

PrairieLand Park Hosts 2023 Entertainment Expo

MAY 5-7 '23



#SASKEXP

The Saskatoon Entertainment Expo is a premier event at PrairieLand Park that brings together enthusiasts of film, television, comics, and gaming in Saskatoon. This event provides a captivating platform for attendees to engage with their favorite pop culture icons, explore diverse exhibitions, and celebrate their shared passions.

This year, the Expo witnessed significant growth and success. Attendance numbers have risen, reflecting the increasing popularity of the event. The addition of diverse celebrity guests from various areas of entertainment has enriched the Expo's lineup and attracted a wider audience as well as the addition of the Community Stage and more creator guests and exhibitors.

The Saskatoon Entertainment Expo has the potential to become a flagship event



in the region, attracting visitors from far and wide. By focusing on delivering exceptional guest experiences, expanding programming opportunities, and by further elevating the Expo's prominence in the industry. With a growing fan base, and a commitment to excellence, we are poised to solidify our position as a must-attend event, bringing the magic of entertainment to Saskatoon and beyond. Dates for 2024 are May 3, 4 and 5.



Everything Equine on the Border

Lloydminster Agricultural Exhibition Association (LAEA) Director Dallas Eaket started talking to area equine enthusiasts regarding a spring equine event. This group soon became a committee and the “Everything Equine on the Border” turned into an April equine showcase. The Midwest area where Lloydminster is located has seen a rise in participation in the equine industry over last few years. There is not another equine event that showcases horses and riders within 300

kms of Lloydminster that also incorporates an industry trade show. We have heard from equine organizations in the Midwest that they drive 3+ hours to attend seminars/clinics. They had indicated that there is a need for more events and activities that involve English and Western disciplines. Through our committee’s conversations a 3-day program was developed that will support and enhance the Midwest equine industry and its continued development. The event was held April 14-16, 2023.



The event filled a void, bringing prominent equine clinicians, trainers, and participants together in one place to showcase both English and Western disciplines. Being an extreme event, Everything Equine satisfied our enthusiasts. It proved to be a large draw for the area riders, families, and industry leaders.

We had a very successful second year and our dedicated committee showcased 3 extraordinary clinicians. Geoff Hoar, Jill Barron and Lorie Duff provided training in working cow-horse, working equitation and youth horsemanship. We were also able to offer a Trainer's Challenge featuring Kade Mills, Trevor Mertes and Braden Bernier who took young colts from halter-broke to riding in just three short days. This was well received by the public and extremely successful – we will be implementing this again.

We added in a speaker's corner, which saw several region veterinarians providing insight on nutrition, reproduction, general health and problems for horses and owners. The Fashion Show highlighted five area boutiques and stores. Committee members, the trainers from the Trainer's Challenge and families acting as models was well received. We intend to continue this element of the Everything Equine as it saw many purchases of showcased outfits, providing the boutiques with great exposure.

We had our tradeshow during the event with outstanding vendors from across the western provinces, and guests were able to find both gifts and information. We had over 1200 guests pass through the gates and several stayed to enjoy the Saturday evening banquet with Amberley Snyder, a paraplegic barrel racer from the States and listen to her incredibly inspirational story. This year we also added a Dummy Roping Competition that children thoroughly enjoyed and received a rope as a prize for participating. Another element added this year was the Breed Alley, showcasing 12 different breeds of horses, a brief history and description of each breed for the public to learn. The committee is planning for great additions in 2024 by expanding the entertainment to include a barrel racing jackpot, another inspirational speaker banquet and many more performances.



Flourish International Women's Day Conference in Melville

The Flourish International Women's Day Conference was held on March 4, 2023 as outlined in the Venture Project Application. There were 88 conference registrants, 2 special guests, 10 women entrepreneur showcase participants, and 13 conference committee members. The conference committee consisted of the following: Committee Chair Shauna Schmidt, Vice Chair Kylie Johnson, Secretary Brandi Bakken, Agripark Manager Robyn Armbruster, Marketing & Photography Madison Alberts, Community Liaison & Elder support Brittany Frick, Hospitality & Decor Charlotte Rathgeber, Members at large Katha Pettinger, Monica Sawley, Shanae Lingelbach. Conference volunteers Krystal Baxter, Kiana Campbell, Kim Berger, Karissa Lingelbach. Elder Joanna Potyondi and Elder Edith Starr provided opening and closing statements for the conference.

