



STRATHCONA  
COUNTY

# EVENT BID SUPPORT GUIDE







Broadmoor Lake Park  
Event Grounds

Strathcona County is home to over 98,000 residents and is nestled in the Edmonton Capital Region, within reach of three of Canada's premiere National Parks - Jasper, Banff, and Elk Island.

With a proven track record of successfully hosting large-scale regional, national, and international events, our community has the capacity to support the needs of you and your attendees.

To get the process started, please share detailed information about your event via [County Connect](#) or by emailing [recreation@strathcona.ca](mailto:recreation@strathcona.ca) so that we can connect you with the most appropriate contact for your needs.

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## BENEFITS OF HOSTING IN STRATHCONA COUNTY

- Easy access from all adjacent major highways and roads.
- FREE parking and public WIFI at all recreation facilities.
- A wide range of accommodations with 10 hotels to choose from and 1329 hotel rooms within an 8 to 10 minute radius of most recreation facilities. There are also a variety of bed and breakfasts, lodge, and camping accommodations.
- Tourist attractions and recreational activities to complement tournaments and events:
  - [Beaver Hills Biosphere](#)
  - [Cooking Lake-Blackfoot Provincial Recreation Area](#)
  - [Elk Island National Park](#)
  - [Ukrainian Cultural Heritage Village](#)
  - [River Valley Alliance](#)
  - Approximately 3.5 hours to the Rocky Mountains
- Over 287 kilometers of [trails](#) that are part of the longest trail system along the North Saskatchewan River and link sports fields, local parks, regional parks and playgrounds in the community.
- Less than 30 minutes from the Edmonton International Airport.





# WHAT MAKES STRATHCONA COUNTY UNIQUE?

Strathcona County is uniquely positioned to support your event in six ways:

1



## Service Excellence in World-class Facilities

Because of our integrated approach, Strathcona County can provide your event access to our world-class facilities and municipal services at a low cost. With over 200 outdoor fields and diamonds and 18 recreation facilities to choose from, we have the capacity to support an event with thousands to tens of thousands of attendees.

2



## Proven Track Record and Dedicated Liaison

From the initial point of contact, Strathcona County will assign a dedicated liaison to assist in arranging civic services, rental agreements, permit approvals and answering your questions. Coupled with our strong track record of successfully hosting regional, national, and international events, we are prepared to discuss your event in detail.

3



## Corporate/Industrial Partners and Local Businesses

Strathcona County has developed lasting relationships with corporate partners, industrial partners, and local businesses. Many of these organizations are among the first to support new events and initiatives in the community.

4



## Sustainability

Strathcona County ensures that all of our County-events are waste-free; this means we have mandated the use of only recyclable or compostable packaged products by all vendors attending our events. Our extensive experience in sustainability will ensure that we can support all large-scale events with developing a waste management plan and providing access to waste management resources.

5



## Community Engagement

Strathcona County has a strong base of local organizations, such as [Volunteer Strathcona](#), and grassroots events that enhance the vitality and connectivity of our community. Hundreds of local volunteers are the lifeblood of our community and regularly fill key roles at our events to show their support.

6



## Specialized Municipality

Strathcona County's status as a specialized municipality means that the Province of Alberta recognizes Sherwood Park, the Urban Service Area, and Rural Strathcona County favourably regarding programs and grants. Our community continues to thrive with the advantages that stem from a dynamic urban centre so closely tied to its rich and (still) vibrant rural roots.





## WORLD-CLASS FACILITIES AND SERVICE OFFERINGS

Strathcona County has a wide variety of facilities, sports fields, parks, and amenities to meet the needs of any event.

### Ardrossan Recreation Complex

Amenities include a fitness centre, twin arenas, indoor track, team training room, indoor playground, fitness studio, youth lounge, preschool Love to Play room, curling rink and a multi-use, licensable, event hall.

Adjacent to this facility is the Ardrossan Regional Park, which has a spray park, playground, dog off-leash park, walking trails, skate park, ice skating pathway, and outdoor rink. [More information](#) and [events/bookings](#).

### Broadmoor Recreation Complex and Golf Course

This all-season complex features an 18-hole golf course, driving range, licensed clubhouse, arena ice, and groomed outdoor cross-country ski and snowshoe trails. The Clubhouse features banquet seating for up to 200 guests, while the lounge area has additional seating for 36 guests and features a natural gas fireplace with access to the outdoor deck and patio. [More information](#) and [arena details](#).

