	7.5%	1: Generic 3: Highlights local culture 5: Celebrates heritage/Indigenous roots		7.5
Legacy: Length of time, in years, event has been running and impact on the community	3%	1: Less than 2 years or limited impact 3: More than 2 years or more impactful 5: More than 5 years or very impactful		3
Sub-Total				22.2
Profit (25%): We view events as engines for economic stimulation.				
Economic Impact: Supports local businesses and attracts out-of-town visitors.	10%	1: Limited local business support 3: Localized spending 5: Drives tourism/local throughout the community		2
Revenue Generation: Generates revenue for the town or organizers.	7.5%	1: Limited revenue 3: Moderate revenue 5: High revenue		1.5
Cost to Town: Includes resource hours and hard costs.	7.5%	1: Fully tax-supported 3: Balance of revenue and tax-supported 5: Low cost supported by revenues		1.5
Sub-Total				5
People (30%): We focus on community bonds by by making events accessible, welcoming, and inclusive.				
Attendance: Estimated number of event attendees	5%	1: Low turnout 3: Moderate turnout 5: High turnout		3
Community Connection: Actively supports community connection across different age groups, income classes, education levels, and cultural backgrounds.	20%	1: Limited participation from community 3: Moderate participation 5: Engages diverse range of attendees		12
Accessibility: Accessible to people with disabilities and various socioeconomic backgrounds.	5%	1: Limited access 3: Improved access, with some barriers 5: Universal access		3
Sub-Total				18
Planet (15%): Our events will model eco-friendly practices.				
Sustainable Event Planning: Use of eco-friendly materials, venue selection, and promotion of strategies that prioritize sustainability.	7.5%	1. Limited measures in place 3. Some measures in place to reduce impact 5. Variety of measures that will reduce impact		1.5
Environmental Impact: Kilograms of waste produced per event	7.5%	1: Waste exceeds 100kgs 3: 50 to 100kgs of waste 5: 0 to 50 kgs of waste		4.5
Sub-Total				6
Total Score:				51.2



Alberta Day

Quadruple Bottom Line Evaluation Criteria				
Event Organizer: Town	Event Name: Alberta Days	Weighting	Score Criteria	Score
Purpose (30%): We focus on celebrating and strengthening Okotoks' unique identity and creating lasting positive impacts by bringing people together.				
Strategic Alignment: Strongly supports long-term goals (e.g., tourism, business growth, inclusivity, social connection).	12%	1: Lacks alignment 3: Partial alignment 5: Full alignment		7.2
Educational Value: Provides learning opportunities for attendees.	7.5%	1: Limited learning 3: Some educational value 5: In-depth skill-building		1.5
Cultural Value: Celebrates local heritage, Indigenous culture, artistry, unique, sport, etc.	7.5%	1: Generic 3: Highlights local culture 5: Celebrates heritage/Indigenous roots		4.5
Legacy: Length of time, in years, event has been running and impact on the community	3%	1: Less than 2 years or limited impact 3: More than 2 years or more impactful 5: More than 5 years or very impactful		0.6
Sub-Total				13.8
Profit (25%): We view events as engines for economic stimulation.				
Economic Impact: Supports local businesses and attracts out-of-town visitors.	10%	1: Limited local business support 3: Localized spending 5: Drives tourism/local throughout the community		6
Revenue Generation: Generates revenue for the town or organizers.	7.5%	1: Limited revenue 3: Moderate revenue 5: High revenue		1.5
Cost to Town: Includes resource hours and hard costs.	7.5%	1: Fully tax-supported 3: Balance of revenue and tax-supported 5: Low cost supported by revenues		1.5
Sub-Total				9
People (30%): We focus on community bonds by by making events accessible, welcoming, and inclusive.				
Attendance: Estimated number of event attendees	5%	1: Low turnout 3: Moderate turnout 5: High turnout		3
Community Connection: Actively supports community connection across different age groups, income classes, education levels, and cultural backgrounds.	20%	1: Limited participation from community 3: Moderate participation 5: Engages diverse range of attendees		12
Accessibility: Accessible to people with disabilities and various socioeconomic backgrounds.	5%	1: Limited access 3: Improved access, with some barriers 5: Universal access		3
Sub-Total				18
Planet (15%): Our events will model eco-friendly practices.				
Sustainable Event Planning: Use of eco-friendly materials, venue selection, and promotion of strategies that prioritize sustainability.	7.5%	1. Limited measures in place 3. Some measures in place to reduce impact 5. Variety of measures that will reduce impact		4.5
Environmental Impact: Kilograms of waste produced per event	7.5%	1: Waste exceeds 100kgs 3: 50 to 100kgs of waste 5: 0 to 50 kgs of waste		4.5
Sub-Total				9
Total Score:				49.8



Outdoor Skating Party

Quadruple Bottom Line Evaluation Criteria				
Event Organizer: Town	Event Name: Outdoor Skating Party	Weighting	Score Criteria	Score
Purpose (30%): We focus on celebrating and strengthening Okotoks' unique identity and creating lasting positive impacts by bringing people together.				
Strategic Alignment: Strongly supports long-term goals (e.g., tourism, business growth, inclusivity, social connection).	12%	1: Lacks alignment 3: Partial alignment 5: Full alignment		7.2
Educational Value: Provides learning opportunities for attendees.	7.5%	1: Limited learning 3: Some educational value 5: In-depth skill-building		1.5
Cultural Value: Celebrates local heritage, Indigenous culture, artistry, unique, sport, etc.	7.5%	1: Generic 3: Highlights local culture 5: Celebrates heritage/Indigenous roots		4.5
Legacy: Length of time, in years, event has been running and impact on the community	3%	1: Less than 2 years or limited impact 3: More than 2 years or more impactful 5: More than 5 years or very impactful		0.6
Sub-Total				13.8
Profit (25%): We view events as engines for economic stimulation.				
Economic Impact: Supports local businesses and attracts out-of-town visitors.	10%	1: Limited local business support 3: Localized spending 5: Drives tourism/local throughout the community		2
Revenue Generation: Generates revenue for the town or organizers.	7.5%	1: Limited revenue 3: Moderate revenue 5: High revenue		1.5
Cost to Town: Includes resource hours and hard costs.	7.5%	1: Fully tax-supported 3: Balance of revenue and tax-supported 5: Low cost supported by revenues		1.5
Sub-Total				5
People (30%): We focus on community bonds by by making events accessible, welcoming, and inclusive.				
Attendance: Estimated number of event attendees	5%	1: Low turnout 3: Moderate turnout 5: High turnout		1
Community Connection: Actively supports community connection across different age groups, income classes, education levels, and cultural backgrounds.	20%	1: Limited participation from community 3: Moderate participation 5: Engages diverse range of attendees		4
Accessibility: Accessible to people with disabilities and various socioeconomic backgrounds.	5%	1: Limited access 3: Improved access, with some barriers 5: Universal access		1
Sub-Total				6
Planet (15%): Our events will model eco-friendly practices.				
Sustainable Event Planning: Use of eco-friendly materials, venue selection, and promotion of strategies that prioritize sustainability.	7.5%	1: Limited measures in place 3: Some measures in place to reduce impact 5: Variety of measures that will reduce impact		1.5
Environmental Impact: Kilograms of waste produced per event	7.5%	1: Waste exceeds 100kgs 3: 50 to 100kgs of waste 5: 0 to 50 kgs of waste		7.5
Sub-Total				9
Total Score:				33.8



Individual Scores – Third-Party

Show 'n Shine

Quadruple Bottom Line Evaluation Criteria				
Event Organizer: Third-Party	Event Name: Show 'n Shine	Weighting	Score Criteria	Score
Purpose (40%): We focus on celebrating and strengthening Okotoks' unique identity and creating lasting positive impacts by bringing people together.				
Strategic Alignment: Strongly supports long-term goals (e.g., tourism, business growth, inclusivity, social connection).	20%	1: Lacks alignment 3: Partial alignment 5: Full alignment		12
Educational Value: Provides learning opportunities for attendees.	7.5%	1: Limited learning 3: Some educational value 5: In-depth skill-building		1.5
Cultural Value: Celebrates local heritage, Indigenous culture, artistry, unique, sport, etc.	7.5%	1: Generic 3: Highlights local culture 5: Celebrates heritage/Indigenous roots		4.5
Legacy: Length of time, in years, event has been running and impact on the community	5%	1: Less than 2 years or limited impact 3: More than 2 years or more impactful 5: More than 5 years or very impactful		5
Sub-Total				23
Profit (30%): We view events as engines for economic stimulation.				
Economic Impact: Supports local businesses and attracts out-of-town visitors.	15%	1: Limited local business support 3: Localized spending 5: Drives tourism/local throughout the community		15
Revenue Generation: Generates revenue for the town or organizers.	7.5%	1: Limited revenue 3: Moderate revenue 5: High revenue		7.5
Cost to Town: Includes resource hours and hard costs.	7.5%	1: Fully tax-supported 3: Balance of revenue and tax-supported 5: Low cost supported by revenues		7.5
Sub-Total				30
People (30%): We focus on community bonds by by making events accessible, welcoming, and inclusive.				
Attendance: Estimated number of event attendees	5%	1: Low turnout 3: Moderate turnout 5: High turnout		5
Community Connection: Actively supports community connection across different age groups, income classes, education levels, and cultural backgrounds.	20%	1: Limited participation from community 3: Moderate participation 5: Engages diverse range of attendees		12
Accessibility: Accessible to people with disabilities and various socioeconomic backgrounds.	5%	1: Limited access 3: Improved access, with some barriers 5: Universal access		3
Sub-Total				20
Planet (0%): Our events will model eco-friendly practices.				
Not implemented in 2024	0%			0
Sub-Total				0
Total Score:				73



Chamber Trade Show & Spring Fling Market

Quadruple Bottom Line Evaluation Criteria				
Event Organizer: Third-Party	Event Name: Chamber Trade Show	Weighting	Score Criteria	Score
Purpose (40%): We focus on celebrating and strengthening Okotoks' unique identity and creating lasting positive impacts by bringing people together.				
Strategic Alignment: Strongly supports long-term goals (e.g., tourism, business growth, inclusivity, social connection).	20%	1: Lacks alignment 3: Partial alignment 5: Full alignment		12
Educational Value: Provides learning opportunities for attendees.	7.5%	1: Limited learning 3: Some educational value 5: In-depth skill-building		4.5
Cultural Value: Celebrates local heritage, Indigenous culture, artistry, unique, sport, etc.	7.5%	1: Generic 3: Highlights local culture 5: Celebrates heritage/Indigenous roots		4.5
Legacy: Length of time, in years, event has been running and impact on the community	5%	1: Less than 2 years or limited impact 3: More than 2 years or more impactful 5: More than 5 years or very impactful		5
Sub-Total				26
Profit (30%): We view events as engines for economic stimulation.				
Economic Impact: Supports local businesses and attracts out-of-town visitors.	15%	1: Limited local business support 3: Localized spending 5: Drives tourism/local throughout the community		9
Revenue Generation: Generates revenue for the town or organizers.	7.5%	1: Limited revenue 3: Moderate revenue 5: High revenue		4.5
Cost to Town: Includes resource hours and hard costs.	7.5%	1: Fully tax-supported 3: Balance of revenue and tax-supported 5: Low cost supported by revenues		4.5
Sub-Total				18
People (30%): We focus on community bonds by by making events accessible, welcoming, and inclusive.				
Attendance: Estimated number of event attendees	5%	1: Low turnout 3: Moderate turnout 5: High turnout		5
Community Connection: Actively supports community connection across different age groups, income classes, education levels, and cultural backgrounds.	20%	1: Limited participation from community 3: Moderate participation 5: Engages diverse range of attendees		20
Accessibility: Accessible to people with disabilities and various socioeconomic backgrounds.	5%	1: Limited access 3: Improved access, with some barriers 5: Universal access		3
Sub-Total				28
Planet (0%): Our events will model eco-friendly practices.				
Not implemented in 2024	0%			0
Sub-Total				0
Total Score:				72



Female Classic Hockey

Quadruple Bottom Line Evaluation Criteria				
Event Organizer: Third-Party	Event Name: Female Hockey Classic	Weighting	Score Criteria	Score
Purpose (40%): We focus on celebrating and strengthening Okotoks' unique identity and creating lasting positive impacts by bringing people together.				
Strategic Alignment: Strongly supports long-term goals (e.g., tourism, business growth, inclusivity, social connection).	20%	1: Lacks alignment 3: Partial alignment 5: Full alignment		12
Educational Value: Provides learning opportunities for attendees.	7.5%	1: Limited learning 3: Some educational value 5: In-depth skill-building		1.5
Cultural Value: Celebrates local heritage, Indigenous culture, artistry, unique, sport, etc.	7.5%	1: Generic 3: Highlights local culture 5: Celebrates heritage/Indigenous roots		4.5
Legacy: Length of time, in years, event has been running and impact on the community	5%	1: Less than 2 years or limited impact 3: More than 2 years or more impactful 5: More than 5 years or very impactful		5
Sub-Total				23
Profit (30%): We view events as engines for economic stimulation.				
Economic Impact: Supports local businesses and attracts out-of-town visitors.	15%	1: Limited local business support 3: Localized spending 5: Drives tourism/local throughout the community		15
Revenue Generation: Generates revenue for the town or organizers.	7.5%	1: Limited revenue 3: Moderate revenue 5: High revenue		7.5
Cost to Town: Includes resource hours and hard costs.	7.5%	1: Fully tax-supported 3: Balance of revenue and tax-supported 5: Low cost supported by revenues		7.5
Sub-Total				30
People (30%): We focus on community bonds by by making events accessible, welcoming, and inclusive.				
Attendance: Estimated number of event attendees	5%	1: Low turnout 3: Moderate turnout 5: High turnout		3
Community Connection: Actively supports community connection across different age groups, income classes, education levels, and cultural backgrounds.	20%	1: Limited participation from community 3: Moderate participation 5: Engages diverse range of attendees		12
Accessibility: Accessible to people with disabilities and various socioeconomic backgrounds.	5%	1: Limited access 3: Improved access, with some barriers 5: Universal access		3
Sub-Total				18
Planet (0%): Our events will model eco-friendly practices.				
Not implemented in 2024	0%			0
Sub-Total				0
Total Score:				71



Mountain Magic Invitational Gymnastics Competition

Quadruple Bottom Line Evaluation Criteria				
Event Organizer: Third-Party	Event Name: MMI Gymnastics Competition	Weighting	Score Criteria	Score
Purpose (40%): We focus on celebrating and strengthening Okotoks' unique identity and creating lasting positive impacts by bringing people together.				
Strategic Alignment: Strongly supports long-term goals (e.g., tourism, business growth, inclusivity, social connection).	20%	1: Lacks alignment 3: Partial alignment 5: Full alignment		12
Educational Value: Provides learning opportunities for attendees.	7.5%	1: Limited learning 3: Some educational value 5: In-depth skill-building		4.5
Cultural Value: Celebrates local heritage, Indigenous culture, artistry, unique, sport, etc.	7.5%	1: Generic 3: Highlights local culture 5: Celebrates heritage/Indigenous roots		4.5
Legacy: Length of time, in years, event has been running and impact on the community	5%	1: Less than 2 years or limited impact 3: More than 2 years or more impactful 5: More than 5 years or very impactful		5
Sub-Total				26
Profit (30%): We view events as engines for economic stimulation.				
Economic Impact: Supports local businesses and attracts out-of-town visitors.	15%	1: Limited local business support 3: Localized spending 5: Drives tourism/local throughout the community		15
Revenue Generation: Generates revenue for the town or organizers.	7.5%	1: Limited revenue 3: Moderate revenue 5: High revenue		4.5
Cost to Town: Includes resource hours and hard costs.	7.5%	1: Fully tax-supported 3: Balance of revenue and tax-supported 5: Low cost supported by revenues		4.5
Sub-Total				24
People (30%): We focus on community bonds by by making events accessible, welcoming, and inclusive.				
Attendance: Estimated number of event attendees	5%	1: Low turnout 3: Moderate turnout 5: High turnout		5
Community Connection: Actively supports community connection across different age groups, income classes, education levels, and cultural backgrounds.	20%	1: Limited participation from community 3: Moderate participation 5: Engages diverse range of attendees		12
Accessibility: Accessible to people with disabilities and various socioeconomic backgrounds.	5%	1: Limited access 3: Improved access, with some barriers 5: Universal access		3
Sub-Total				20
Planet (0%): Our events will model eco-friendly practices.				
Not implemented in 2024	0%			0
Sub-Total				0
Total Score:				70