There was great feedback for the showcase from conference participants as well as from the showcase participants. The showcase participants all experienced a successful sales event as well as enjoyed being able to participate in the conference and be included in the keynote speaker sessions.



We received sponsorship in monetary donations, in-kind support as well as through donations for the silent auction and registrant packages. A portion of the proceeds from the silent auction was donated to Shelwin House, a local women's shelter. Jennifer Sparks and Lisa Wotherspoon both donated their speaking fees to Shelwin House as well. Members of our committee purchased tickets to give away to women in the community including Melville, Yorkton and Cowessess First Nation. One of the local elementary schools that have a Girl Power club for students provided us with artwork for the venue. Their posters highlighted the International Women's Day 2023 Theme - Embracing Equity.

Media coverage for the event included GX94 & Fox FM sponsored \$1000 worth of radio time. They created an ad for us and interviewed two of the committee members. Interviews took place on The Rock 98 Five and there was also coverage in the Melville Advance. Following the event, we collected feedback forms, as well as verbally and through messages and comments on our Facebook page. We will use that feedback to build upon this event for next year. Overall, the feedback was very positive. Highlights included how the space felt welcoming and safe, that the women who attended felt inspired and connected and that people are looking forward to future events.

The conference committee felt that overall, this was a very successful first event. There was a significant volunteer effort, and this event would not have been possible without the contributions of our committee and volunteers. We thank SAASE for the opportunity to utilize the Venture Project and also thank the community and participants for the support they provided to this event.



Steer Riders hit the Biggar Rec Valley for thrills and leadership skills

The Ireland/Buttar Steerriding School began Friday, May 12th at 9 am. The students started off by trying on equipment and getting to know their instructors Dakota Buttar and Aaron Guyett

Dakota Buttar is a:

2014 CPRA year End, 2014 CFR Aggregate Champ, 2014 Canadian Champ, 2015 CPRA Year end Champ, 2015 Canadian champ, 2016 CPRA year End, 4 time Glen Keeley Award Winner, 2017 BFTS Nampa Champ, 4 x Calgary Stampede qualifier, 5 x CFR qualifier, 4 x PBR World Finals Qualifier, 5 x Pbr Canada Qualifier, 2020 PBR Canada Champ., 2022 Calgary Stampede Champion

The other portion of the school was Leaders of Leaders development and fitness. This portion was led by Aaron Guyett from Idaho. Aaron seeks to serve, teach, and develop Leaders of Leaders at all levels, and for all teams and organizations. His servant-leadership style combined with his life experiences, gives him a vantage point that allows for deep insights.

He is a Staff Sergeant in the Marine Corps Reserves. He holds countless certifications for the fitness industry, notably he is a Certified Strength and Conditioning Specialist with NSCA, a Functional Range Conditioning mobility specialist, and a Functional Range Assessment specialist. Chief Physical Strategist for The Special Forces Experience, Creator of the Leaders of Leaders Program, Education Director for LivingFit, Chief Instructor for Mobilization Training Battalion in the Marine Corps, School of Infantry, Creates and Lead the Curriculum and Process for Team building, Leadership Development, Tactical Skills, and Strategic Planning for 2,200 Marines and Marine Leaders as the Chief Instructor of Mobilization Training Battalion, Coordinated and Developed Highly Kinetic Responses to Active Shooter Scenarios with Border Patrol and Mobilization Training Battalion, Developed and Taught Leadership and Interpersonal Development Scenarios with Wounded Warrior Project, Designed the curriculum and culminating events for training Department of Homeland Security agents to improve their enhanced observations, behavior profiling, tracking, and navigating.



The students did a combination of training with Aaron and got on some steers under Dakota's instruction. Saturday morning began with alternating groups including physical, and mental training and conditioning and steer riding. The teachings of the Leaders of Leaders course is second to none. It makes leaders who then create leaders. The strong message and values really hit home with the kids.

Sunday May 14th was training in the morning and then Championship Sunday. The valley was full of spectators, parents, friends, grandparents all there to see what the kids had learned over the course of the weekend. There were lots of great rides, laughs and cheers. We were blessed to have Jim Buttar come out to judge the riders and we appreciated his support for the riders also.

Some of the awards given out were Most Try buckle given to Jason Wills(Eastend, SK) , Brodin Bayda (Eston, SK) won Most Promising Leader , Most Improved was won by Bentley Ponto(Outlook, SK) and the jackpot Champion was Trey Cloutier(Ponteix, SK).