### Broadmoor Lake Park

This iconic outdoor activity hub is located in the heart of Strathcona County and has held events and festivals of over 30,000 attendees per day. Broadmoor Lake Park features two sports fields, an outdoor track, baseball diamond, volleyball court, a gathering plaza, Broadmoor Lake itself and an outdoor skating track in winter.







## Community Centre

This building features expandable meeting rooms, an auditorium for up to 150 individuals, and the Agora – Strathcona County's newest event centre. For events up to 500 people, this facility offers two large new digital screens, ceiling-hung speakers, a stage, tables, and chairs. This building also features in-house food services, an art gallery, and library. Street and underground heated parking are both available.

[More information](#) and [events/bookings](#).

## Emerald Hills Leisure Centre

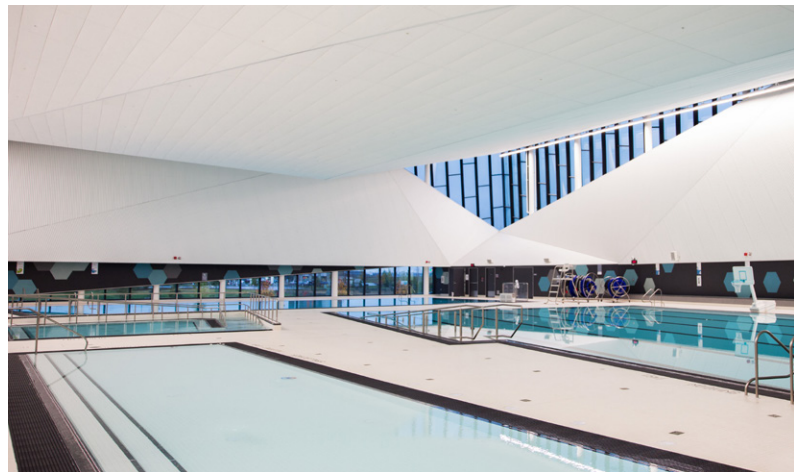
This facility features a 6-lane, 25-metre lap pool and whirlpool with accessible ramps. It also has a 4-lane, 25-metre warm pool with an adjustable depth floor and man lift. The Emerald Hills Leisure Centre also includes a children's teach pool, steam room and universal changerooms. [More information](#)

## Emerald Hills Regional Park

This 27-acre park features a grass sports field, two diamonds, and a FIFA II certified artificial turf facility. The Sports Pavilion features the artificial turf, four full-sized change rooms and washrooms, a multi-purpose room and a concession area. In the winter, a skating pathway is featured with a snow-banked rink and heated change facilities. [More information](#)

## Festival Place

Located in the heart of Sherwood Park, backing on to Broadmoor Lake Park, Festival Place is Strathcona County's premiere performing arts centre, which can host up to 496 guests in the theatre and up to 300 for a catered function. This facility is licensed, with full-service catering, a concession, meeting rooms and dressing rooms. [More information](#)







## Gallery@501

This art gallery, with hardwood floors and dimmable lighting, is located within the Community Centre that features in-house food services, meeting rooms and the Agora (see Community Centre for more information). [More information](#)

## Glen Allan Recreation Complex

Wellness amenities include a fitness centre, arena, whirlpool, sauna, racquet courts, fitness studio, an outdoor nine-hole disc golf course, meeting rooms and curling rink with a licensed bookable lounge and dry surface (April to August). [More information](#)

## Kinsmen Leisure Centre

This aquatic centre features a waterslide, 25-metre pool, 1-metre and 3-metre diving boards, multi-depth children's pool and universal changerooms. There is also an indoor preschool playground and meeting rooms. [More information](#)

## Millennium Place

A state-of-the-art multipurpose recreation facility featuring an aquatic and fitness centre, fitness track, skate park, indoor playground, gymnasium, twin arenas with leisure ice, and a field house/special event centre. It includes 32,000 square feet of open space and can accommodate up to 2000 in round table seating for a large catered function or up to 180 booths (within the fieldhouses) for trade shows.

[More information](#) and [events/bookings](#).

## Moyer Recreation Centre

This facility is home to the largest Strathcona County owned kitchen facility, a 5,300 square ft banquet hall that accommodates up to 500 people, and amenities such as an outdoor rink, skating track, tennis courts, pickleball courts, ball diamonds, walking trails, a playground, and a skate park (coming soon).

[More information](#) and [events/bookings](#).