U17 AAA Hockey Tournament

Quadruple Bottom Line Evaluation Criteria				
Event Organizer: Third-Party	Event Name: U17 AAA Hockey Tournament	Weighting	Score Criteria	Score
Purpose (40%): We focus on celebrating and strengthening Okotoks' unique identity and creating lasting positive impacts by bringing people together.				
Strategic Alignment: Strongly supports long-term goals (e.g., tourism, business growth, inclusivity, social connection).	20%	1: Lacks alignment 3: Partial alignment 5: Full alignment		12
Educational Value: Provides learning opportunities for attendees.	7.5%	1: Limited learning 3: Some educational value 5: In-depth skill-building		1.5
Cultural Value: Celebrates local heritage, Indigenous culture, artistry, unique, sport, etc.	7.5%	1: Generic 3: Highlights local culture 5: Celebrates heritage/Indigenous roots		4.5
Legacy: Length of time, in years, event has been running and impact on the community	5%	1: Less than 2 years or limited impact 3: More than 2 years or more impactful 5: More than 5 years or very impactful		5
Sub-Total				23
Profit (30%): We view events as engines for economic stimulation.				
Economic Impact: Supports local businesses and attracts out-of-town visitors.	15%	1: Limited local business support 3: Localized spending 5: Drives tourism/local throughout the community		15
Revenue Generation: Generates revenue for the town or organizers.	7.5%	1: Limited revenue 3: Moderate revenue 5: High revenue		4.5
Cost to Town: Includes resource hours and hard costs.	7.5%	1: Fully tax-supported 3: Balance of revenue and tax-supported 5: Low cost supported by revenues		4.5
Sub-Total				24
People (30%): We focus on community bonds by by making events accessible, welcoming, and inclusive.				
Attendance: Estimated number of event attendees	5%	1: Low turnout 3: Moderate turnout 5: High turnout		3
Community Connection: Actively supports community connection across different age groups, income classes, education levels, and cultural backgrounds.	20%	1: Limited participation from community 3: Moderate participation 5: Engages diverse range of attendees		12
Accessibility: Accessible to people with disabilities and various socioeconomic backgrounds.	5%	1: Limited access 3: Improved access, with some barriers 5: Universal access		3
Sub-Total				18
Planet (0%): Our events will model eco-friendly practices.				
Not implemented in 2024	0%			0
Sub-Total				0
Total Score:				65



Acoustic Summer Nights

Quadruple Bottom Line Evaluation Criteria				
Event Organizer: Third-Party	Event Name: Acoustic Summer Nights	Weighting	Score Criteria	Score
Purpose (40%): We focus on celebrating and strengthening Okotoks' unique identity and creating lasting positive impacts by bringing people together.				
Strategic Alignment: Strongly supports long-term goals (e.g., tourism, business growth, inclusivity, social connection).	20%	1: Lacks alignment 3: Partial alignment 5: Full alignment		12
Educational Value: Provides learning opportunities for attendees.	7.5%	1: Limited learning 3: Some educational value 5: In-depth skill-building		4.5
Cultural Value: Celebrates local heritage, Indigenous culture, artistry, unique, sport, etc.	7.5%	1: Generic 3: Highlights local culture 5: Celebrates heritage/Indigenous roots		4.5
Legacy: Length of time, in years, event has been running and impact on the community	5%	1: Less than 2 years or limited impact 3: More than 2 years or more impactful 5: More than 5 years or very impactful		1
Sub-Total				22
Profit (30%): We view events as engines for economic stimulation.				
Economic Impact: Supports local businesses and attracts out-of-town visitors.	15%	1: Limited local business support 3: Localized spending 5: Drives tourism/local throughout the community		3
Revenue Generation: Generates revenue for the town or organizers.	7.5%	1: Limited revenue 3: Moderate revenue 5: High revenue		1.5
Cost to Town: Includes resource hours and hard costs.	7.5%	1: Fully tax-supported 3: Balance of revenue and tax-supported 5: Low cost supported by revenues		7.5
Sub-Total				12
People (30%): We focus on community bonds by by making events accessible, welcoming, and inclusive.				
Attendance: Estimated number of event attendees	5%	1: Low turnout 3: Moderate turnout 5: High turnout		3
Community Connection: Actively supports community connection across different age groups, income classes, education levels, and cultural backgrounds.	20%	1: Limited participation from community 3: Moderate participation 5: Engages diverse range of attendees		20
Accessibility: Accessible to people with disabilities and various socioeconomic backgrounds.	5%	1: Limited access 3: Improved access, with some barriers 5: Universal access		5
Sub-Total				28
Planet (0%): Our events will model eco-friendly practices.				
Not implemented in 2024	0%			0
Sub-Total				0
Total Score:				62



Concert at Seaman Stadium

Quadruple Bottom Line Evaluation Criteria				
Event Organizer: Third-Party	Event Name: Concert at Seaman Stadium	Weighting	Score Criteria	Score
Purpose (40%): We focus on celebrating and strengthening Okotoks' unique identity and creating lasting positive impacts by bringing people together.				
Strategic Alignment: Strongly supports long-term goals (e.g., tourism, business growth, inclusivity, social connection).	20%	1: Lacks alignment 3: Partial alignment 5: Full alignment		12
Educational Value: Provides learning opportunities for attendees.	7.5%	1: Limited learning 3: Some educational value 5: In-depth skill-building		1.5
Cultural Value: Celebrates local heritage, Indigenous culture, artistry, unique, sport, etc.	7.5%	1: Generic 3: Highlights local culture 5: Celebrates heritage/Indigenous roots		4.5
Legacy: Length of time, in years, event has been running and impact on the community	5%	1: Less than 2 years or limited impact 3: More than 2 years or more impactful 5: More than 5 years or very impactful		1
Sub-Total				19
Profit (30%): We view events as engines for economic stimulation.				
Economic Impact: Supports local businesses and attracts out-of-town visitors.	15%	1: Limited local business support 3: Localized spending 5: Drives tourism/local throughout the community		9
Revenue Generation: Generates revenue for the town or organizers.	7.5%	1: Limited revenue 3: Moderate revenue 5: High revenue		4.5
Cost to Town: Includes resource hours and hard costs.	7.5%	1: Fully tax-supported 3: Balance of revenue and tax-supported 5: Low cost supported by revenues		4.5
Sub-Total				18
People (30%): We focus on community bonds by by making events accessible, welcoming, and inclusive.				
Attendance: Estimated number of event attendees	5%	1: Low turnout 3: Moderate turnout 5: High turnout		5
Community Connection: Actively supports community connection across different age groups, income classes, education levels, and cultural backgrounds.	20%	1: Limited participation from community 3: Moderate participation 5: Engages diverse range of attendees		12
Accessibility: Accessible to people with disabilities and various socioeconomic backgrounds.	5%	1: Limited access 3: Improved access, with some barriers 5: Universal access		3
Sub-Total				20
Planet (0%): Our events will model eco-friendly practices.				
Not implemented in 2024	0%			0
Sub-Total				0
Total Score:				57



Rainbow Connection Halloween Dance

Quadruple Bottom Line Evaluation Criteria				
Event Organizer: Third-Party	Event Name: Rainbow Connection Halloween Dance	Weighting	Score Criteria	Score
Purpose (40%): We focus on celebrating and strengthening Okotoks' unique identity and creating lasting positive impacts by bringing people together.				
Strategic Alignment: Strongly supports long-term goals (e.g., tourism, business growth, inclusivity, social connection).	20%	1: Lacks alignment 3: Partial alignment 5: Full alignment		12
Educational Value: Provides learning opportunities for attendees.	7.5%	1: Limited learning 3: Some educational value 5: In-depth skill-building		4.5
Cultural Value: Celebrates local heritage, Indigenous culture, artistry, unique, sport, etc.	7.5%	1: Generic 3: Highlights local culture 5: Celebrates heritage/Indigenous roots		4.5
Legacy: Length of time, in years, event has been running and impact on the community	5%	1: Less than 2 years or limited impact 3: More than 2 years or more impactful 5: More than 5 years or very impactful		1
Sub-Total				22
Profit (30%): We view events as engines for economic stimulation.				
Economic Impact: Supports local businesses and attracts out-of-town visitors.	15%	1: Limited local business support 3: Localized spending 5: Drives tourism/local throughout the community		3
Revenue Generation: Generates revenue for the town or organizers.	7.5%	1: Limited revenue 3: Moderate revenue 5: High revenue		1.5
Cost to Town: Includes resource hours and hard costs.	7.5%	1: Fully tax-supported 3: Balance of revenue and tax-supported 5: Low cost supported by revenues		7.5
Sub-Total				12
People (30%): We focus on community bonds by by making events accessible, welcoming, and inclusive.				
Attendance: Estimated number of event attendees	5%	1: Low turnout 3: Moderate turnout 5: High turnout		5
Community Connection: Actively supports community connection across different age groups, income classes, education levels, and cultural backgrounds.	20%	1: Limited participation from community 3: Moderate participation 5: Engages diverse range of attendees		12
Accessibility: Accessible to people with disabilities and various socioeconomic backgrounds.	5%	1: Limited access 3: Improved access, with some barriers 5: Universal access		3
Sub-Total				20
Planet (0%): Our events will model eco-friendly practices.				
Not implemented in 2024	0%			0
Sub-Total				0
Total Score:				54



Pop-Up Flicks

Quadruple Bottom Line Evaluation Criteria				
Event Organizer: Third-Party	Event Name: Pop-Up Flicks	Weighting	Score Criteria	Score
Purpose (40%): We focus on celebrating and strengthening Okotoks' unique identity and creating lasting positive impacts by bringing people together.				
Strategic Alignment: Strongly supports long-term goals (e.g., tourism, business growth, inclusivity, social connection).	20%	1: Lacks alignment 3: Partial alignment 5: Full alignment		12
Educational Value: Provides learning opportunities for attendees.	7.5%	1: Limited learning 3: Some educational value 5: In-depth skill-building		4.5
Cultural Value: Celebrates local heritage, Indigenous culture, artistry, unique, sport, etc.	7.5%	1: Generic 3: Highlights local culture 5: Celebrates heritage/Indigenous roots		4.5
Legacy: Length of time, in years, event has been running and impact on the community	5%	1: Less than 2 years or limited impact 3: More than 2 years or more impactful 5: More than 5 years or very impactful		1
Sub-Total				22
Profit (30%): We view events as engines for economic stimulation.				
Economic Impact: Supports local businesses and attracts out-of-town visitors.	15%	1: Limited local business support 3: Localized spending 5: Drives tourism/local throughout the community		3
Revenue Generation: Generates revenue for the town or organizers.	7.5%	1: Limited revenue 3: Moderate revenue 5: High revenue		1.5
Cost to Town: Includes resource hours and hard costs.	7.5%	1: Fully tax-supported 3: Balance of revenue and tax-supported 5: Low cost supported by revenues		7.5
Sub-Total				12
People (30%): We focus on community bonds by by making events accessible, welcoming, and inclusive.				
Attendance: Estimated number of event attendees	5%	1: Low turnout 3: Moderate turnout 5: High turnout		3
Community Connection: Actively supports community connection across different age groups, income classes, education levels, and cultural backgrounds.	20%	1: Limited participation from community 3: Moderate participation 5: Engages diverse range of attendees		12
Accessibility: Accessible to people with disabilities and various socioeconomic backgrounds.	5%	1: Limited access 3: Improved access, with some barriers 5: Universal access		3
Sub-Total				18
Planet (0%): Our events will model eco-friendly practices.				
Not implemented in 2024	0%			0
Sub-Total				0
Total Score:				52



Pride

Quadruple Bottom Line Evaluation Criteria				
Event Organizer: Third-Party	Event Name: Pride	Weighting	Score Criteria	Score
Purpose (40%): We focus on celebrating and strengthening Okotoks' unique identity and creating lasting positive impacts by bringing people together.				
Strategic Alignment: Strongly supports long-term goals (e.g., tourism, business growth, inclusivity, social connection).	20%	1: Lacks alignment 3: Partial alignment 5: Full alignment		12
Educational Value: Provides learning opportunities for attendees.	7.5%	1: Limited learning 3: Some educational value 5: In-depth skill-building		4.5
Cultural Value: Celebrates local heritage, Indigenous culture, artistry, unique, sport, etc.	7.5%	1: Generic 3: Highlights local culture 5: Celebrates heritage/Indigenous roots		4.5
Legacy: Length of time, in years, event has been running and impact on the community	5%	1: Less than 2 years or limited impact 3: More than 2 years or more impactful 5: More than 5 years or very impactful		1
Sub-Total				22
Profit (30%): We view events as engines for economic stimulation.				
Economic Impact: Supports local businesses and attracts out-of-town visitors.	15%	1: Limited local business support 3: Localized spending 5: Drives tourism/local throughout the community		3
Revenue Generation: Generates revenue for the town or organizers.	7.5%	1: Limited revenue 3: Moderate revenue 5: High revenue		1.5
Cost to Town: Includes resource hours and hard costs.	7.5%	1: Fully tax-supported 3: Balance of revenue and tax-supported 5: Low cost supported by revenues		4.5
Sub-Total				9
People (30%): We focus on community bonds by by making events accessible, welcoming, and inclusive.				
Attendance: Estimated number of event attendees	5%	1: Low turnout 3: Moderate turnout 5: High turnout		3
Community Connection: Actively supports community connection across different age groups, income classes, education levels, and cultural backgrounds.	20%	1: Limited participation from community 3: Moderate participation 5: Engages diverse range of attendees		12
Accessibility: Accessible to people with disabilities and various socioeconomic backgrounds.	5%	1: Limited access 3: Improved access, with some barriers 5: Universal access		5
Sub-Total				20
Planet (0%): Our events will model eco-friendly practices.				
Not implemented in 2024	0%			0
Sub-Total				0
Total Score:				51



Rolling Barrage

Quadruple Bottom Line Evaluation Criteria				
Event Organizer: Third-Party	Event Name: Rolling Barrage	Weighting	Score Criteria	Score
Purpose (40%): We focus on celebrating and strengthening Okotoks' unique identity and creating lasting positive impacts by bringing people together.				
Strategic Alignment: Strongly supports long-term goals (e.g., tourism, business growth, inclusivity, social connection).	20%	1: Lacks alignment 3: Partial alignment 5: Full alignment		12
Educational Value: Provides learning opportunities for attendees.	7.5%	1: Limited learning 3: Some educational value 5: In-depth skill-building		1.5
Cultural Value: Celebrates local heritage, Indigenous culture, artistry, unique, sport, etc.	7.5%	1: Generic 3: Highlights local culture 5: Celebrates heritage/Indigenous roots		4.5
Legacy: Length of time, in years, event has been running and impact on the community	5%	1: Less than 2 years or limited impact 3: More than 2 years or more impactful 5: More than 5 years or very impactful		3
Sub-Total				21
Profit (30%): We view events as engines for economic stimulation.				
Economic Impact: Supports local businesses and attracts out-of-town visitors.	15%	1: Limited local business support 3: Localized spending 5: Drives tourism/local throughout the community		3
Revenue Generation: Generates revenue for the town or organizers.	7.5%	1: Limited revenue 3: Moderate revenue 5: High revenue		1.5
Cost to Town: Includes resource hours and hard costs.	7.5%	1: Fully tax-supported 3: Balance of revenue and tax-supported 5: Low cost supported by revenues		7.5
Sub-Total				12
People (30%): We focus on community bonds by by making events accessible, welcoming, and inclusive.				
Attendance: Estimated number of event attendees	5%	1: Low turnout 3: Moderate turnout 5: High turnout		3
Community Connection: Actively supports community connection across different age groups, income classes, education levels, and cultural backgrounds.	20%	1: Limited participation from community 3: Moderate participation 5: Engages diverse range of attendees		12
Accessibility: Accessible to people with disabilities and various socioeconomic backgrounds.	5%	1: Limited access 3: Improved access, with some barriers 5: Universal access		3
Sub-Total				18
Planet (0%): Our events will model eco-friendly practices.				
Not implemented in 2024	0%			0
Sub-Total				0
Total Score:				51



2025

EVENT STRATEGY

Appendix B. External Evaluation Supports





Introduction

The Town has a dedicated team of Facility Booking and Event Associates that works collaboratively with third-party event organizers to navigate Town processes, regulations, and compliance-based requirements to execute events. This team ensures that events coordinated in the Town are done in alignment with the values of safety, sustainability, inclusivity, and accessibility and provide third-party event organizers with the expertise to deliver impactful events to the community.