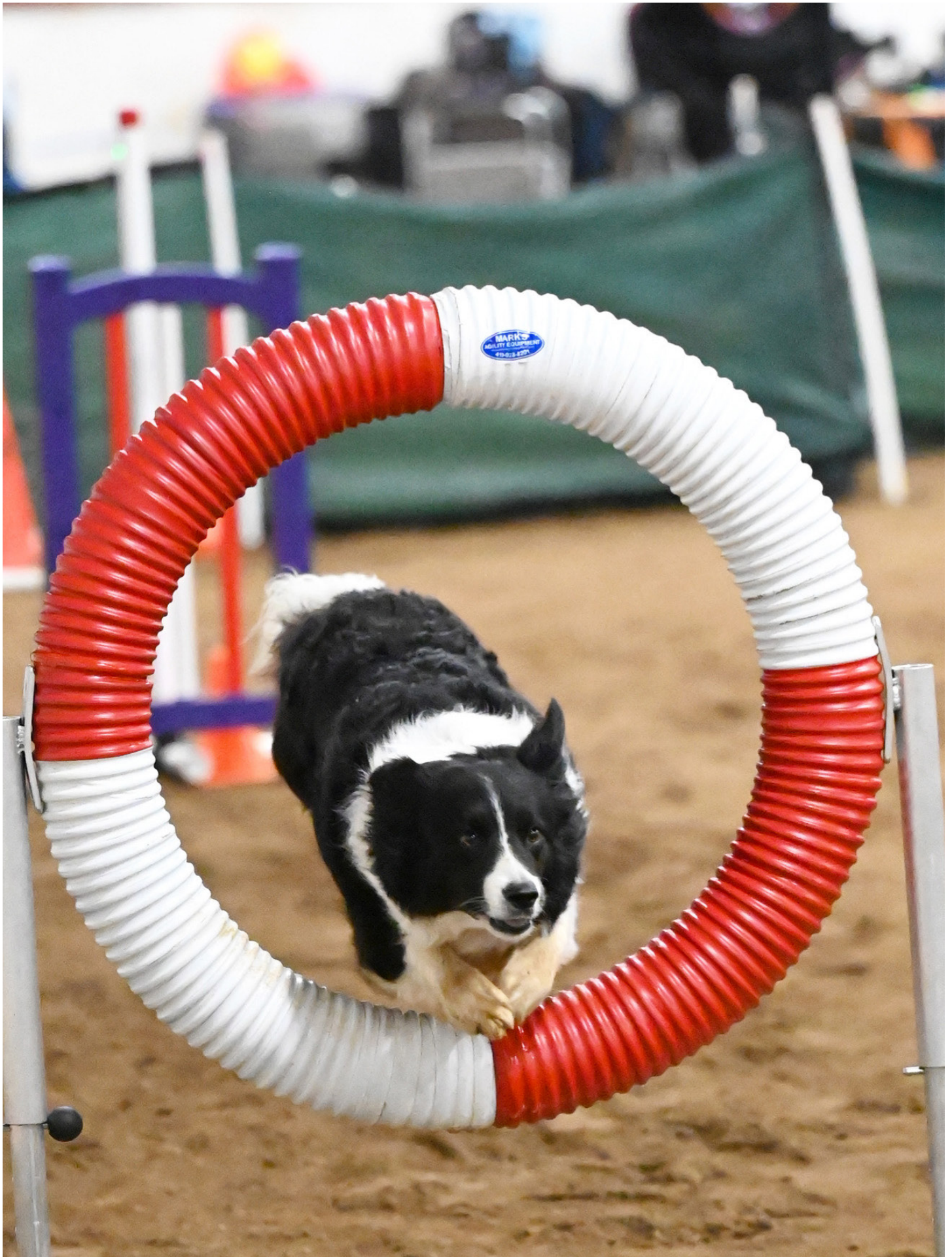
There were 30 students ranging in age from 7 – 16 years old. They came from all over the prairies provinces, and the USA Medicine Hat, Ponteix, Outlook, Irvin, AB, Oyen, AB, Cypress County, AB, Cocaolalla, Idaho, just to name a few. Biggar Bites Food Truck was on site all weekend so everyone was well fed. Rodeo, fitness and a solid life message makes for a pretty good weekend! It was a hot weekend and at the end of the day Sunday the cowboys and cowgirls were taking advantage of the water troughs in the cattle pen along with some good old water fights. They have met forever friends and connections for life.