## Sherwood Park Arena and Sports Centre

This twin-facility has eight dressing rooms, lobby areas with a concession, two meeting rooms that can hold up to 100 people, and is media-friendly with modern equipment and broadcast lighting. The plaza of the Sports Centre also provides a large outdoor bookable space. [More information](#)

## Smeltzer House Visual Arts Centre

A historic building that provides beautiful indoor and outdoor meeting and eating spaces for any community tour. This facility offers arts and culture programs, including painting, fused glass, pottery and more. [More information](#)

## Strathcona Olympiette Centre

A beautiful rural location which features arena ice and a dedicated little kids skating rink. Other spaces include an indoor and outdoor playground, preschool area, ball diamonds, a meeting room, a curling rink, and a lounge. [More information](#)

## Strathcona Wilderness Centre

The Strathcona Wilderness Centre (SWC) is located only 20-minutes east of Sherwood Park in UNESCO's Beaver Hills Biosphere Reserve. This facility recently placed on USA Today's 10 Best Cross-Country Ski Resorts in North America, finishing ninth.

Amenities include a modern, fully-equipped, pine lodge with overnight accommodations for up to 41 people and day use meeting spaces for up to 50 people. Also included is free wireless internet, bunkhouses, walk-in tent campsites, cook-houses, and 12 kilometers of trails. Winter brings opportunities for fitness and fun on the snow through cross-country skiing and snowshoeing. Ski, sit-ski and snowshoe equipment rentals are available. Lessons and athlete development programs can be arranged to compliment your group activities. Spring, summer and fall bring opportunities for canoeing, disc golf, camping, orienteering, geocaching, bird-watching, nature interpretation and custom programs for groups. [More information](#) and [events/bookings](#).







## PROVEN TRACK RECORD AND YOUR DEDICATED LIAISON

Strathcona County has a strong track record of hosting successful regional, national, and international events that have generated significant economic impacts, enhanced media profiles, and left lasting, meaningful, legacies for the community.

Examples include:

- 2000 Alberta Winter Games
- 2004 Team Canada Olympic Wrestling Trials
- 2007 Western Canada Summer Games
- 2008 Women's Olympic Wrestling Trials
- 2008 Alberta Winter Games XC Skiing
- 2010 Provincial Agriculture Service Board Tour
- 2012 Special Olympics Nationals XC Skiing
- 2012 Women's World Wrestling Championships
- 2013 and 2014 Tour of Alberta
- 2014 Canada 55+ Games
- 2014 and 2017 Alberta Winter Games XC Skiing
- 2015 Wrestling Canada Olympic Team Trials
- 2016 Pinty's Grand Slam of Curling Championship Cup
- 2018 Communities in Bloom Symposium
- 2019 Rogers Hometown Hockey
- Even a 1995 IIHF World Junior Hockey Championship game!

Upcoming:

- Special Olympics Alberta Winter Games 2023

Whether you need hard-wired power, access to municipal water sources, case-by-case bylaw exemptions, and other civic services, such as transportation through [Strathcona County Transit](#), we are well-positioned to support your event. In advance of your event, a dedicated Strathcona County liaison will support you in coordinating your needs.

Select large-scale regional events, national events, and any event with an estimated attendance of over 10,000 attendees will also have a **dedicated day-of liaison included with your booking at no additional charge.**

If coordinating well in advance, operational staff would be available to provide support with additional tasks such as set-up, event operations, take-down, and waste management. These staff would be billed at the cost of their wages.











## CORPORATE PARTNERS, INDUSTRIAL PARTNERS, AND LOCAL BUSINESSES

Our strong local business community supports great shopping, restaurants, accommodations, and services. More information can be seen in the [Activity and Travel Guide](#) and [Business Directory](#).

Your dedicated Strathcona County liaison could put you in touch with organizations that provide a fair price for local goods and services or may have expressed their interest in supporting large-scale events. Thanks to generous financial and in-kind contributions from corporate partners, industrial partners, and local businesses, Strathcona County has been able to host high-quality events and programs that would not have been able to go ahead otherwise.

Events held within recreation facilities may be subject to restrictions. When seeking sponsorships for events hosted within Strathcona County spaces, there may be exclusivity considerations for existing naming rights sponsors.

Hotels in Strathcona County include:

- Best Western Plus Sherwood Park Inn and Suites
- Clarion Hotel & Conference Centre
- Days Inn and Suites by Wyndham Sherwood Park
- Four Points by Sheraton Sherwood Park
- Hampton Inn by Hilton
- Holiday Inn Express and Suites
- Ramada by Wyndham Sherwood Park
- Sandman Signature
- Super 8 by Wyndham Sherwood Park
- Towne Place Suites by Marriott







## SUSTAINABILITY

Leveraging our extensive experience in sustainability and our regional suppliers, we look forward to developing a waste management plan and providing access to waste management resources for all large-scale events.