The Town supports third-party events during pre-planning, planning, execution, and post-event across eight service categories. These categories include:

1. **Planning and permitting** Pre-planning service to ensure all regulatory and compliance requirements are identified and met.
2. **Financial support:** Town grants or fee waivers that remove financial barriers to event organizers and support positive event economies as well as Okotoks' unique identity.
3. **Promotion and marketing:** Providing Town event calendars and cork boards in various locations to support third-party event marketing.
4. **Environmental:** Education and facilities/locations that support the Town's objective of waste reduction and diversion from community events.
5. **Logistical:** Assistance and resources for events that require road/street closures to ensure the safety of the public and mitigate impact to residents.
6. **Training and education:** Opportunities to build capacity for existing and prospective event organizers through meetings, workshops, and seminars.
7. **Evaluation:** Post-event briefs with Town Event team to review successes and opportunities for future events.



Town support for third-party events										
Service Area	Show 'n Shine	Chamber Trade Show and Spring Fling	Female Classic Hockey Tournament	Mountain Magic Invitational Gymnastics Competition	U17 AAA Hockey Tournament	Acoustic Summer Nights	Rainbow Connection Halloween Dance	Pride	Pop-Up Flicks	Rolling Barrage
Planning and Permits										
Event Permitting Assistance	■					■	■	■	■	
Site Selection Support	■					■	■	■	■	
Financial Support										
Grants and Funding: <i>Arts & Culture Activation Grant</i>						■	■		■	
Fee Reductions or Waivers		■	■	■	■					
Promotion and Marketing										
Community Calendars		■	■	■	■	■	■	■	■	■
Marketing Support						■	■		■	■
Environmental Services										
Recycling, Composting, and Garbage		■	■	■	■	■	■		■	
Education for Attendees and Vendors		■	■	■	■	■	■		■	
Logistical Support										
Provision of Equipment	■	■	■	■	■			■		■
Road Closures										■
Road Closure Staffing										■
Training and Education										
Workshops and Seminars	■									
Evaluation and Feedback										
Post-Event Debrief	■									



2025

EVENT STRATEGY

Appendix C. Facility Utilization Report



Facility Utilization Report

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Executive Summary

Okotoks is a vibrant, evolving community with a rich tapestry of venues that serve as the heartbeat of its dynamic event landscape. From bustling festivals and large-scale concerts to intimate gatherings and grassroots performances, these events not only showcase the town's character but also foster a sense of belonging that strengthens community bonds.

At its core, an event is much more than just reserving space. While a simple facility booking secures a venue for a specific use—be it a meeting, rehearsal, or private function—an event turns that space into a public experience that engages and connects people. It brings together a variety of elements, from performances and exhibitions to community activities and ceremonies. Events stimulate the local economy, nurture social connections, promote cultural inclusion, and contribute to environmental stewardship. In essence, events don't just use space, they activate it, weaving the fabric of the community and adding value beyond the physical walls.

Parks and community facilities also play a key role in enhancing the overall quality of life. These spaces foster a sense of community pride and ownership, contribute to public safety, promote fairness and equity, attract new residents and businesses, and enhance the physical and social appeal of the community. According to the *Community Tool Box* from the University of Kansas, such facilities also serve as important gathering places that strengthen social connections and build community identity.¹

This Facility Utilization Report highlights the broader significance of community facilities and helps inform future planning. As a foundational component of the Town's Events Strategy, it offers a comprehensive snapshot of how 43 Town-operated spaces are currently booked and used.

In addition, the report includes information on 23 non-Town operated facilities. While these venues are essential to understanding the full landscape of available event space, they were not assessed for booking utilization due to data access limitations.

¹ Community Tool Box. "Section 6. Improving Parks and Other Community Facilities." Community Tool Box, University of Kansas, <https://ctb.ku.edu/en/table-of-contents/implement/physical-social-environment/parks-community-facilities/main>. Accessed 23 May 2025.

Nonetheless, they contribute valuable flexibility, diversify the community's event infrastructure, and strengthen partnerships with local organizations, businesses, and cultural groups.

It is important to note that this report focuses specifically on bookings—that is, the reservation and use of space—rather than the full scope of event activity or impact. While booking data provides key insights into demand and scheduling patterns, it does not capture the broader outcomes of public programming, such as audience engagement or community benefit. Acknowledging this limitation underscores the need for future evaluation tools that more fully assess the economic, cultural, environmental, and social contributions of events in Okotoks.

While high-demand venues such as arenas and recreation centres are nearing capacity, other spaces—particularly outdoor areas and purpose-built event venues—are underutilized. These areas of facility capacity are not simply a reflection of demand; they often stem from booking procedures, operational challenges, limited awareness, or constraints in design and amenities. Addressing these barriers is essential to building a more equitable and efficient event ecosystem.

Ultimately, this report acts as both a benchmark and a springboard for future action. It highlights what's working and identifies opportunities where Okotoks can more effectively align its spaces and strategies with community needs. Moving forward, an evidence-based approach will inform decisions about facility utilization and help assess community demand for new or expanded facilities. By combining this space-focused data with improved event evaluation methods, we can tell a more complete story—one that captures not only where and when things happen, but also why they matter and how they support our community's evolving needs.

Town Operated Facilities

Viking Rentals Centre – Events Hall 2023 Data

Overview

The Viking Rentals Centre (VRC) - Events Hall, formerly known as the Foothills Centennial Centre, is a versatile venue designed to host a wide range of events, including weddings, fundraisers, community gatherings, trade shows, conferences, team-building activities, concerts, and celebrations of life. The facility features a 9,000 square-foot hall that can be divided into four smaller halls, meeting rooms, a commercial kitchen, a covered patio, and ample parking. It is also connected to the Viking Rentals Centre Arenas, offering expanded spaces and additional meeting rooms.

Constructed in 2002 by a local community group, the Town took over operations of the facility in 2019. In August 2024, the Town announced Viking Rentals as the new naming rights sponsor for the facility.

Amenities

The building is constructed on a single story and is fully accessible. The facility is designed to accommodate a variety of events and has the following amenities:

- **Flexible Hall Space:** Configurations range from 1,400 to 9,000 square feet, accommodating up to 450 people seated or 1,100 standing. Keth Hall can be subdivided into the, Mesken Room, Smith Room, and Woods Family Room, offering flexible and appropriately sized spaces.
- **Rotary Room:** Accommodates up to 100 people, covers 813 square feet, includes a television monitor, and can be divided in half for flexible event configurations.
- **Rotunda Room:** Capacity up to 42 people (with non-fixed seats and tables)
- **Commercial Kitchen:** Available for use during bookings or independently, supporting small local businesses at a cost per the rates and fees bylaw. The kitchen includes:
 - Preparation islands
 - Two utility sinks
 - Oversized fridge
 - Double-door commercial oven and stove
 - Three convection ovens

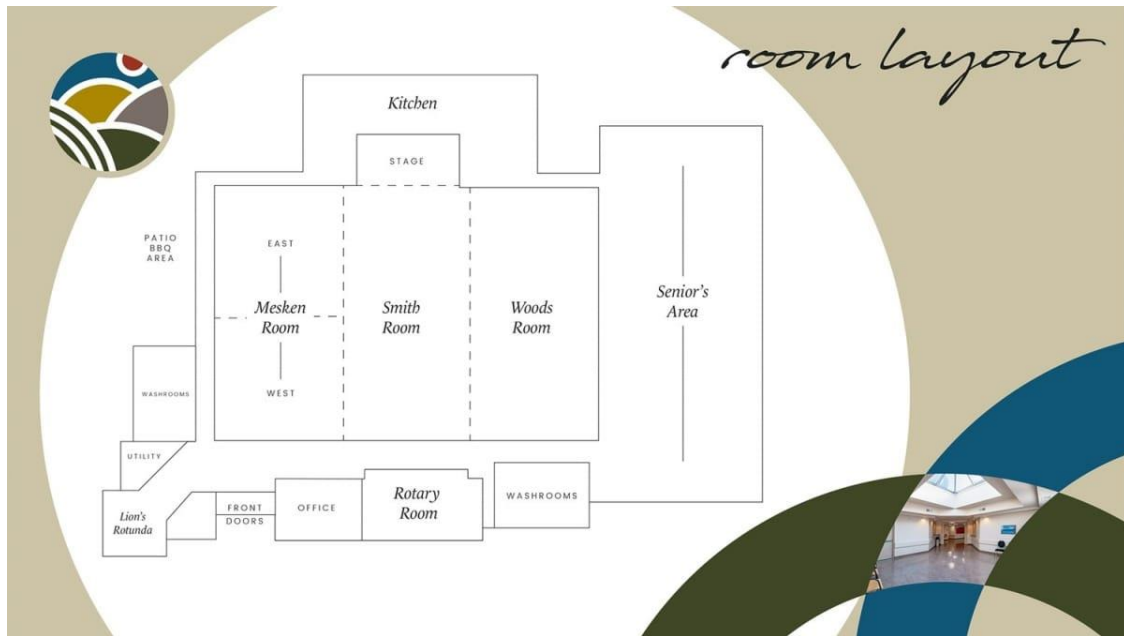
- Warming ovens
- Dishwasher
- Three-stream waste sorting system
- Waste disposal
- **Tables & Chairs:** Included with bookings, offering choices of:
 - 8' x 3' tables
 - 5' round tables
 - Stackable black upholstered, cushioned chairs (compatible with most chair covers)
 - Folding tables with steel legs and hard plastic tops
- **AV System:** Comprehensive audio-visual setup including high-quality sound system, projectors, screens, adjustable lighting, ADSL Wi-Fi, centralized control system, recording and playback equipment, and on-site technical support.
- **Covered Patio:** For outdoor events.
- **Ample Parking**
- **Senior's Area:** Dedicated space operated and programmed by Okotoks & District Seniors Club. *Note: the senior's area is not bookable.*

Operations

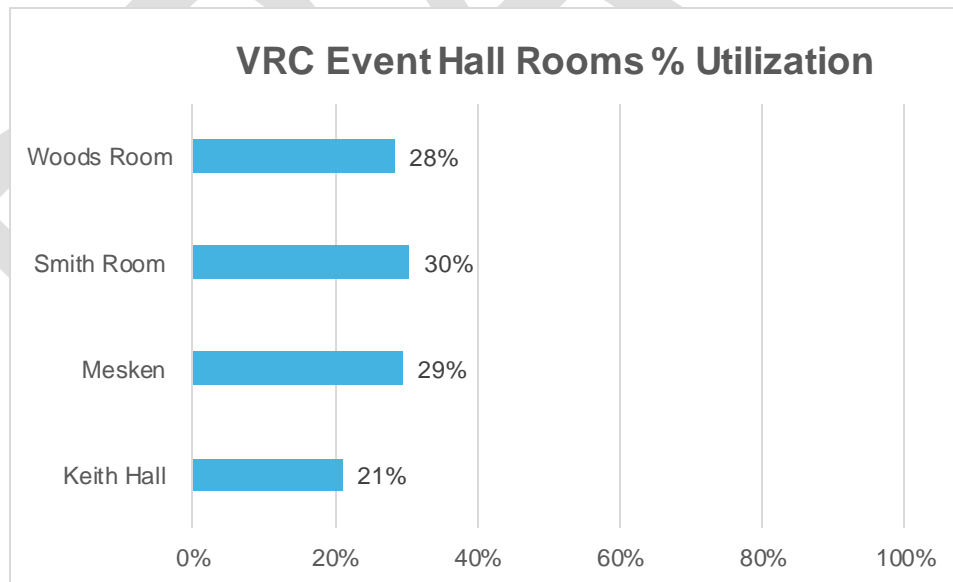
The VRC Events Hall operates for a total of 15.5 hours per day from Monday to Thursday, 17 hours on Friday, 12 hours on Saturday, and 9 hours on Sunday. This results in a total of 101.5 operating hours per week. Over the course of a month, the facility operates for approximately 406 hours, and the total operating hours for the year, excluding the days it was closed, are 5218 hours. The facility is closed to the public from December 24 to 27 and on January 1.

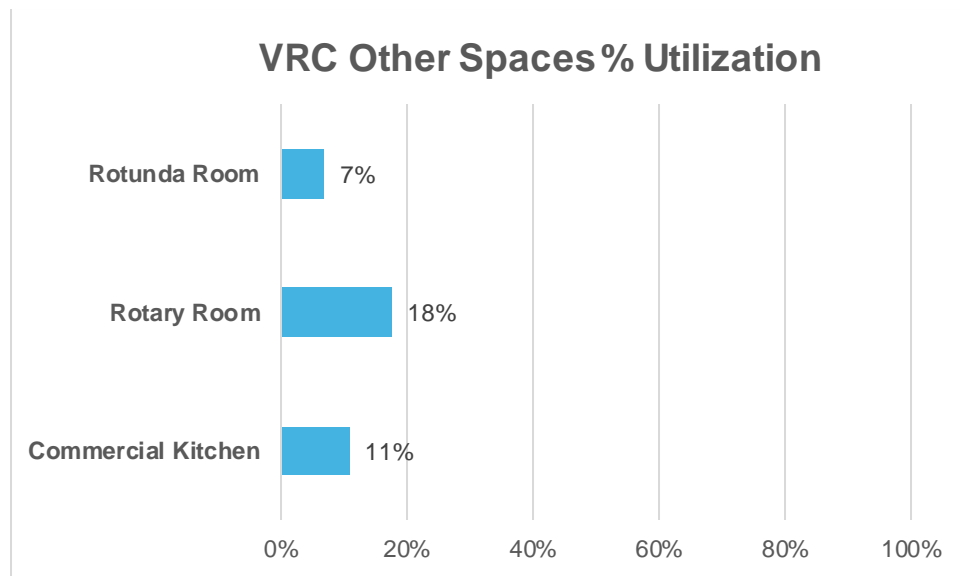
Bookings

Prime times in the VRC Events Hall are Fridays, Saturdays, Sundays, and Holidays. As per the facility layout below the VRC Events Hall can be sized up or down depending on the event and the requirements.



Room utilization percentages are detailed below.





Conclusion

The Viking Rentals Centre – Events Hall continues to be a go-to venue in Okotoks for all kinds of events—from weddings and fundraisers to trade shows and community gatherings. With its flexible layout, modern amenities, and connection to the Viking Rentals Centre Arenas, it offers a lot of options for organizers looking for a well-equipped and accessible space.

Since the Town took over operations in 2019 and with the recent naming partnership in 2024, the facility has seen steady use and remains a valuable part of the community. Its ability to adapt to different event sizes and needs makes it a reliable choice for both public and private functions.