Moose Jaw Hosts National Qualifier Dog Show

The best of the best agility dogs competed at the Moose Jaw Exhibition Company June 9th through to June 11th, 2023. The event was a National Qualifier for dogs and handlers from Saskatchewan, Manitoba and Nunavut. 85 dogs, with 65 handlers, attended the event. Handlers spend hours and years training dogs to compete at this level, so the competition brought out the best dogs and handlers to Moose Jaw. The show went very well, with the Moose Jaw Exhibition taking their experience from this show to hopefully host the a national event. The Moose Jaw Dog Club was the main partner on the event, and helped to ensure that it went off without a hitch. We would like to thank SAASE for funding this event.





Swift Current Takes it to the Dirt



The Swift Current Ag & Ex hosted Taking it to the Dirt BRC Bull Riding and Cabaret on Saturday, August 19th, coinciding with the 3rd annual city-wide “Come Together” festival. Over this weekend in August every year, a variety of events are held throughout Swift Current including a farmers market, classic car show, Sidewalk Days sales, food trucks, and the Taking it to the Streets concert. This grassroots street festival has become integral to Swift Current’s event calendar since the pandemic and continues to grow as a tourist attraction each year.

Taking it to the Streets, hosted by Bumper to Bumper, has been billed as a fun, family-friendly concert with a goal to give back to the community. Our organization has been the recipient of donations from this concert in past years, so we felt that strengthening our partnership would be a great opportunity to grow the event and fundraise. In 2023, we approached Bumper to Bumper for the opportunity to coordinate their concert beer gardens, as well as host a BRC Bull Riding event and cabaret. We decided to play to our strengths – hosting rodeos and selling beer. Tickets were offered separately for the bull riding (\$20) and concert (\$25), or a combo deal “All Event Pass” (\$30), with 17 and under being free to both events and the cabaret included with all tickets.

In the past few years there have been other bull riding events held in the same outdoor arena where we planned to host Taking it to the Dirt, so we have had time to observe how they were received and what we would do differently. We had been approached by Cody Strandquist of CS Bucking Bulls to host an event like this in the past, and he eagerly came on board to be our Stock Contractor and behind-the-chutes planner. The event was sanctioned by Bull Riders Canada (BRC) and fit nicely into their summer schedule. We set up bleachers and picnic tables with seating for approximately 900 spectators with half of the arena as beer gardens, thinking that would be plenty of room for what we were expecting. Our regular crew of rodeo beer gardens volunteers came on board to setup and work during the bull riding.

From the time the gates opened for Taking it to the Dirt at 4pm, we didn't have time to slow down. With a lineup out to the parking lot, it took all 3 staff members, 3 security guards, and volunteers hustling to get everyone into the event just in time for the start of the bull riding. We were all excited and in disbelief of just how many people had turned out for the event, which ended up being standing room only for the duration of the performance.

Immediately following Taking it to the Dirt, the Taking it to the Streets concert was slated to kick off at 7pm in the grandstand across the park. Everyone who had purchased the All-Event Pass headed over from the bull riding just in time for the start of the show, featuring the Johner Brothers, Johner Boys, and Aaron Goodvin headlining. Again, the concert beer gardens was a busy place to be and the cool weather did not seem to bother the concert-goers in the slightest, as the few days before had been over 30°. The concert was a rocking good time, and we opened the doors to the cabaret as Aaron Goodvin was finishing up. Third Degree Birnz entertained the crowd, which remained lively well into the night.

Overall, we were bowled over by the community support for this event. It seemed to be the perfect storm of good weather, great entertainment, and experienced planners that made the whole thing go off relatively without a hitch. This was a valued fund-raising event for the Ag & Ex meeting our objectives to establish, promote, and maintain its reputation as great community partner, bringing tourism to our City and connecting the rural with urban.

Thank you SAASE for approving this Venture Project, and thank you to our volunteers, Board of Directors, and staff for making it happen!



Perdue Ag. Society Hosts Calves n' Cans

On the August 12 - 13th weekend in Perdue, Sk. The Perdue Agriculture Society hosted their second Annual Calves n' Cans Event. This event was open to include anyone from our community and anyone who wanted to compete in barrel racing and breakaway roping. We welcomed over 175 competitors to our events over the weekend along with many spectators from near and far, who came to cheer on and watch the competitors.