### Resources available:

- Green Routine Sets (compost, recycling and waste bins)
- Water bottle fill stations
- Access to 8-yard bins
- Access to compostable product and packaging suppliers
- Waste audit resources
- Marketing sustainability

Also available at the cost of their wages are our operational staff, who can assist with waste management during and after your event. Upon special request, we may also be able to support you with tips on how to conduct a waste audit and communicate sustainable practices before, during, and after your event to the public.

To provide sustainability best practices to event organizers and community groups, we have also developed an Event Sustainability Guide, which can be found on our [Plan Your Event webpage](#), and is free for anyone to use and share!







## COMMUNITY ENGAGEMENT

For large-scale events over 10,000 attendees, national, or international events that are in a signed partnership with Strathcona County, our team will help secure volunteers from past events, a list of who has expressed interest, and local community organizations. Often, providing an honourarium as a fundraising opportunity is sufficient to attract an entire sports team or community group.

For all other events, Strathcona County has a strong base of grassroots organizations and local events that regularly source or provide volunteers for events.

[Volunteer Strathcona](#) is a well-used organization in the community that can help you find volunteers for your event.

Promoting your event on social media, in particular local Facebook groups, is a great way to source volunteers as these pages are quite active with Strathcona County community members. Strathcona County's Community [Events Calendar](#) is another great place to draw volunteers from and promote your event.

In addition, local businesses have community boards or will allow you to put up posters promoting your event or seeking volunteers.







## SPECIALIZED MUNICIPALITY

Strathcona County is a specialized municipality providing for the unique needs of both a large urban centre and a significant rural area and population. This means that the Province of Alberta recognizes Sherwood Park and the Urban Service Area immediately around as equivalent to a city for purposes of programs and grants. Rural Strathcona County, meanwhile, is recognized as equivalent to a municipal district for programs and grant purposes.

With annual community events ranging from tractor pulls and agricultural shows to a 30,000-attendee urban festival in the heart of Sherwood Park, our community has the experience and contacts to support any type of event.

Upon request for large-scale events over 10,000 attendees, national, or international events, Strathcona County is positioned to incentivize a competitive bid by providing letters of support from key stakeholders, municipal leaders, and local businesses that would be relevant to your target demographic.





## GRANTS, FUNDING, AND ADDITIONAL RESOURCES

Here are some of the key grants and resources available for events in Strathcona County:

- Community Large Scale Event Investment Program
  - As part of the Recreation and Culture Strategy's goal of ensuring recreation and culture opportunities are available to all, the Community Large Scale Event Investment Program is available for local **not-for-profit** organizations hosting large-scale, sustainable festivals or events that enhance the quality of life of residents and support new or existing events that attract visitors.
- Government of Alberta – [Community Initiatives Program \(CIP\) Major Cultural and Sport Events grant](#).
  - Up to \$250,000 is allocated towards (although not limited to) the following sources:
    - › Alberta Sport, Physical Activity and Recreation
    - › Tourism and Recreation
    - › Alberta Foundation for the Arts
    - › Sport
    - › Cultural
- Government of Canada - [Canadian Heritage](#):
  - Dedicated funding is available for hosting cultural, historical, and sport events/initiatives that play a vital role in the cultural, civic, and economic life of Canadians.
- Note: as noted on the previous page, Strathcona County could provide documented support for large-scale event bids in your request for non-County supplementary funding.
- For an additional resource on how to prepare an excellent bid, see the Government of British Columbia's [Sport Event Bid Package Preparation Tools](#)
  - Most importantly, see the [Tips for Writing Bids for Sport Events](#)





## LEGACY PLANNING INITIATIVES

**Strathcona County is looking to generate positive social, cultural, and economic legacy impacts from hosting your event in our community.**

Key drivers include:

- Showcasing Strathcona County on the regional, national, or international scale as a desirable place to live
- Deliberately attracting non-regional guests to our municipality
- Facilitating new corporate partnerships
- Expanding and/or enhancing our event hosting capacities
- Developing long-term facility usage agreements
- Attracting or making connections to follow-up event opportunities or organizing groups

Other impacts include:

- Coordinating experiential activities or installations
- Installing temporary or permanent art/murals
- Hosting post-event social programs
- Leading training or experience development opportunities for residents or volunteers in our community

Regardless of whether you're hosting a one-day event or multiple-day event, connect with us today to see what legacy ideas you have in mind and how we can benefit the local community together.





*We hope to host  
with you soon!*



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