Overall, the Events Hall plays an important role in supporting local events and continues to meet the needs of residents and visitors alike.

Viking Rentals Centre – Arenas 2023 Data

Overview

The Viking Rentals Centre (VRC) - Arenas is a year-round, multi-use facility designed to host a wide range of events, including sporting events, concerts, weddings, trade shows, conferences, family and public skating, and organized group activities. The facility features two NHL-sized ice arenas — the Green Arena and the Gold Arena — a Leisure Arena, and several multi-use rooms.

The Green Arena, which opened in 2006, is home to the Okotoks Junior "A" Oilers, and Okotoks Oilers Athletic Association. It is one of the premier facilities in the British Columbia Hockey League, surrounded by a full 2-lane walking track. With bowl seating for 1,500 spectators and an additional 500 standing-room spaces, the Green Arena has hosted many international, national, and provincial sporting events, annual hockey tournaments, Foothills Composite High School graduation ceremonies, the annual Remembrance Day Service, and a local gymnastics competition.

In January 2018, the Gold Arena opened and is home to the Okotoks Minor Hockey Association. With bleacher seating for 300 and an additional 291 standing-room spaces, this arena is perfect for competitive and recreational hockey, figure skating, family and organized group activities. The Gold Arena was also built to accommodate sledge hockey, with glass on the lower portion of the boards along the player's benches and penalty boxes for players to see the game. The players' entrance is level with the ice, and the benches can be removed, and the flooring covered with puck board to enable players to easily move with their sledges. Wheel Chair Sports hockey teams will be found in the arenas for several camps throughout the year. In addition, regular sledge hockey has been added to our arena drop-in activities.

The VRC arenas host a variety of activities throughout the year, while dry pad usage varies by facility. The Green and Gold Arenas accommodate dry pad bookings depending upon the facility schedule. Activities include sports camps, graduation commencements, and various hockey camps, ensuring a busy and dynamic schedule across all arenas.

The Leisure Arena – open 9 a.m. to 9 p.m. most days - offers free public skating on a uniquely shaped ice surface. The Viking Rentals Centre - Arenas are connected to the

Events Hall, providing expanded spaces and additional meeting rooms for various activities.

The VRC's central location in Okotoks enhances its accessibility and visibility, making it a popular choice for hosting tournaments and special events. These tournaments bring significant foot traffic to the facility, boosting local tourism and community engagement. The influx of participants and spectators during these events enhances the vibrancy of the facility and provides opportunities for local businesses to thrive. Additionally, the proximity to other local amenities and businesses enhances convenience for attendees, making it a popular choice for hosting sports camps, graduations, and other community events.

Amenities

- **Green Arena**
 - Seating: Bowl seating for 1,500 spectators and an additional 500 standing-room spaces
 - Walking Track: Full 2-lane walking track surrounding the arena, accessible to walkers, runners, baby strollers, and wheelchairs
- **Gold Arena**
 - Seating: Bleacher seating for 300 spectators and an additional 291 standing-room spaces
 - Sledge Hockey: Accommodates sledge hockey with installed glass on the lower portion of the boards, level entrance, removable benches, and puck board flooring
- **Leisure Ice**
 - Oblong ice surface that is solely available for leisure skating. It can host about 75 skaters and features a large projector screen and fireplace.
- **Walking Track**
 - Location: Second level of the Green Arena
 - Length: Approximately 200 metres

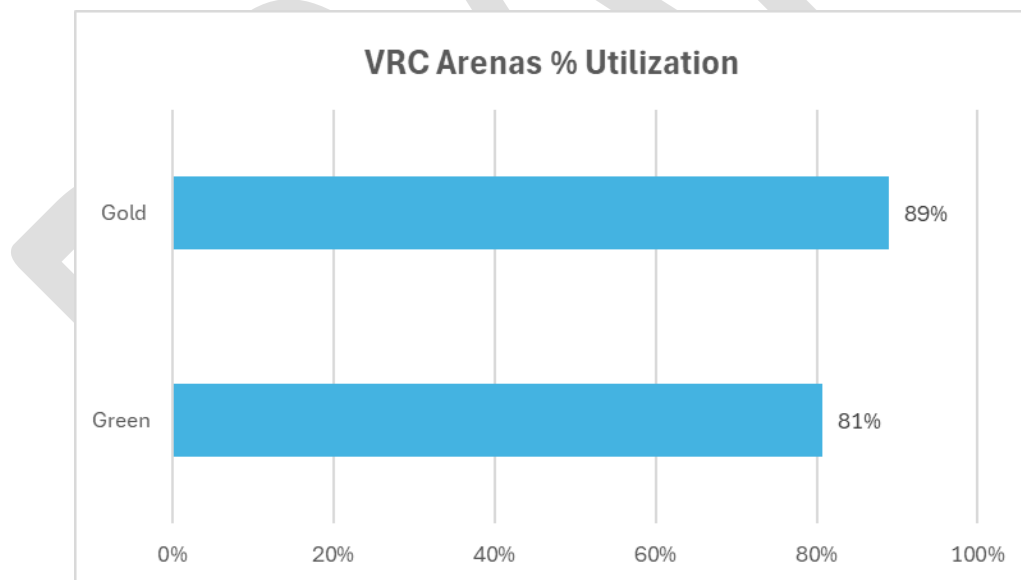
Operations

The VRC Arenas are operated collaboratively by various service areas within the Town of Okotoks. Facility bookings and events are managed by Culture, Heritage & Events Services. Day-to-day operations and staff for rentals are provided by the Parks and Recreation service department. Building maintenance is handled by the Building Maintenance Services team, and communications and marketing efforts are managed by the Town of Okotoks Community Engagement. The number of staff varies depending on the size and type of event.

Bookings

The total hours available for each arena were calculated based on 16.5-hour availability per day throughout the year, resulting in 5,973 hours per arena when factoring in holiday closures. Individual arena utilization is shown below. The leisure ice is available at 100% capacity, is designed primarily for leisure skating and community programs thus is not included in the utilization graph.

Evening ice availability occurs after 10:30 p.m., suitable only for adults, while daytime ice is available for 50 hours during weekdays.



Conclusion

The Green and Gold arena usage data reveals valuable insights into the demand and bookings of these facilities. By understanding this data, we can make informed decisions to enhance our booking strategies, improve accessibility, and maximize the benefits for

all stakeholders. This analysis serves as a foundation for developing a more responsive and adaptive approach to event planning and venue management in the future. Strategies to optimize arena usage to effectively meet community demand will be guided by data-based decision making.

DRAFT

Recreation Centre – Arenas 2023 Data

Overview

This report provides an overview of the Okotoks Recreation Centre's (ORC) key features, operational hours, and management. The ORC includes aquatic facilities, a fitness centre, ice surfaces, curling rink, gymnasium, youth centre, and child-minding services. The multi-use facility hosts a diverse range of events, including sporting events, concerts, weddings, trade shows, conferences, family and public skating, and organized group activities.

The presence of Community User Groups and businesses such as the Okotoks Minor Hockey Association, Okotoks Oilers Athletic Association, Mountain Shadows Gymnastics Club, Okotoks Curling Club, Okotoks Skating Club, and Natural High Fitness Centre contributes to the utilization of the ORC. Additionally, the onsite physiotherapy services provided by Lifemark Physiotherapy & Sport Medicine Okotoks and the onsite cafeteria contribute to facility utilization.

The Aquatic Centre includes a leisure pool, hot tub, sauna, and wheelchair-accessible facilities, managed by certified lifeguards following the Lifesaving Society of Alberta's recommendations. In partnership with the Natural High Fitness Centre, state-of-the-art equipment is available for use and over 30 drop-in fitness classes are offered weekly.

The ORC features two well-maintained arenas, Piper and Murray, for skating and hockey, and are available for public and private events. The curling rink offers space for both casual and competitive play, managed by the Okotoks Curling Club. The gymnasium is a versatile space designed to accommodate a variety of sports and fitness activities and is available for rental opportunities, fitness-based programs, as well as drop-in activities.

The Youth Centre provides a safe and engaging environment for various programs and events, staffed by professionals specializing in youth development and recreation.

Finally, parents can also take advantage of the child-minding service.

Amenities

This section considers two ice arenas, and a gymnasium designed to accommodate a variety of sports and activities.

Piper Arena

- Seating: Bleacher seating for 300 spectators plus standing-room spaces. Additional space is available for special events when ice is removed.
- Ice Surface: Official NHL-sized ice surface of 200 feet by 85 feet.
- Activities: Suitable for drop-in skating, shinny, tournaments, and birthday parties.

Murray Arena

- Seating: Bleacher seating for 821 spectators plus standing-room spaces. Additional space is available for special events when ice is removed.
- Ice Surface: Official NHL-sized ice surface of 200 feet by 85 feet.
- Activities: Accommodates competitive and recreational hockey, figure skating, family and public skating, and organized group activities.

Gymnasium

- Size: 6,076 square feet of hard court.
- Activities: Suitable for basketball, volleyball, badminton, and other indoor sports.
- Usage: Available for rental opportunities and drop-in activities.
- Programs: Hosts sports and fitness-based programs.

Operations

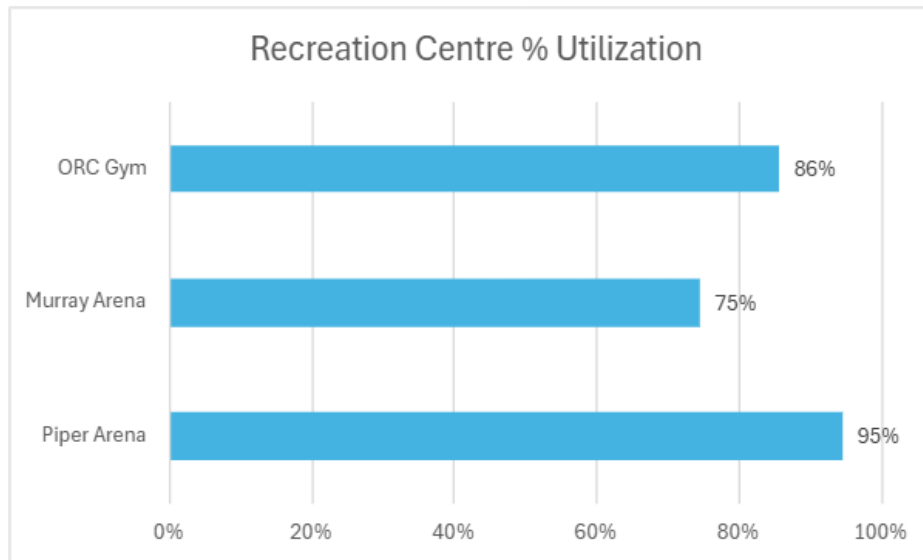
The Okotoks Recreation Centre is operated collaboratively by various service areas within the Town of Okotoks. Reception is coordinated by Recreation Customer Experience. Arena and Gymnasium bookings are managed by the Culture, Heritage & Events Team. Day-to-day operations and staff for rentals are provided by the Parks and Recreation Services; Building maintenance is handled by the Building Maintenance Services team; and communications and marketing efforts are managed by the Town of Okotoks Community Engagement. The number of staff varies depending on the size and type of event.

Bookings

The total hours available for each facility were calculated based on 16.5-hour availability per day throughout the year, resulting in 5,973 hours per facility. For instance, the Piper Arena was the most booked with 5,656 hours of usage, representing a 95% utilization rate. The Murray Arena had a utilization rate of 75%, with 4,457 of its available hours booked. The overall utilization rate for the ORC Gym stood at 86%, with a total of 5,122 hours booked out of 5,973 available hours.

Prime hours, defined as all hours on Saturday and Sunday, showed high utilization rates across all facilities. Non-prime hours, defined as 6:30 am to 4:00 pm Monday to Friday, demonstrated significant usage as well.

The Murray and Piper Arena ice schedules includes scheduled maintenance during the week, and also offers dry pad availability during the off season and varying evening and weekend hours. Activities include sports camps, graduation commencements, and various hockey camps, ensuring a busy and dynamic schedule across all arenas.



Conclusion

The Okotoks Recreation Centre plays a vital role in fostering a vibrant and active community by offering a wide range of recreational opportunities. Its comprehensive facilities, including arenas, gymnasium, aquatic centre, fitness centre, youth centre, and child-minding services, cater to diverse needs and interests. The presence of various sports associations and businesses enhances the utilization of the centre, attracting athletes, families, and community members.

Akin to the VRC's Green and Gold arena, the Piper and Murray arena are also highly utilized. By understanding their usage data, we can make informed decisions to enhance our booking strategies, improve accessibility, and maximize the benefits for all stakeholders. This analysis serves as a foundation for developing a more responsive and adaptive approach to event planning and venue management in the future. Strategies to optimize arena usage to effectively meet community demand will be guided by data-based decision making.

Old Church Theatre

Overview

Originally constructed in 1906 as a Methodist Church, the Old Church Theatre became one of Canada's first United Churches following a merger with a Presbyterian congregation in 1917. For nearly a century, it served as a place of worship, inspiration, and community gathering. In 2002, the building was sold and repurposed into a theatre after the congregation outgrew the space.

Since its transformation, the Town has invested approximately \$1.5 million in renovations, including upgrades to the foundation, windows, lower level, roof, and theatre space. In 2019, the building was designated as the Town's first Municipal Heritage Resource.

Today, the Old Church Theatre hosts a wide range of creative events, including film screenings, concerts, theatrical performances, and community activities.

Amenities

- The building is fully accessible, featuring a lift that connects all three levels: the entry, theatre, and lower levels. Key amenities include:
- **Lobby (Entry Level):** Provides stair access to both the theatre and community room, with elevator service to all floors.
- **Office & Lobby (Theatre level):** Includes a small office equipped with a desk, computer, printer, and shelving. This space also functions as a ticket booth during events. The adjacent lobby offers elevator access and entry to the theatre.
- **Theatre:** Features fixed, raked seating for 150 guests, an elevated corner-thrust stage with a curtained proscenium, and a large apron.
- **Theatre Features:** Includes a sound booth with permanent LED lighting, a sound system, video projection, an upright Kawai piano, blackout and wood blinds, a lighting grid, adjustable curtains, and a backstage entrance with a video monitor showing the stage.
- **Community Room (Lower Level):** Accommodates up to 77 people and includes limited storage, two fridges, a television, adjustable lighting, a sink, bathrooms, and a separate entrance/exit.

- **Security:** The facility is equipped with security cameras and an alarm system. Note: it does not have a fire suppression sprinkler system.

Operations

The Old Church Theatre is open to the public during scheduled events. It is managed by the Town of Okotoks Culture, Heritage and Events team. The venue is also available for third-party rentals and staffed according to needs.

A contracted audio-visual production company handles technical equipment upgrades, repairs, and replacements, and provides sound and lighting support for concerts and plays.

Tickets for events are available through the Showpass online ticketing platform.

Bookings

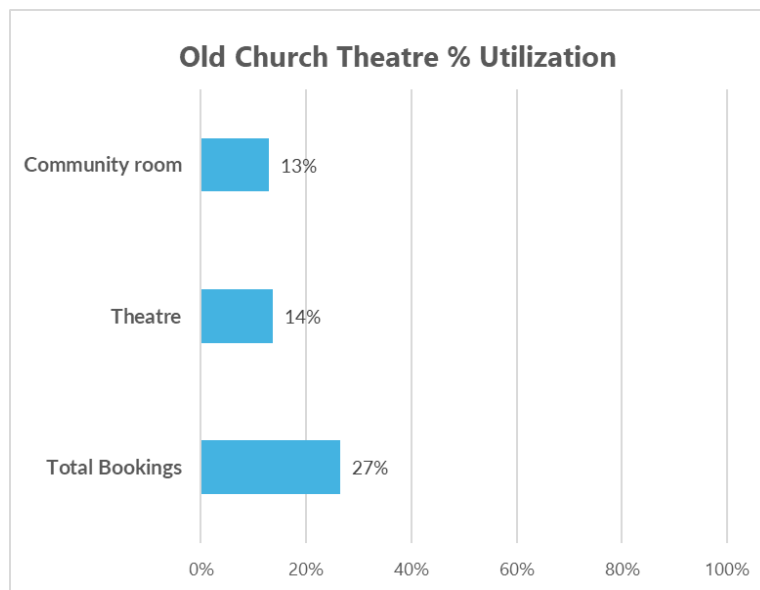
The facility operates 12 hours per day, 362 days per year, closing from December 24–27 and on January 1. This results in a total of 4,344 available booking hours annually.