This event took time to prepare and many hours of work to ensure our grounds were in top notch shape to host an event such as this. We have also continued to add sand to our arena to make it more all-season. We found if we experienced heavy rains that we would have mud puddles in the middle of our arena, this created uncertainty in hosting events and worry that inclement weather could postpone or cancel an event. While doing this we also found we needed to level and work the grounds. We were very lucky that we had community businesses that were willing to lend a hand with machinery to help us get this job done in time for our event. Ground work as many committees know is a never-ending process!

We were very lucky to have the support of our community and surrounding areas, many businesses jumped on board to support our event, and we partnered with a media group in the Vanscoy area to help get the word out about our event. They made uniform advertising for our sponsors, to ensure ads ran similarly and gave lots of information about our sponsors, we received many compliments regarding the exposure we offered our supporters.

Along with fantastic volunteers on our boards and of course family members solicited into helping, we pulled off a seamless event. Many competitors complimented our committee on how well ran, fun and easy going our day was and especially marvelled at our unique buckles and prizes that were handed out for top placings. We thoroughly enjoyed our "fun" events and this year, wanted to build onto that for the barrel racing day, Men's Barrel Racing was an event that was offered on a self or peer nomination format, the only rule was you had to run or "buy out". We ended up with 11 entries in the men's barrel race, and did they ever have fun, but also realized pretty quickly that it is not as easy as it may look!





Our final event we offered that day was Goat Roping, and it was the most fun, most of us have had in a long time! We had over 30 teams enter, and only one ended up victorious, as many may have misjudged how fast these little goats can run! Because both of these events were fun events, we split the registration money in half between the winners and donated the remaining half to STARS. Our committee enjoyed this event immensely and while most went well, we definitely learned from this experience and made notes on how we can make it even better next year. All in all this was a fantastic event and we look forward to hosting again next year!

The Perdue Agriculture Society would like to thank SAASE for their support in the events we have hosted, and their continued support is part of the reason we host events such as these.

**Join us for the
3rd Annual**





AUGUST 9 & 10, 2024

Calves N Cans

Perdue, Sask









Perdue Cattle Show 2023 Agribition - CN Beef Supreme Qualifying Show

Perdue Ag society would like to thank SAASE for our 2023 venture grant amount of \$1200.

We had 48 exhibitors bring 109 head of cattle with 151 entries as some animals competed in multiple classes. Seeing the barn full is amazing.

This year we had cattle come from Dawson creek, B.C., Beaver lodge AB, for our supreme so its attracting attention. We also had cattle from all over Saskatchewan as far away as Langenburg and Radville. Sk

Also, we can't do this without our local producers who support us year after year.

Our judges for the 2 days were Colin Campbell and Dean Artzen both from Alberta.

We had a great turn out of Juniors also.

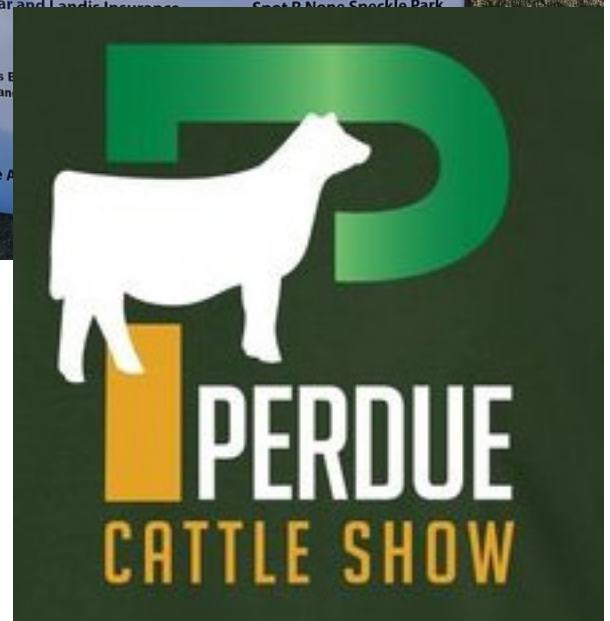
Everyone loves to support our food booth as they know it supports the Ag society also.

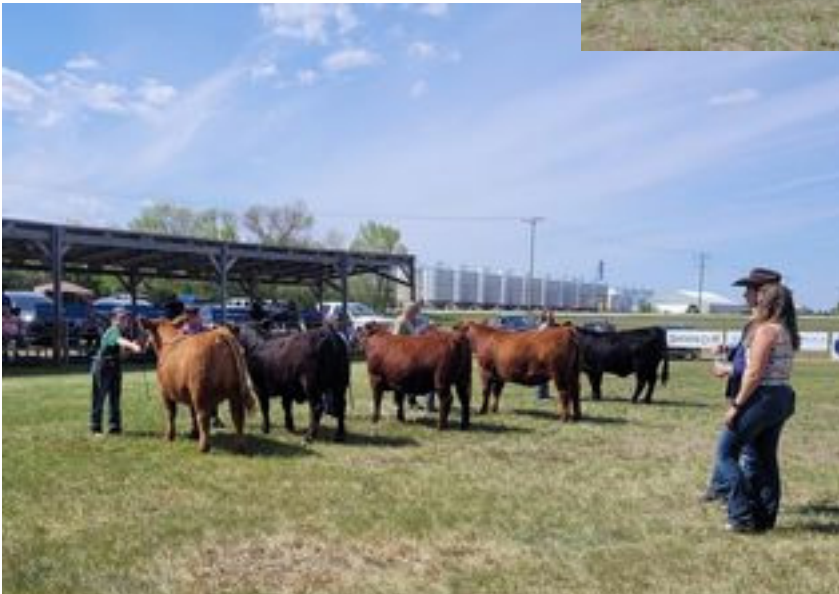
Agribition has been great to work with as also as they have been proud of the champions that we have sent to Agribition for the CN Beef Supreme.

Despite the areas 3rd year of drought, we had great support from our sponsors and producers. Looking forward to 2024, thank you to SAASE for your support in helping this project get started.

Shelley Andrews

Chair Perdue Cattle Show hosted by Perdue Ag Society





Weyburn Quad Pull

The Weyburn Agricultural Society was looking at different alternatives as far as coming up with a new grandstand event that could be done economically and would be a huge hit with spectators - the result was the Quad Pull. Below is the article submitted by the Weyburn Agricultural Society on the result of the event. Photo credit for the pictures belong to Greg Nikkel of the Weyburn Review.

“We are thrilled to announce that the Quad Pull event at this year’s fair was an absolute success! The Quad Pull, a thrilling attraction that brought a whole new level of excitement to the fair, left both participants and spectators in awe.

A special shout-out goes to Perry, Ryan and Trevor, whose exceptional skills and ingenuity were instrumental in the design and implementation of the Quad Pull. Everyone’s dedication to creating an unforgettable experience for fair-goers was evident in every aspect of the attraction. It quickly became the talk of the town and created lasting memories for all attendees.”





Rosthern Ag Society Relocates Fair Grounds - Hosts New Events



The Rosthern Agricultural Society made the decision to move their fair grounds to a new location and upgrade their facilities to accommodate new equine events, including SBRA Barrel Racing Jackpots, as well as providing a safe place to practice with proper footing. There will be many benefits to the local area, as the new events will bring many people into the area. The partnership with Seager Wheeler National Historic Farm will also bring traffic to the farm

Partners on the project included the Seager Wheeler Historic Farm, Local Hardware and Grocery Store, local 4 H, town of Rosthern, R.M. of Rosthern, as well as a new community partners encompassing the entire valley area.

The process of creating our new arena space was delayed this spring due to late snow melt. The Ag Society began work on the May long. When drilling the holes and setting up the panels the arena was made to SBRA qualifying size of 150ft x 250ft. In early June the sand was ordered and they hosted their first Light Horse event June 25 and first SBRA barrel racing June 28th. They look forward to shows in 2023.



Queen City Ex's Indigenous Village

The Indigenous Village at the QCX was a tremendous success in 2023 - below is an article submitted by the Regina Exhibition.

The Indigenous Village at QCX 2023 featured Terrance Littletent and the Kawacatoose Boyz, The Mother Teresa Middle School Buffalo Boys and First Nations Dancers, and local author Heather O'Watch reading her children's book "Aunti's Rez Surprise". Each performance was unique and offered a different experience for guests to enjoy. We saw almost 7,000 guests take in the performances and engage with the activities they offered. Having the opportunity to work with local groups and artists provided support for our community, highlighted the many talented individuals and brought awareness to community stories.

Terrance Littletent brings a rich family history with stories that have been passed down to preserve his culture, alongside the Kawacatoose Boyz who provided drumming and singing they support the Indigenous people who are here today. His hoop dances done under black light are spectacular to watch with the music resonating through the space and the guests watching. Terrance saw almost 3000 attendees for this performances.