In 2024, the facility was booked for 1,161.5 hours, approximately 27% of total availability. Of these bookings: 14% were in the upstairs Theatre; 13% were in the downstairs Community Room.

Typical Theatre use included bookings by Dewdney Players, Genesis House Church, concerts, performances, and Acoustic Nights. The facility has hosted weddings and celebrations off life.

Community room use included bookings by Okotoks Art Gallery Member Art Clubs, as well as for maintenance, yoga classes, workshops, and private events.

Prime Hours are defined as weekday evenings from Tuesday to Sunday, as well as daytime hours on weekends. In 2024, all performances in the Theatre auditorium took place during these prime hours.



Non-Prime Hours refer to weekday mornings and afternoons, when audience attendance is typically lower. All community room bookings occurred during non-prime hours. Theatre rentals were limited to technical needs such as show load-ins and set-ups.

It is also important to note that all Theatre rentals include access to the community room. While there have been occasional overlaps in non-prime bookings between the two spaces, such instances remain uncommon.

Conclusion

The Old Church Theatre stands as a vibrant cultural landmark in Okotoks, blending historical significance with modern functionality. Since its transformation from a place of worship to a dynamic performance venue, it has become a cornerstone for artistic expression and community engagement. With ongoing investment, thoughtful programming, and a growing roster of events, the Theatre continues to enrich the cultural fabric of the town. While current usage reflects strong engagement during prime hours, there remains significant potential to expand programming and rentals, particularly during non-prime times. As the Town continues to support and promote this unique facility, the Old Church Theatre is well-positioned to serve as a hub for creativity, connection, and heritage for years to come.

Parks – Outdoor Spaces

Overview

The Town of Okotoks offers a variety of outdoor spaces designed to host a wide range of activities, including sports, community gatherings, picnics, and recreational events. These spaces include parks, playgrounds, sports fields, tennis courts, pickleball courts, outdoor skating rinks, toboggan hills, a BMX bike track, a pump track, a water spray park, a skateboard park, and community gardens. The interconnected pathway system further enhances the accessibility and enjoyment of these outdoor areas.

Amenities

- **Parks and Open Spaces:** Over 182 hectares of public parks and open spaces.
- **Playgrounds:** 72 playgrounds.
- **Sports Facilities:** 36 sports fields, 3 tennis courts, 6 pickleball courts, 14 outdoor skating rinks, 6 toboggan hills, BMX bike track, pump track, water spray park, skateboard park, and 2 community gardens.
- **Pathways:** 100 km of interconnected pathway systems.

Operations

The Town of Okotoks outdoor spaces, including parks, playgrounds, sports fields, and other recreational facilities, are maintained and operated by the Parks and Recreation staff. This team ensures that all areas are kept clean, safe, and well-maintained for public use. Bookings for outdoor spaces are handled by the Culture, Heritage and Events Facility Booking Associates, who coordinate reservations and provide necessary information to renters. Renters are informed about safe usage practices to ensure the well-being of all participants and visitors. Necessary permits are issued for events and activities that require them. Additionally, guidelines on acceptable uses of the facilities are provided to renters, covering aspects such as noise levels, waste management, and respect for other users.

Bookings

The total hours available for most venues were calculated based on an average of eight hours per day from May 1 to October 31, resulting in 1,472 hours per venue (weather permitting). The exceptions to this were the Laudan Park diamond and school sites. The Laudan Park diamond was unavailable for 152 hours in May due to construction, which contributed to a 1% reduction in its booking availability and a total of 1,320 available hours. Facilities on school sites were not available until 4pm on school days making them unavailable for 249 hours in May, June, September and October which contributed to a 1.7% reduction in their booking availability and a total of 122 available hours. Another point of note is that not all ball diamonds and playing fields can accommodate all ages.

The data presented in the chart below reflects usage from May 1 to October 31, while the peak "diamond season" typically occurs between May 1 and June 30. The most frequently booked diamond was at the Air Ranch, with a 41% booking rate, while Diamond #10 had the lowest usage at 8%.

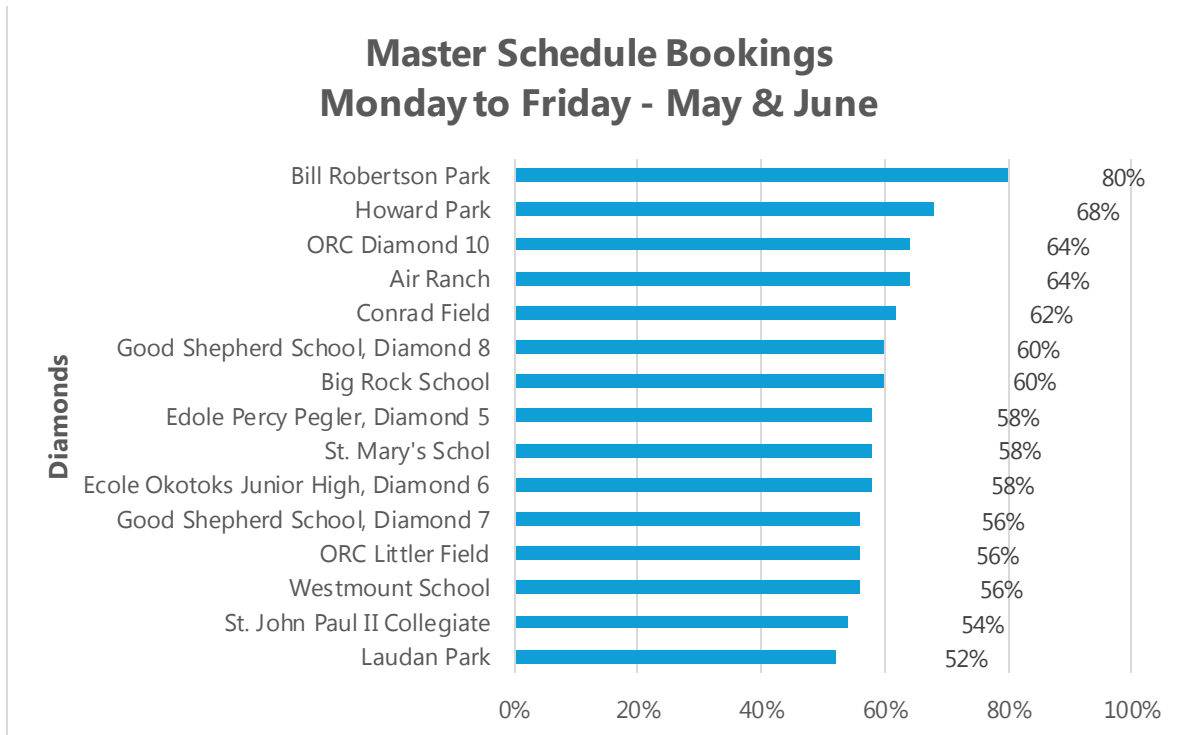


* Denotes school site

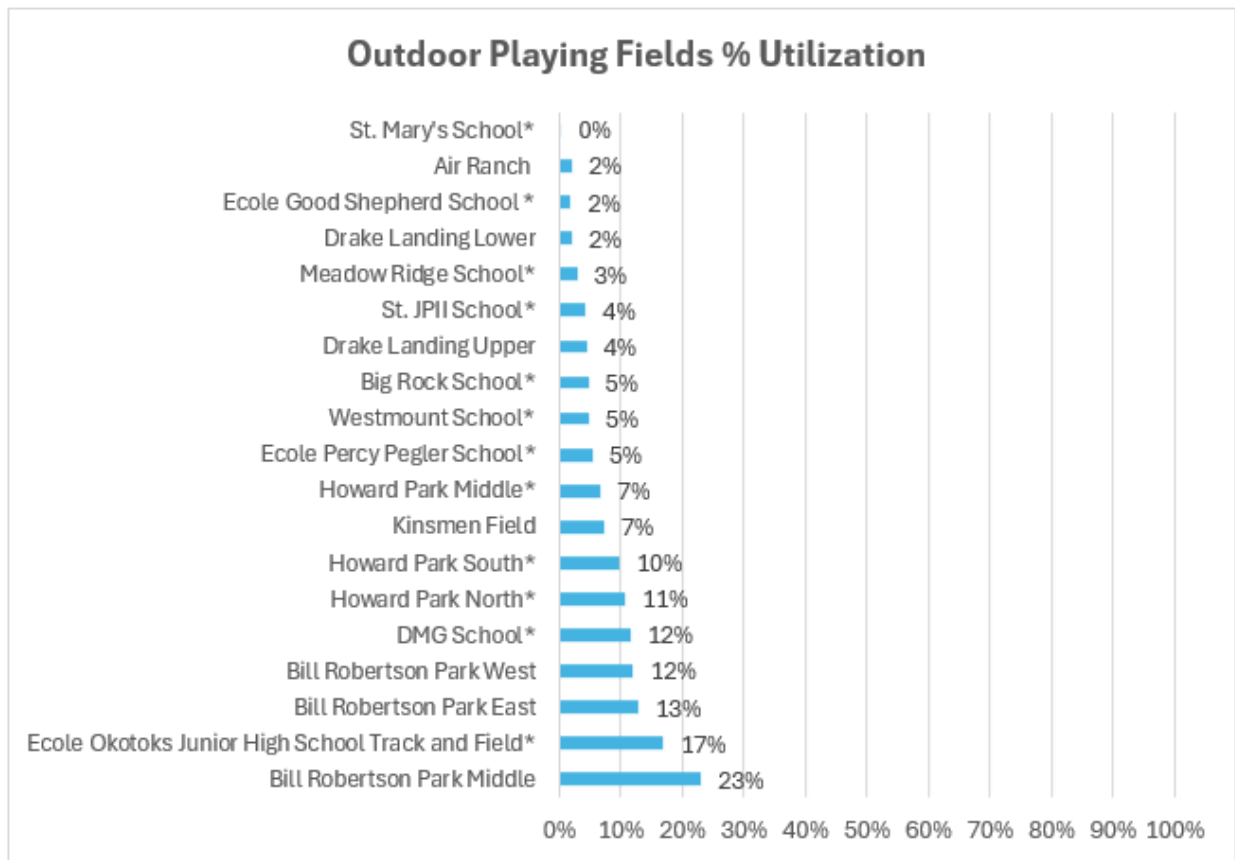
** Closed first three weeks of May

During the high-demand period, some teams share practice times to accommodate scheduling constraints. The Town’s Master Schedule for diamond bookings—an ongoing record of all time slots and user groups during the busiest two months—confirms that diamonds are heavily utilized throughout the prime season. All weekday bookings take place between 4:30 p.m. and 9:30 p.m., indicating that while school site facilities are not available during school hours, this does not seem to affect bookings.

It should also be noted that this schedule includes data from Monday to Friday only. Weekend usage data was unavailable at the time of publication; however, anecdotal input from the bookings team indicates that weekends are in high demand, with availability typically running from 8:00 a.m. to 10:00 p.m.

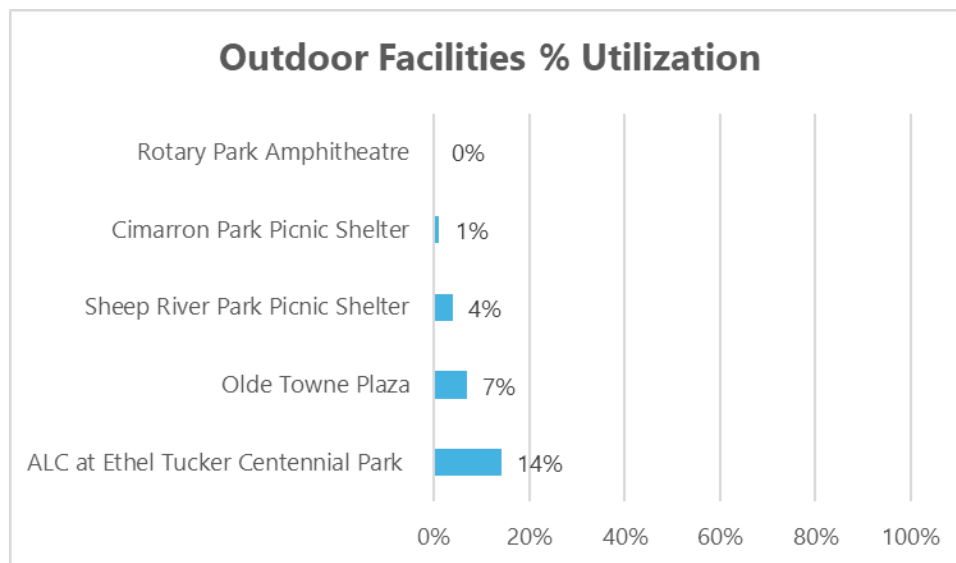


Similarly, outdoor fields, which include soccer, lacrosse, field hockey, football, rugby, and special events fields, had the Bill Robertson Park Middle playing field being the most booked field with a 23% utilization rate.



*Denotes school site

Outdoor spaces, such as Cimmaron Park Picnic Shelter and Rotary Park Amphitheatre, had a booking rate of 1.0% and below 1%, while ALC at Ethel Tucker Centennial Park was the most booked space at a 14% utilization rate.



Although these numbers may seem low, research shows that Municipal outdoor amenities—such as picnic shelters and public plazas—are often relied upon more for spontaneous, drop-in activities than for formal, booked events. “This free access model facilitates unstructured, drop-in use, supporting social interaction, mental wellbeing, and natural surveillance.”² By allowing residents to gather informally without the barrier of reservations or fees enhances both community cohesion and public safety.

Additionally, this open access approach encourages a stronger sense of neighbourhood belonging, supports unplanned recreational use, and ultimately maximizes the social value of these facilities. “By keeping picnic sites and courts available on a first-come, first-served basis when they are not booked, municipalities lower barriers to spontaneous play and gathering—fostering casual social connections, enhancing neighbourhood safety, and building social capital.”³

Conclusion

The Town of Okotoks’ outdoor spaces play a vital role in supporting active lifestyles, community connection, and spontaneous recreation. With over 182 hectares of parks, 72

² Institut national de santé publique du Québec. *Actions to Optimize the Use and Design of Outdoor Recreational Facilities*. OPUS no. 7, Institut national de santé publique du Québec, Mar. 2024.

³ Canadian Parks and Recreation Association, and Canadian Fitness and Lifestyle Research Institute. *The Price of Inactivity*. Canadian Fitness and Lifestyle Research Institute, 2023.

playgrounds, a wide range of sports and recreational facilities, and 100 km of pathways, these amenities are well-used and appreciated by residents.

While formal bookings—particularly for ball diamonds and rectangular fields—peak during the spring and early summer months, much of the value of these spaces lies in their accessibility for informal, drop-in use. This open access model encourages unstructured play, social interaction, and a stronger sense of community, all without the need for reservations or fees.

Overall, the Town's investment in maintaining and operating these outdoor spaces ensures they remain safe, welcoming, and ready to support both scheduled events and everyday enjoyment for residents of all ages.

Non-Town-Operated Facilities

Including non-Town-operated facilities in the Events Strategy is crucial for several reasons:

1. **Diverse Venue Options:** Non-town operated facilities offer a variety of venues that can accommodate different types of events, from small gatherings to large performances. This diversity ensures that planners can find the perfect space for any event.
2. **Community Engagement:** These facilities often have strong ties with the community and can help foster local engagement and participation. Utilizing these venues can enhance community involvement and support for events.
3. **Resource Optimization:** Leveraging non-town-operated facilities allows for better resource allocation and utilization. It can reduce the strain on town-operated venues and ensure that all available spaces are used efficiently.
4. **Economic Impact:** Hosting events at non-town-operated facilities can boost local businesses and contribute to the local economy. It encourages spending within the community and supports local enterprises.
5. **Flexibility and Accessibility:** Non-town operated facilities may offer more flexible scheduling and accessibility options, making it easier to plan and execute events that meet the needs of diverse audiences.

By including non-town-operated facilities in the events strategy, planners can create a more comprehensive and effective plan that benefits the entire community.

Please note, these facilities were not evaluated in terms of booking utilization, given data access limitations. Instead, general facility information is provided, including an overview of the facility, its amenities, and operations.

Seaman Stadium

Overview

Seaman Stadium is owned by the Town of Okotoks and is operated by the Okotoks Dawgs Baseball Club. It is a state-of-the-art, minor league-level baseball facility that serves as the home of the Okotoks Dawgs, a top-tier summer collegiate team in the Western Canadian Baseball League. It is also home to the Dawgs Youth Academy.

Since its opening on June 6, 2007, Seaman Stadium has become a hub for baseball excellence and community engagement. In 2024, the Dawgs averaged over 4,700 fans per game.

The Town of Okotoks, in partnership with the Okotoks Dawgs, ran the first ever concert at the Stadium on August 31, 2024. The event featured three bands. Customers purchased 1,752 tickets. The partners are coordinating a second concert in 2025.

Amenities

- **Seaman Stadium:**
 - Seating Capacity: 5,200 (stadium seating + grass berm)
 - Field Surface: Natural grass
 - Field Dimensions:
 - Left Field: 330 ft
 - Center Field: 400 ft
 - Right Field: 325 ft
- **Duvernay Fieldhouse:**
 - Full-sized indoor turf infield
 - Multiple batting cages
 - Permanent and retractable bullpens
 - Weight and cardio training rooms
 - Team clubhouses with lockers, showers, and washrooms
 - Coaches' offices and video analysis room
 - Boardroom and hospitality suite
- **Tourmaline Field**
 - Premier youth stadium with field turf infield

- Musco field lighting
- Seating for 2,500
- Batting cages and concourse viewing
- **Ircandia Outdoor Training Centre**
 - Outdoor bullpens and batting cages

Operations

- Seaman Stadium and Tourmaline Field are owned and operated by the Town of Okotoks and operated by the Okotoks Dawgs Baseball Club. The facilities are dedicated to promoting athletic excellence, youth development, and community pride.
- Duvernay Fieldhouse is owned and operated by the Okotoks Dawgs Baseball Club.
- Facility Usage:
 - Daily from April to October for team activities
 - Event-specific hours vary—please consult the Dawgs and Dawgs Academy websites for current schedules and updates.

Okotoks Public Library User Statistics and Estimated Capacity

Overview

This report examines the current capacity, usage statistics, and future requirements of the Okotoks Public Library. It draws on recent usage trends, community growth projections, and the Public Library Services Branch Best Practices for Public Libraries in Alberta. The aim is to provide a summary of the public library facilities and services in our community. (Source: Okotoks Public Library User Statistics and Estimated Capacity, Acquired, 16 March 2025)

- Programs run by the library in 2024 include:
 - **Children:** Storytimes, Summer Reading Program, Lego Club, Minecraft, Coding Club, Craft Programs
 - Total Programs: 676
 - Total Participants: 9234
 - **Teen:** Game Nights, Manga Club, Art Programs, Fibre Arts Programs
 - Total Programs: 151
 - Total Participation: 417
 - **Adult & Senior:** Book Clubs, Game Nights, Health & Wellness Workshops, Craft Programs, Movie Nights, Photographers Club
 - Total Programs: 512
 - Total Participation: 1631
 - **Multigenerational:** Chess Club, Special Holiday Storytimes, Free Comic Book Day
 - Total Programs: 79
 - Total Participation: 1468

Amenities

- **Building Size:** 24,069 square feet
- **Seating Capacity:** Approximately 204 seats available for public use
- **Public Computer Workstations:** 12 (8 for teens/adults, 4 for children)
- **Meeting/Program Room Capacity:** 4 rooms, maximum 130 users (if all rooms are in use)
- **Study Rooms:** 2 rooms, maximum 8 users (if all rooms are in use)

- **Total Library Collection:** 64,749 items

Operations

- **Library Staff:** 20 FTE
- **Total Open Hours in 2024:** 2975

- **Regular Hours (September – June)**
 - Monday to Thursday: 10:00am – 9:00pm
 - Friday: 10:00am – 5:00pm
 - Saturday: 10:00am – 5:00pm
 - Sunday: 1:00pm – 4:00pm
 - **Total Open Hours Per Week:** 61 hours

- **Summer Hours (July -August)**
 - Monday: 10:00am – 5:00pm
 - Tuesday to Thursday: 10:00am – 8:00pm
 - Friday: 10:00am – 5:00pm
 - Saturday: 10:00am – 5:00pm
 - Sunday: 1:00pm – 4:00pm
 - **Total Open Hours Per Week:** 54 hours

Regional Field House

Overview

The Regional Field House exemplifies collaborative partnerships, with Foothills County and the Town of Okotoks joining forces to promote health and wellness excellence. This comprehensive facility is designed to meet diverse recreational needs and support community well-being.

The Field House supports organized leagues, tournaments, drop-in recreation, fitness programs, and community events. It also functions as a designated emergency response center.

Amenities

- **Total Area:** 152,000 sq ft
- **Fields:**
 - 3 boarded fields (85x200 ft each)
 - 1 hardcourt
 - Indoor Track: 800 ft, 3-lane elevated walking/running track
- **Additional Amenities:**
 - Training areas
 - Change rooms/showers
 - Spectator viewing area
 - Administration offices
 - Meeting/multipurpose rooms

Operations

Operated by Nustadia Recreation on behalf of the Foothills-Okotoks Recreation Society, the facility is dedicated to fostering healthy lifestyles, physical activity, and social connections in a safe, inviting, and fun environment.

- **Facility Hours:**
 - Monday to Friday: 6:00 AM - 6:00 PM
 - Saturday to Sunday: 9:00 AM - 4:00 PM

- **Administration Office Hours:**
 - Monday to Friday: 8:00 AM - 4:00 PM
- **Walking Track Hours:**
 - Monday to Friday: 8:00 AM - 8:00 PM
 - Saturday to Sunday: Subject to availability (please call to inquire)

DRAFT

Crystal Shores Beach House

Overview

Crystal Shores Lake and Beach House is operated by the Crystal Shores Residents' Association and is a private member only facility dedicated to enhancing the quality of life for all members through year-round recreational activities, programs, events, and services. Their mission is to foster community connections and provide opportunities for residents to gather and enjoy shared experiences. Over the years, they have played a significant role in the lives of many families, consistently going the extra mile to ensure member satisfaction.

The Crystal Shores Beach House offers summer amenities like swimming, beach volleyball, picnics, and winter activities such as skating and community events. The Beach House also hosts fitness classes and can be booked for private gatherings.

Amenities

- Beach House:
- Function rooms for events and gatherings
- Gazebos available for rental
- Lake:
- Swimming areas
- Boating facilities
- Park:
- Picnic areas
- Walking trails

Operations

- **Office Hours:** Monday to Friday: 9:00 AM - 5:00 PM
- **Lake/Park Hours:**
 - Monday to Thursday: 10:00 AM - 5:00 PM
 - Friday to Sunday: 12:00 PM - 7:00 PM

Highwood Memorial Centre; Medicine Tree Hall (High River)

Overview

Located in the heart of downtown High River, Alberta, the Highwood Memorial Centre has been a cornerstone of the community for over 80 years. This historic yet modern facility offers over 22,000 square feet of versatile event space, capable of accommodating groups of up to 1,000 people. The Centre is renowned for its 1,150 square foot stage, professional lighting system, and lower dressing rooms, making it an ideal venue for performance events. The Highwood Memorial Centre caters to a wide range of activities, including weddings, milestone events, corporate meetings, holiday celebrations, music festivals, trade shows, fundraisers, theatre performances, concerts, team building, and conferences.

Amenities

- **Event Spaces:**
 - Medicine Tree Hall: Accommodates up to 500 guests for banquets and 1,000 guests for theatre-style events.
 - Multiple customizable rooms: Including Rotary, Windmill, Sandstone, Heritage, and Veterans rooms, which can be combined for larger events.
- **Performance Facilities:**
 - 1,150 sq ft stage
 - Professional lighting system
 - Lower dressing rooms
- **Additional Amenities:**
 - Full commercial kitchens available for rent
 - Event planning and bar services
 - High ceilings and natural light
 - Operations
- **Hours of Operation**
 - Monday to Friday: 9:00 AM - 5:00 PM

Dance Schools and Performing Spaces in Okotoks

The Alberta Dance and Drama Academy

Overview

The Alberta Dance and Drama Academy (ADA) offers comprehensive programs for both competitive and non-competitive dancers, including performance opportunities and dance exams. Additionally, students are introduced to theatre arts through various creative drama techniques. ADA is committed to enriching the lives of its students by providing high-quality training in a professional facility.

Amenities

- **Studios:**
 - Four studios equipped with floating floors and specialized dance surfaces
- **Programs:**
 - Competitive and non-competitive dance programs
 - Performance opportunities
 - Dance exams
- **Performing Arts:**
 - Theatre arts introduction using creative drama techniques

Operations

- **Monday:** 9:30 AM - 9:00 PM
- **Tuesday:** 9:30 AM - 9:00 PM
- **Wednesday:** 9:00 AM - 9:00 PM
- **Thursday:** 9:00 AM - 9:00 PM
- **Friday:** 9:30 AM - 6:30 PM
- **Saturday:** 9:00 AM - 2:00 PM

Burn the Floor Dance Works

Overview

Burn the Floor Dance Works is a welcoming dance and fitness studio located in Okotoks, Alberta. The studio caters to all ages and fitness levels, offering semi-private dance training that nurtures and cultivates each dancer's abilities.

Amenities

- **Dance Studios:**
 - Multiple studios equipped with professional dance surfaces
- **Classes:**
 - Dance classes for kids, adults, and couples
 - Fitness classes, including Boogie Mama classes that combine dance and fitness
 - Custom training sessions tailored to individual needs
- **Performance Opportunities:**
 - Seasonal performances, including a Winter Show and a June Show
 - Potential competition opportunities

Operations

- **Monday:** 3:30 PM - 7:00 PM
- **Tuesday:** 10:00 AM - 7:00 PM
- **Wednesday:** 10:00 AM - 7:00 PM
- **Thursday:** 3:30 PM - 7:00 PM
- **Friday:** Closed
- **Saturday:** 7:00 AM - 9:00 PM
- **Sunday:** Closed

Artist Avenue

Overview

Artist Avenue, the home of hip hop in Okotoks, provides young dancers with the skills and connections needed to transition into professional careers. The studio's open layout is designed to foster community, support events, and create an environment that helps students build confidence.

Amenities

- **Dance Studios:** Multiple studios equipped with professional dance surfaces
- **Training Programs:** Comprehensive hip hop dance training for all skill levels
- **Community Events:** Regular events to foster community engagement and showcase student talent
- **Performance Opportunities:** Opportunities for students to perform and gain experience in front of an audience

Operations

- **Hours of Operation:**
 - Monday to Friday: 9:00 AM - 9:00 PM
 - Saturday: 10:00 AM - 6:00 PM
 - Sunday: Closed

Balance Dance Centre

Overview

Balance Dance Centre in Okotoks, Alberta, offers a vibrant and inviting environment for dancers of all ages and skill levels. The studio provides a variety of dance disciplines, ensuring a positive and memorable experience for every dancer.

Amenities

- **Dance Studios:**
 - Three well-equipped studios with stereos, mirrors, and professionally sprung floors
 - Two studios feature professional ballet barres and are brightly lit with natural light from floor-to-ceiling windows
- **Programs:**
 - Classes for beginners through to advanced levels
 - Recreational, performing, and competitive programs
 - Disciplines include Jazz, Ballet, Tap, Acro, Hip Hop, Lyrical, Contemporary, and Combo Classes
- **Additional Features:**
 - Comfortable front lobby and waiting area with live video TV screen for parents to view classes
 - Ample free parking

Operations

- **Hours:**
 - Monday to Thursday: 4:00 PM - 7:30 PM
 - Saturday: 9:00 AM - 11:30 AM
 - Sunday: Closed

Spectacle Blue Circus Arts

Overview

Spectacle Blue Circus Arts aims to foster self-confidence, positive self-image, and community awareness through physical discipline and creative performance. The academy offers a variety of classes for children starting at age three through 17, as well as adult classes.

Amenities

- **Training Studio:**
 - 25' ceilings
 - Hoops, trapeze, silks, straps, tightrope, crash mats, and training aids
- **Classes:**
 - Recreational, after-school, and school break classes
 - Programs for ages 3-17 and adult classes
- **Performance Opportunities:**
 - Two student showcases per year
 - Performance Company for additional stage time
- **Additional Features:**
 - Teacher training programs
 - Community events and parties

Operations

- **Hours of Operation:**
 - Monday to Friday: 9:00 AM - 9:00 PM
 - Saturday: 10:00 AM - 6:00 PM
 - Sunday: Closed

Full Circle Movement

Overview

Full Circle Movement Studios in Okotoks, Alberta, is a multi-modality movement studio that centers on social and physical wellness. The studio offers a variety of classes and workshops designed to promote resilience, strength, and joy through movement.

Amenities

- **Studios:**
 - Equipped for Pilates, Barre Fitness, Strength Training, and Yoga
 - Professional dance surfaces and functional fitness equipment
- **Classes:**
 - Over 25 drop-in classes each week
 - Reformer Pilates, Barre Fitness, Strength Training, Yoga, and more
- **Additional Features:**
 - Private sessions and workshops
 - Community events and team-building activities
 - Gender-neutral bathrooms with showers and lockers

Operations

- **Hours of Operation:**
 - Sunday: 8:30 AM - 12:00 PM & 6:30 PM - 8:30 PM
 - Monday: 8:30 AM - 11:30 AM & 5:30 PM - 8:30 PM
 - Tuesday: 8:30 AM - 11:30 AM & 4:30 PM - 8:30 PM
 - Wednesday: 8:30 AM - 11:30 AM & 5:30 PM - 8:30 PM
 - Thursday: 8:30 AM - 11:30 AM & 5:30 PM - 8:30 PM
 - Friday: 8:30 AM - 12:00 PM
 - Saturday: 8:30 AM - 12:00 PM

Heart To Sole Danceworks

Overview

Heart To Sole Danceworks aims to be a home away from home, where families experience a sense of belonging—a place to dance, learn, and thrive. The studio is housed in a spacious 7,400 sq/ft facility, offering a welcoming environment for dancers of all ages and skill levels.

Amenities

- **Dance Studios:**
 - Three large studios equipped with stereos, mirrors, and professionally sprung floors
 - Viewing windows for parents to watch classes
- **Lounge:**
 - Comfortable lounge area for students and parents
- **Play Area:**
 - Dedicated play area for younger children

Operations

- **Hours of Operation:**
 - Monday to Thursday: 3:30 PM - 8:00 PM
 - Saturday: 9:00 AM - 12:00 PM
 - Friday and Sunday: Closed

BroadleyWood Performing Arts and Wellness

Overview

BroadleyWood Performing Arts and Wellness creates a positive and welcoming environment that nurtures artistic expression, personal growth, and wellness. The studio offers a variety of program options designed to support physical and creative development.