The Mother Teresa Middle School Buffalo Boys and First Nations Dancers offer a fairly new program and opportunity for the youth in our community. Starting in 2016 and 2017 respectively, the Buffalo Boys and First Nations Dancers programs aim to provide teachings of "honesty, humility and integrity" developing meaningful connections to First Nations culture. These programs create a space where the students develop a sense of belonging, ownership and creative opportunities. The students that leave these program become "resilient young leaders who are coachable, teachable and employable". Having the opportunity to invite this group to such a major event supports the work they are doing, reinforcing the importance of their study, celebrating their talent and skill, and showcasing the great work being done by the teaching staff and partnering elders at this school. The Mother Teresa Middle School saw over 2000 guests for their performances.

Heather O'Watch is a newly published Regina author with her first children's book that tells the story of a young girl being surprised by her aunt with a rez puppy. The story includes the importance of caring for the puppy and also the cultural importance of dogs to the First Nation's people. Readings of the book were done in both English and Cree and included interactive Cree lessons for guests attending the reading. Heather O'Watch saw almost 1500 guests for her readings.

Overall the performance space was incredible, the performers were very happy with the attendance and participation. The addition of The Mother Teresa Middle School and Heather O'Watch was a great new programming feature that we will look to build upon in the future.





Arcola Fair 2023 a Huge Success

The Arcola Fair was held this year on June 24, 2023. It was a great action-packed day which was a success for our town.

The day began with cattle trailers rolling into the fairgrounds while the Arcola Firefighters served up a delicious pancake breakfast. Pancakes, sausage, coffee, and juice were enjoyed by a large crowd. Breakfast was held in the Ag Pavilion, so it would be right in the centre of the action.

On the other side of town, 39 parade entries lined up and judging commenced. We had floats, antique tractors, horses, and youth on decorated bikes. Community members lined the parade route waving and encouraging all those taking part. The parade ended at the fairgrounds, where many events awaited.

The Slo-Pitch Tournament had five (5) teams of 10+ players who played hard with the top team winning a cash prize of \$1500. The winning team was Manor Mayhem team.

Close to the ball diamonds, the 95-year-old Exhibit Hall hosted the handmade exhibits. Our Exhibit committee worked hard to clean the hall and host exhibit drop offs Thursday and Friday morning. The judging began at 1pm on Friday, with a full display of exhibits and their prizes beginning on Fair Day. We were pleased to have 33 children enter 66 entries, 11 adults entered in 62 entries and school work 228 entries; for a total of 356 entries. In the end, the prize winnings totaled \$779.

Over in the 4-H Show Ring, the Arcola Fair Society was excited to host again the, Mel Grimes Family Memorial Junior Steer & Heifer Show. With a generous donation of \$20,000 from Stacey Wempe (nee Grimes) honoring her father Mel, mother Margaret and brother Clinton. We were pleased to host 103 entries and awards of \$22,000 in prizes to the junior competitors. Spectators were pleased by the incredible showmanship and cattle these junior competitors raised. The judge had four (4) difficult decisions and the top awards went to:

Grand Champion Steer – Emma Lees

Arcola, SK

Reserve Champion Steer – Kehler Eaton Lloydminster,

Grand Champion Heifer – Delta Hippe Lloydminster, AB

Reserve Champion Heifer – Brylan Rasmuson Midale, SK

Across the street at Prairie Place, The Arcola Optimist Kid's Zone was busy! The event was filled with Bouncy Castles,



face painting and a Petting Zoo. From 1pm – 2pm there was a Magician Show on the stage in Prairie Place which saw a full turnout.

Also in the hall, a trade show gave parents a chance to look at local artisans and vendors. In all we had 22 vendors, and the trade show was very successful.

Starting at 2pm in Prairie Place, we launched our first ever Arcola Fair Talent Show. We had 16 Youth entries and acts varied from music, singing, dance and comedy. It was great to showcase the great talent that resides in our youth in our community. In the end six winners were announced:

1st place Senior – Olivia Brownridge

2nd place Senior – Reese Karlunchuck

3rd place Senior – Kobe Wotta

1st place Junior – Reagan Kohler-Hjertaas

2nd place Junior – Victoria Paton

3rd place Junior – Adalee Weston & Lily Sheridan

The food booth was a busy place when it opened at 9:30am till 7:00pm. It was so successful; they ran out of burgers at one point. This was quickly fixed, and more food was brought in, and they never missed a beat.