Amenities

- **Studios:**
 - Multiple studios equipped for yoga, acro, and Pilates
 - Specialized equipment for acro flair and adaptive movement
- **Programs:**
 - Yoga classes for all levels
 - Acro and Pilates sessions
 - Adaptive movement programs tailored to individual needs
- **Additional Features:**
 - Community events and workshops
 - Teacher training programs

Operations

- **Hours of Operation:**
 - Monday to Friday: 9:00 AM - 9:00 PM
 - Saturday: 10:00 AM - 6:00 PM
 - Sunday: Closed

Possak Hampshire Academy of Irish Dance

Overview

The Possak Hampshire Academy of Irish Dance provides professional, comprehensive, and affordable instruction with an emphasis on fitness, competition, performance, and personal development. The academy is committed to nurturing dancers of all levels, offering numerous local performance opportunities throughout the year, culminating in a biennial full-scale production at University Theatre.

Amenities

- **Dance Studios:**
 - Multiple studios equipped with professional dance surfaces
 - Mirrors and stereos for effective training
- **Programs:**
 - Competitive and non-competitive dance programs
 - Performance opportunities
 - Dance exams
- **Additional Features:**
 - Teacher training programs
 - Community events and workshops

Operations

- **Hours of Operation:**
 - Monday to Friday: 9:00 AM - 9:00 PM
 - Saturday: 10:00 AM - 6:00 PM
 - Sunday: Closed

Bars & Restaurants that Host Performing Arts Events in Okotoks

The George Traditional House

Overview

The George Traditional House, established in 2005, is a beloved English pub in Okotoks, Alberta. Known for its welcoming atmosphere, The George is a community favorite, offering great food, local artists, and a variety of musical performances.

Amenities

- **Dining and Bar:**
 - Extensive menu featuring pub classics and daily specials
 - Over 30 beers on tap
 - Full bar service
- **Entertainment:**
 - Regular musical performances by local and regional musicians
 - Cover bands and open mic/jam sessions
- **Event Hosting:**
 - Catering for private functions for up to 300 people
 - Community fundraising events

Operations

- **Hours of Operation:**
 - Monday: 11:00 AM - 10:00 PM
 - Tuesday: 11:00 AM - 10:00 PM
 - Wednesday: 11:00 AM - 11:00 PM
 - Thursday: 11:00 AM - 11:00 PM
 - Friday: 11:00 AM - 1:00 AM
 - Saturday: 11:00 AM - 1:00 AM
 - Sunday: 11:00 AM - 10:00 PM

Canadian Brewhouse Okotoks

Overview

The Canadian Brewhouse in Okotoks is a vibrant sports bar and grill that offers a welcoming atmosphere for guests of all ages. Known for its Canadian-themed decor and extensive menu, the Brewhouse is a favorite spot for both locals and visitors.

Amenities

- **Dining and Bar:**
 - Extensive menu featuring appetizers, entrees, and daily specials
 - Over 30 beers on tap and a full bar service
- **Entertainment:**
 - High-definition screens throughout the venue for sports viewing
 - Regular musical performances, including local and regional musicians, cover bands, and open mic/jam sessions
 - Seasonal special events such as Stampede Parties
- **Outdoor Patio:**
 - Dog-friendly patio with heating for chilly days and misting for hot days
 - Lawn games, dinner seating, cozy couches, and fire pits
- **Additional Features:**
 - Free parking and Wi-Fi
 - Takeout and dine-in options
 - Reservations available online or by phone

Operations

- **Hours of Operation:**
 - Monday to Thursday: 11:30 AM - 1:00 AM
 - Friday to Sunday: 11:00 AM - 2:00 AM

Crystal Ridge Golf Course

Overview

Crystal Ridge Golf Course in Okotoks, Alberta, is a premier 9-hole facility known for its welcoming atmosphere and community engagement. The course offers a variety of amenities and services, making it a popular destination for golfers and event planners alike.

Amenities

- **Golf Facilities:**
 - 9-hole golf course with scenic views and challenging layouts
 - Pro Shop offering golf equipment and apparel
 - Mini golf course for family-friendly fun
- **Dining:**
 - Two award-winning restaurants: The Ridge House and Orville's Place
 - Food and beverage services available during golf and events
- **Event Hosting:**
 - Venues for weddings, holiday parties, corporate events, and more
 - Full catering services
- **Additional Features:**
 - Golf lessons and clinics
 - Corporate tournaments, retreats, and meetings

Operations

- **Hours of Operation:**
 - Monday: 12:00 PM - 9:30 PM
 - Tuesday: 10:30 AM - 9:30 PM
 - Wednesday: 12:00 PM - 9:00 PM
 - Thursday: 11:00 AM - 9:30 PM
 - Friday: 12:00 PM - 9:00 PM
 - Saturday: 11:00 AM - 9:00 PM
 - Sunday: 11:00 AM - 9:00 PM

D'Arcy Ranch Golf Club

Overview

D'Arcy Ranch Golf Club, located just minutes south of Calgary in Okotoks, Alberta, is a pristine 18-hole public links-style golf course. The club offers a challenging and rewarding experience for golfers of all levels, set against the stunning backdrop of the Rocky Mountains.

Amenities

- **Golf Facilities:**
 - 18-hole golf course with a balanced design that harmonizes with the natural landscape
 - Pro Shop offering a wide range of golf equipment and apparel
 - Driving range, putting green, and practice bunkers
 - Golf lessons and clinics provided by professional instructors
- **Dining:**
 - Jerry's Restaurant: Located on the upper level, featuring vaulted ceilings, a full-service bar, and a spacious patio with panoramic views of the course
- **Event Hosting:**
 - Venues for weddings, corporate events, and private functions
 - Catering services available for events
- **Additional Features:**
 - Golf leagues and junior programs
 - Corporate tournaments and retreats
 - Certified Audubon Cooperative Sanctuary, promoting environmental stewardship

Operations

- **Hours of Operation:**
 - Monday to Friday: 9:00 AM - 9:00 PM
 - Saturday: 10:00 AM - 6:00 PM
 - Sunday: Closed

Heartland Café

Overview

Heartland Café, located in Okotoks, Alberta, is a beloved dining destination known for its welcoming atmosphere and creative signature dishes. The café celebrates special events, such as Valentine's Day, with unique dining experiences that delight guests.

Amenities

- **Dining:**
 - Extensive menu featuring fresh interpretations of traditional, healthy, and flavorful recipes
 - Selection of wine, beer, and beverages to complement the dishes
 - Seasonal menu changes to reflect market availability
- **Atmosphere:**
 - Beautiful and inviting environment with excellent food and drinks
 - Comfortable seating and relaxing ambiance
- **Event Hosting:**
 - Catering for private functions and special events
 - Community fundraising events

Operations

- **Hours of Operation:**
 - Monday to Sunday: 11:00 AM - 9:00 PM (Kitchen closed daily from 3:00 PM - 4:00 PM)

Tribal Connections

Overview

Tribal Connection Market in Okotoks, Alberta, is a unique venue that combines a café, retail store, and intimate performance space. The market is dedicated to fostering community connections and supporting local talent.

Amenities

- **Café:**
 - Offers a variety of organic coffees, teas, and comfort foods such as their famous Garlic Grilled Cheese
 - Cozy seating areas for a relaxing atmosphere
- **Retail Store:**
 - Sells fair trade products, crystals, and other unique items
- **Performance Venue:**
 - *The Listening Room*: An intimate space for live music performances
 - Regular events featuring local and regional musicians, cover bands, and open mic/jam sessions
 - Special events like Freestyle Friday and Youth Music Night to provide performance opportunities for up-and-coming musicians

Operations

- **Hours of Operation:**
 - Monday to Wednesday: 10:00 AM - 5:30 PM
 - Thursday: 10:00 AM - 8:00 PM
 - Friday to Saturday: 10:00 AM - 5:30 PM
 - Sunday: 11:00 AM - 5:00 PM

Community Halls / Service Clubs Hosting Events and/or Performances

Okotoks Elks BPOE #31

Overview

Since 1927, the Okotoks Elks Lodge has played a pivotal role in bringing the community together through events, volunteer donations, and charity work. The Lodge also opens its doors to other organizations needing a place to meet, fostering a strong sense of community.

Amenities

- **Event Spaces:**
 - **Upper Main Hall:** Capacity of 220, includes a bar area and stage, ideal for dances, weddings, birthdays, and band nights.
 - **Lion's Den:** Capacity of 70, equipped with a projector, screen, and wet bar, perfect for larger meetings.
 - **Lower Main Hall:** Capacity of 220, located next to the kitchen, convenient for serving meals, often used for youth events.
 - **Heritage Room:** Capacity of 80, suitable for meetings or small gatherings, including a TV for presentations.
 - **Lounge:** Capacity of 85, can be used for groups while remaining open to members and the public, often used for birthdays and separate gatherings.
 - **Stuart Logan Memorial Board Room:** Capacity of 10+, equipped with a large monitor for laptop presentations.
- **Commercial Kitchen:** Available for rent, including ovens, stove tops, fridges, dishes, and cutlery for serving.

Operations

- **Hours of Operation:**
 - Monday to Friday: 6:00 PM - 9:00 PM
 - Saturday: 12:00 PM - 5:00 PM

Schools with Performance Spaces

Foothills Composite HS/Alberta HS of Fine Arts

Overview

École Secondaire Foothills Composite High School and Alberta High School of Fine Arts is a dynamic educational institution located in Okotoks, Alberta. It is part of the Foothills School Division and shares its campus with the Alberta High School of Fine Arts (AHSFA). The school provides a comprehensive learning environment that fosters academic excellence, creativity, and personal growth among its students.

Amenities

- **Performing Arts Facilities:** Equipped with spaces for drama, music, and dance performances, including a stage and seating area.
- **Classrooms:** Modern classrooms with technological integration to support various learning activities.
- **Sports Facilities:** Gymnasium, sports fields, and playgrounds for physical education and extracurricular activities.
- **Library:** A well-stocked library to encourage reading and research.
- **Support Services:** Counseling and academic support services to assist students in their educational journey.
- **Specialized Programs:** Offers a range of elective courses and programs designed to develop skills that students can apply to their everyday lives, including fine arts, technology, and vocational training.

Operations

Foothills Composite High School operates with a focus on holistic education and community engagement. Their activities and contact information are as follows:

- **School Hours:** Monday to Friday from 8:00 am to 4:00 pm.
- **Contact Information:** Phone at (403) 938-6116, and mailing address at 229 Woodhaven Dr, Okotoks, AB T1S 2A7.

Holy Trinity Academy

Overview

Holy Trinity Academy is a Catholic high school in Okotoks that offers a comprehensive performing arts program. The school is dedicated to promoting the theological virtues of faith, hope, and love, while providing a nurturing environment for academic and creative growth.

Amenities

- **Performing Arts Facilities:** Spaces for drama, music, and dance performances, including a stage and seating area.
 - The seating is removable and seats are approximately 320
 - The space functions as a classroom during the day and after school.
 - Half of the space is used as a cafeteria during lunch periods
 - Some Audio-Visual (AV) equipment is currently being updated
 - The school rents additional AV equipment to supplement larger productions
- **Classrooms:** Modern classrooms equipped with technology to enhance learning experience.
- **Sports Facilities:** Gymnasium, sports fields, and playgrounds for physical education and extracurricular activities.
- **Library:** A resourceful library to support student learning and research.
- **Support Services:** Counseling and academic support services to assist students in their educational journey.

Operations Holy Trinity Academy operates with a focus on fostering creativity, academic excellence, and spiritual growth. Their activities and contact information are as follows:

- **School Hours:** Monday to Friday from 8:30 am to 3:30 pm.
- **Contact Information:** Phone (403) 938-2477, and mailing address at 100 Stockton Ave, Okotoks, AB T1S 1K6.

Ecole Okotoks Junior High School

Overview

Ecole Okotoks Junior High School is a junior high school in Okotoks that offers a robust performing arts program. The school provides a nurturing environment that supports academic achievement and creative expression.

Amenities

- **Performing Arts Facilities:** Spaces for drama, music, and dance performances, including a stage and seating area.
- **Classrooms:** Modern classrooms equipped with technology to enhance learning experience.
- **Sports Facilities:** Gymnasium, sports fields, and playgrounds for physical education and extracurricular activities.
- **Library:** A resourceful library to support student learning and research.
- **Support Services:** Counseling and academic support services to assist students in their educational journey.

Operations

Ecole Okotoks Junior High School operates with a focus on fostering creativity and academic excellence. Their activities and contact information are as follows:

- **School Hours:** Monday to Friday from 8:00 am to 3:30 pm.
- **Contact Information:** Phone (403) 938-4426, and mailing address at #1 Pacific Ave, Okotoks, AB T1S 2A9.

Westmount School

Overview

Westmount School is a K-9 educational institution in Okotoks, dedicated to providing a comprehensive learning environment that includes performing arts facilities. The school aims to foster creativity, academic excellence, and personal growth among its students.

Amenities

- **Performing Arts Facilities:** Equipped with spaces for drama, music, and dance performances, including a stage and seating area.
- **Classrooms:** Modern classrooms with technological integration to support various learning activities.
- **Sports Facilities:** Gymnasium, sports fields, and playgrounds for physical education and extracurricular activities.
- **Library:** A well-stocked library to encourage reading and research.
- **Support Services:** Counseling and academic support services to assist students in their educational journey.

Operations

Westmount School operates with a focus on holistic education and community engagement. Their activities and contact information are as follows:

- **School Hours:** Monday to Friday from 8:00 am to 3:30 pm.
- **Contact Information:** Phone (403) 995-4824, and mailing address at 240 Westland St, Okotoks, AB T1S 2J5.

Strathcona-Tweedsmuir School

Overview

Strathcona-Tweedsmuir School (STS) in Okotoks, Alberta, offers a collaborative learning environment that empowers students to develop critical and independent thinking skills while exploring a challenging and balanced curriculum built on foundational core knowledge. STS believes in providing students with a comprehensive array of authentic, real-world experiences that reflect and support classroom curriculum on a global scale, promoting fitness, health, and well-being through academic, athletic, outdoor, and artistic pursuits.

Amenities

- **Academic Facilities:**
 - Modern classrooms equipped with the latest technology
 - Science labs, computer labs, and specialized learning spaces
- **Arts Facilities:**
 - **C.A. Smith Arts Centre:** A 630-seat auditorium featuring a Proscenium/Thrust stage, fly gallery, acoustic shell, and industry-standard technical booth with advanced lighting and sound systems
 - Performance spaces for theatre, dance, and music
 - Art studios and rehearsal rooms
- **Athletic Facilities:**
 - Gymnasiums and fitness areas
 - Outdoor sports fields and courts
 - Over 10 kilometers of trails for cross-country running, Nordic skiing, snowshoeing, and canoeing
- **Outdoor Learning:**
 - 220-acre campus with wetlands, forests, grasslands, and an observatory
 - Integrated learning spaces for earth sciences, arts, physical education, and outdoor education
- **Support Services:**
 - Counseling and academic advising
 - Learning support and inclusive education programs

Operations

- **Hours:**
 - Monday to Friday: 7:00 AM - 4:00 PM
- **School Community**
 - **Student Body:** Kindergarten to Grade 12
 - **Staff:** Approximately 70 teachers and staff

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Churches

Foothills Community Church of Okotoks

Overview

Foothills Community Church (FCCO) offers a welcoming environment for individuals and families to connect and grow in their faith. The church hosts its main services at the Okotoks Cinemas, providing a unique and comfortable setting for worship.

Amenities

- **Main Service Area:** Theatre One at Okotoks Cinemas, equipped with comfortable seating and modern audio-visual systems.
- **Children's Areas:** Separate spaces for preschool and elementary-aged kids, including The Loft Church Space and the Upstairs Party Room.
- **Welcome Center:** Located in the lobby, where visitors can introduce themselves and enjoy coffee or tea.
- **Community Events:** Regular potluck suppers and classes, such as the "Following Jesus Class," held at The Loft.
- **Online Presence:** Daily Bible reading plans and online services available through their website and YouTube channel

Operations

Foothills Community Church operates with a focus on community engagement and spiritual growth. Their service times and contact information are as follows:

- **Service Times:** Sunday mornings at 10:00 am at the Okotoks Cinemas.
- **Office Hours:** Monday to Thursday from 9:00 am to 4:00 pm, Friday from 6:30 pm to 8:30 pm, and Sunday from 10:00 am to 11:30 am
- **Contact Information:** Text and phone (587) 844-2224, email info@fcco.ca, and mailing address at PO Box 1277, Okotoks, AB T1S 1B3

God's House Pentecostal Church (In Holy Cross Lutheran Building)

Overview

God's House Pentecostal Church (GHPC) is a thriving Christian community dedicated to worship, prayer, and fellowship in Christ's love. The church aims to transform the city by the love and power of Jesus Christ, offering a welcoming environment for individuals and families to connect and grow in their faith.

Amenities

- **Main Service Area:** Located in the West Wing at St. Peter's Anglican Church, 31 Riverside Way, Okotoks, equipped with comfortable seating and modern audio-visual systems
- **Children's Areas:** Separate spaces for preschool and elementary-aged kids, providing a safe and engaging environment for young attendees
- **Community Events:** Regular events such as Tuesday Prayer meetings and Ladies Bible Study sessions held at 159 Heritage Drive
- **Small Groups:** Active small groups that foster growth in Christ and support among fellow believers
- **Online Presence:** Information about services, events, and community involvement available through their website

Operations

God's House Pentecostal Church operates with a focus on community engagement and spiritual growth. Their service times and contact information are as follows:

- **Service Times:** Sunday mornings at 10:00 am at St. Peter's Anglican Church, 31 Riverside Way
- **Prayer Meetings:** Tuesday evenings at 7:00 pm at 159 Heritage Drive
- **Ladies Bible Study:** Wednesday evenings at 7:00 pm at 159 Heritage Drive
- **Contact Information:** Phone (403) 682-7607, and mailing address at 20 Banister Gate, Okotoks, AB T1S

Parallel Church

Overview

Parallel Church is a dynamic church community dedicated to helping individuals and families grow in their faith and connect with others. The church offers a welcoming environment with modern amenities and various programs designed to support spiritual growth and community engagement.

Amenities

- **Main Service Area:** Located at 204 Community Way #4, Okotoks, Alberta, equipped with comfortable seating and advanced audio-visual systems
- **Children's Programs:** Dedicated spaces and activities for children, ensuring a safe and engaging environment for young attendees
- **Community Events:** Regular events and special programs, such as "Summer at the Movies" with Pastor Matt Funk, designed to foster community spirit and provide opportunities for fellowship
- **Online Presence:** Comprehensive online services, including live streaming of sermons, daily Bible reading plans, and interactive community engagement through their website and social media channels

Operations

Parallel Church operates with a focus on accessibility and community involvement. Their service times and contact information are as follows:

- **Service Times:** Sunday mornings at 10:30 am
- **Office Hours:** Detailed opening hours can be found on their website, typically including weekdays and weekends
- **Contact Information:** Phone at (403) 606-6812, and mailing address at 204 Community Way #4, Okotoks, AB T1S 1B1

Salvation Army Foothills Church and Community Ministries

Overview

Salvation Army Foothills Church and Community Ministries is dedicated to serving the community through spiritual guidance, social services, and community support. Located in High River, Alberta, the church offers a welcoming environment for individuals and families to connect and grow in their faith.

Amenities

- **Main Service Area:** Comfortable and accessible worship space equipped with modern audio-visual systems
- **Community Support Services:** Various programs including food assistance, emergency shelter, and clothing distribution to support those in need
- **Family Services:** Programs aimed at supporting families, including counseling, youth activities, and educational workshops
- **Special Events:** Regular community events and gatherings to foster a sense of belonging and community engagement
- **Online Presence:** Information about services, events, and community involvement available through their website and social media channels

Operations

Salvation Army Foothills Church operates with a focus on community engagement and support. Their service times and contact information are as follows:

- **Service Times:** Sunday mornings at 10:30 am
- **Office Hours:** By appointment from Monday to Sunday
- **Contact Information:** Phone at (403) 652-2195, and mailing address at 117 2 Avenue Southeast, High River, AB T1V 1G4

St. James Parish

Overview

St. James Parish in Okotoks is a vibrant Catholic community dedicated to worship, fellowship, and spiritual growth. The parish offers a welcoming environment for individuals and families to connect, engage in meaningful activities, and deepen their faith.

Amenities

- **Main Sanctuary:** A spacious and comfortable worship area equipped with modern audio-visual systems to enhance the worship experience.
- **Children's Programs:** Dedicated spaces and activities for children, ensuring a safe and engaging environment for young attendees.
- **Youth Programs:** Spaces and activities designed for youth engagement, including Bible studies, social events, and service opportunities.
- **Community Events:** Regular events such as parish picnics, living nativity scenes, and other social gatherings to promote fellowship and community engagement.
- **Support Services:** Counseling, mentorship, and support networks to assist individuals in their personal and spiritual journeys.
- **Accessibility:** The building is wheelchair accessible, ensuring that all members of the community can participate fully in church activities.
- **Hospitality:** Opportunities for fellowship after services, fostering a sense of community and connection.

Operations St. James Parish operates with a focus on community engagement and spiritual growth. Their service times and contact information are as follows:

- **Mass Times:**
 - **Sunday Mass Schedule:**
 - Saturday: 5:00 PM
 - Sunday: 9:00 AM, 11:00 AM, 5:00 PM
 - **Daily Mass Schedule:**
 - Monday: 9:00 AM

- Tuesday: 7:00 PM
- Wednesday: 9:00 AM
- Thursday: 9:00 AM
- Friday: 9:00 AM
- Saturday: 9:00 AM
- **Office Hours:** Monday to Thursday from 9:00 am to 1:00 pm.
- **Contact Information:** Phone at (403) 938-3122, and mailing address at 338040 32nd St E, Okotoks, AB T1S 1A2.

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Okotoks United Church

Overview

Okotoks United Church is a welcoming and inclusive community dedicated to worship, fellowship, and spiritual growth. Located in Okotoks, Alberta, the church offers a variety of programs and services designed to support individuals and families in their faith journey.

Amenities

- **Main Sanctuary:** A comfortable and accessible worship space equipped with modern audio-visual systems to enhance the worship experience.
- **Children's Programs:** Dedicated spaces and activities for children, ensuring a safe and engaging environment for young attendees.
- **Youth Programs:** Spaces and activities designed for youth engagement, including Bible studies and social events.
- **Community Events:** Regular events such as retreats, conferences, and social gatherings to promote fellowship and community engagement.
- **Support Services:** Counseling, mentorship, and support networks to assist individuals in their personal and spiritual journeys.
- **Accessibility:** The building is wheelchair accessible, ensuring that all members of the community can participate fully in church activities.
- **Hospitality:** Join the congregation for coffee or juice after church services, fostering a sense of community and connection.

Operations Okotoks United Church operates with a focus on community engagement and spiritual growth. Their service times and contact information are as follows:

- **Service Times:** Sunday mornings at 10:45 am for in-person worship. Mid-week worship is held on Wednesdays at 10:00 am.
- **Office Hours:** Monday to Friday from 10:00 am to 2:00 pm.
- **Contact Information:** Phone at (403) 938-4357, email at okunited@telus.net, and mailing address at Box 507 - 43 Riverside Drive, Okotoks, AB T1S 1A7.

Okotoks Alliance Church

Overview

Okotoks Alliance Church is a vibrant Christian community dedicated to worship, fellowship, and spiritual growth. The church offers a welcoming environment for individuals and families to connect, engage in meaningful activities, and grow in their faith.

Amenities

- **Main Sanctuary:** A newly expanded sanctuary with 360 seats, equipped with modern audio-visual systems to enhance worship experiences.
- **Children's Areas:** Dedicated spaces for children's ministry, including KidZone, with washrooms and appropriate age facilities.
- **Youth Programs:** Spaces and activities designed for youth engagement, including Bible studies and social events.
- **Life Groups:** Various small groups that meet regularly for fellowship, prayer, and study, fostering deeper connections within the community.
- **Community Events:** Regular events such as retreats, conferences, and social gatherings to promote fellowship and community engagement.
- **Kitchen and Service Area:** A fully equipped kitchen and service area for hosting events and providing meals.
- **Online Presence:** Access to online services, sermons, and resources through the church's website and social media channels.

Operations

Okotoks Alliance Church operates with a focus on community engagement and spiritual growth. Their service times and contact information are as follows:

- **Service Times:** Sunday mornings at 10:00 am, with options to join in-person or online.
- **Office Hours:** Monday to Friday from 9:00 am to 4:00 pm.
- **Contact Information:** Phone at (403) 938-2614, and mailing address at 322183 15th St E, Okotoks, AB T1S 1A5.

Genesis House Church in Okotoks

Overview

Genesis House Church is a welcoming Christian community dedicated to worship, fellowship, and spiritual growth. The church offers a unique and comfortable setting for individuals and families to connect and deepen their faith.

Amenities

- **Main Service Area:** Located at the Old Church Theatre, 3 Elma St E, Okotoks, Alberta. The venue is equipped with comfortable seating and modern audio-visual systems to enhance the worship experience.
- **Children's Programs:** Dedicated spaces and activities for children, ensuring a safe and engaging environment for young attendees.
- **Community Events:** Regular events such as prayer meetings, Bible studies, and social gatherings to foster fellowship and community engagement.
- **Online Presence:** Access to online services, sermons, and resources through the church's website and social media channels. The church also offers virtual participation via Zoom for those who are away, sick, or out-of-town.
- **Support Services:** Counseling, mentorship, and support networks to assist individuals in their personal and spiritual journeys.

Operations

Genesis House Church operates with a focus on community engagement and spiritual growth. Their service times and contact information are as follows:

- **Service Times:** Sunday mornings at 10:00 am at the Old Church Theatre.
- **Office Hours:** Sunday from 9:30 am to 12:30 pm.
- **Contact Information:** Phone at (403) 601-5277, and mailing address at 3 Elma St E, Okotoks, AB T1S 1Y6.

Okotoks Evangelical Free Church

Overview

Okotoks Evangelical Free Church (OEFCh) is a welcoming Christian community dedicated to worship, fellowship, and spiritual growth. The church offers a variety of programs and services designed to support individuals and families in their faith journey.

Amenities

- **Main Sanctuary:** A comfortable and accessible worship space equipped with modern audio-visual systems to enhance the worship experience.
- **Children's Programs:** Dedicated spaces and activities for children, ensuring a safe and engaging environment for young attendees.
- **Youth Programs:** Spaces and activities designed for youth engagement, including Bible studies and social events.
- **Community Events:** Regular events such as retreats, conferences, and social gatherings to promote fellowship and community engagement.
- **Support Services:** Counseling, mentorship, and support networks to assist individuals in their personal and spiritual journeys.
- **Accessibility:** The building is wheelchair accessible, ensuring that all members of the community can participate fully in church activities.

Operations

Okotoks Evangelical Free Church operates with a focus on community engagement and spiritual growth. Their service times and contact information are as follows:

- **Service Times:** Sunday mornings at 10:00 am.
- **Office Hours:** Monday to Friday from 9:00 am to 4:00 pm.
- **Contact Information:** Phone (403) 938-3311, and mailing address at 28 Westland Road, Okotoks, AB T1S 1T2.

St. Peter's Anglican Church

Overview

St. Peter's Anglican Church is a vibrant Christian community dedicated to worship, fellowship, and spiritual growth. The church offers a variety of programs and services designed to support individuals and families in their faith journey.

Amenities

- **Main Sanctuary:** A comfortable and accessible worship space equipped with modern audio-visual systems to enhance the worship experience.
- **Children's Programs:** Dedicated spaces and activities for children, ensuring a safe and engaging environment for young attendees.
- **Youth Programs:** Spaces and activities designed for youth engagement, including Bible studies and social events.
- **Community Events:** Regular events such as retreats, conferences, and social gatherings to promote fellowship and community engagement.
- **Support Services:** Counseling, mentorship, and support networks to assist individuals in their personal and spiritual journeys.
- **Accessibility:** The building is wheelchair accessible, ensuring that all members of the community can participate fully in church activities.

Operations

St. Peter's Anglican Church operates with a focus on community engagement and spiritual growth. Their service times and contact information are as follows:

- **Service Times:** Sunday mornings at 10:00 am.
- **Office Hours:** Monday to Friday from 9:00 am to 4:00 pm.
- **Contact Information:** Phone (403) 938-4261, and mailing address at 31 Riverside Way, Okotoks, AB T1S 1A6.

Okotoks Seventh-day Adventist Church

Overview

Okotoks Seventh-day Adventist Church is a welcoming Christian community dedicated to worship, fellowship, and spiritual growth. The church offers a variety of programs and services designed to support individuals and families in their faith journey.

Amenities

- **Main Sanctuary:** A comfortable and accessible worship space equipped with modern audio-visual systems to enhance the worship experience.
- **Children's Programs:** Dedicated spaces and activities for children, ensuring a safe and engaging environment for young attendees.
- **Youth Programs:** Spaces and activities designed for youth engagement, including Bible studies and social events.
- **Community Events:** Regular events such as retreats, conferences, and social gatherings to promote fellowship and community engagement.
- **Support Services:** Counseling, mentorship, and support networks to assist individuals in their personal and spiritual journeys.
- **Accessibility:** The building is wheelchair accessible, ensuring that all members of the community can participate fully in church activities.

Operations

Okotoks Seventh-day Adventist Church operates with a focus on community engagement and spiritual growth. Their service times and contact information are as follows:

- **Service Times:** Saturday mornings at 10:00 am.
- **Office Hours:** Monday to Friday from 9:00 am to 4:00 pm.
- **Contact Information:** Phone at (403) 938-6211, and mailing address at 403 32nd St E, Okotoks, AB T1S 1A5.

Conclusion

This Facility Utilization Report offers a comprehensive snapshot of how Okotoks' diverse event venues—both Town-operated and community-run—are currently being used. Across indoor arenas, performance spaces, recreation centres, outdoor fields, and third-party venues, a clear picture emerges. While some facilities are approaching or at full capacity, others remain significantly underutilized.

High-performing spaces like the Piper and Gold Arenas, the Okotoks Recreation Centre, and the Leisure Ice surface demonstrate strong community demand and effective operational management. Their near-maximum utilization rates suggest that future growth will require expanded hours, improved scheduling systems, and, potentially, investment in new infrastructure to keep pace with population growth and recreational needs.

Conversely, performance venues like the Old Church Theatre and outdoor fields and spaces show comparatively low usage rates. This underutilization appears to stem not from lack of interest, but from structural barriers such as limited operational hours, marketing limitations and facility constraints. For example, the Old Church Theatre operates at just 14% of the available time, largely due to restricted public access and a booking process that lacks immediacy. Outdoor spaces—rich in potential—are averaging under 10% utilization, indicating opportunities to activate these venues through targeted programming, enhanced amenities, and improved booking processes.

The inclusion of non-town operated venues in this report illustrates the value of a collaborative, community-wide Events Strategy. These venues not only increase event capacity but also deepen cultural engagement, economic development, and environmental sustainability by spreading event activity across a broader range of locations and infrastructure.

Taken together, this data reinforces the value of a quadruple bottom line approach—balancing economic, social, environmental, and cultural outcomes. To fully realize this vision, the Town must invest in strategies that optimize high-demand spaces while reimagining how underused facilities can be better leveraged. By aligning operational policies, investing in key improvements, and strengthening partnerships, Okotoks can build a resilient, inclusive, and thriving event ecosystem that meets the evolving needs of its residents and visitors alike.

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