The Arcola Fair Beer Gardens were held in the Ag Pavilion, it opened at 2pm and ran until 2am and served many happy patrons. After the day's events, the Beer Gardens played host to a live band of 10 Mile High.

Our Arcola Fair Society Inc. board and committees would like to express our deepest appreciation for SAAASE's Venture Project Grant Program. With financial backing, our board was able to keep the Arcola Fair moving forward



Biggar Bikes vs Barrels

Can't be that hard to go around three barrels in a clover leaf pattern? Well the bikes found out it was more difficult than it looks. 13 motorbike riders from Biggar, Foam Lake, Regina ranging in age from 10 years old to 50 signed up to compete at Biggar Bikes and Barrels. This is held in conjunction with Biggar Ag Days.

Warren Allin did an amazing job building the momentum in the crowd for the event. Heather is wife and master of the music played some bull riding style music to pump the crowd up.

First the barrel racers competed we marked down their times and then the bikes rolled in and did their best to beat the times of the horse and rider. The final score was horses 7 bikers 6. The winners received some cash and the losers received a bag of candy

The stands were full and the crowd loved it

We already have people asking about next year





Nipawin Expands Fair

The 2023 Nipawin Exhibition was successful and welcomed the return of Indoor Exhibits, along with two new demonstrations and hands-on activities. We were unable to secure young Ag with Maggie to speak as she was helping spray during the fair. The FaceBook survey and feedback from entrants and the public at the event provided additional ideas for growing the event, more exhibitors, and more public for future years. There were over 320 entries and capacity classes were held in cookie decorating by a local bakery and specialty shop owner from Nipawin and planting seminars that were guided by the local Tri-City Horticultural organization. Due to the high cost of printing booklets, business cards with QR code were distributed to classrooms around the northeast, local businesses, and the Exhibition office. Along with advertising, FaceBook and the website provided a great channel to inform the public about the return of Indoor Exhibits. A post-Exhibition survey provided positive feedback on the return of the Indoor Exhibits with the most comments on this area. The Director is returning for year 2 next year and hopes to draw new entrants with a meat smoking competition!

The Heavy Horse Show was also a success and drew larger spectator crowds than previously to see the event. With the World Clydesdale Show and Heavy Horseshoeing Championship in Brandon July 19-22, the show did not see the growth and expansion of entrants we were hoping for, but the smaller show gave the organizers the opportunity to refine the show and prepare for more entrant next year. The Committee has reached out to the community and we have increased interest for 2024 being one of 2 shows in the province next year

The objectives of growth in participants and spectators were achieved in 2023 and will lead to further growth in 2024.





Frontier City Racing Invitational



The Swift Current Ag & Ex made a big addition to this year's fair in adding the Frontier City Racing Invitational featuring Alberta Extreme Sprints Tour. The event was supported by the SAASE Venture Project fund and below is the report submitted.

During the 2023 Frontier Days Regional Fair and CCA Rodeo, the Swift Current Ag & Ex decided to celebrate the 85th Anniversary of the event by bringing in a new and exciting event. The Swift Current Stock Car Association wished to partner with us in hosting two nights of racing in the grandstand during Frontier Days to utilize the existing stock car racetrack. In past years this might not have been possible, as a portion of the racetrack was used as our rodeo arena during Frontier Days. Since 2021, however, the rodeo has moved to another arena on the fairgrounds, so it made sense to take advantage of the unused racetrack. While we are proud of Frontier Days's history of being an agricultural fair, we hoped that this type of entertainment would attract a different clientele in business sponsorships as well as spectators.

We saw this new event satisfy the thrill-seeking attendees to the fair. Being an extreme event, it provided another form of entertainment for the urban sector which brought them to a rural event that seen cowboys & livestock exhibitors. Together with the Alberta Extreme Sprints tour, the two nights of racing also included The Frontier City Racing invitational featuring street stock, hobby stock, and mini stock classes.

The sprint cars added an extra level of excitement to the shows, as there had not been any sprint cars in Swift Current 10 years prior. It was full throttle ahead both nights with a total of 60 cars competing in the various classes. The grandstand seen about 1500 people in attendance both nights with racers and attendees coming from Western Canada and the USA. A Cabaret was after the second night of racing, featuring Men Without Shame as entertainment. Taking on this event added extra expenses for the Exhibition Association so we are very grateful for the Financial Assistance from The Venture Project Grant From SAASE

