



Dear: Valued Businesses, Community Groups and Organizations

Date: April 29, 2024

We trust this message finds you well. As we approach the heart of spring, we are excited to extend an invitation to you for an exciting initiative that aims to bring our community together in an unforgettable way.

In the past, the collaboration between the Town, residents, community organizations/partners, and businesses has made the Car Cruise and Community Showcase Event a resounding success, with over 450 people attending last year. However, we believe there is an opportunity to elevate our community events to new heights. The purpose in sending out this letter is to understand local business and organization interest and involvement in this type of signature community event.

The Vision:

We envision creating an annual signature event for the Town of Irricana that becomes a cherished tradition, eagerly anticipated by residents and visitors alike. To achieve this, we need your collaboration, creativity, and community spirit!

It will take the whole community to provide support to plan, organize and implement fun events throughout the day! From morning until evening, we aim to create a vibrant atmosphere filled with diverse events for everyone.

If your organization already has plans or ideas for the day, or if you are eager to get involved, please let us know as soon as possible so that we can include your contribution in the Itinerary of Events. We encourage early involvement to avoid duplicating events.

Contact Brook Swanson at bswanson@irricana.com to express your interest or share your planned activities. We welcome all creative ideas and initiatives!

- **Date:** Saturday, September 7, 2024
- **Why:** This coincides with the Junior Rodeo, providing a perfect opportunity to highlight this wonderful event and add more activities for a full day of festivities.
- **Where:** Throughout Irricana
- **Name of Event:** To Be Determined (Resident Voting)

All Organizations, Businesses and Groups will be requested to provide confirmation of their involvement by May 30th, 2024, this allows us to gauge community interest in this type of event. If we do not receive enough interest, the event will be scaled down or a decision will be made to only move forward with certain elements of the event.

Timeline:

All proposed activities and coordination require confirmation by July 15, 2024, allowing us to create a comprehensive schedule of events, review logistics and create a map for attendees.

Remember, the success of this event depends on the collective involvement of our community. Your creativity and passion will contribute to making this a memorable day for all and for years to follow.

Thank you for considering this invitation, and we look forward to creating something extraordinary together!

List of Suggested Activities to Host (please be as creative as you like):

- Face Painting, Petting Zoo (Already Committed)
- Kid Zone Activities (Games, Craft Tables...)
- Pancake Breakfast
- Slow Pitch Tournament (Scheduled Games)
- Community Barbeque
- Business and Vendor Showcase/Market
- Car Cruise and Car Enthusiast Events (Already Committed)
- Popcorn/Cotton Candy Stations (Already Committed)
- Entertainment Groups (Bands)
- Chilli Cook Off
- Evening Dance/Cabaret
- Junior Rodeo (Already Committed-Irricana Ag Society and Sponsors)
- Pie Eating Contest
- Volunteering your time
- Scavenger Hunt
- Fun Run/Walk along the Meadowlark Trail

If you are interested in participating and planning some wonderful events for this day, please contact Brook Swanson at bswanson@irricana.com

Thank you,

Doug Hafichuk

Chief Administrative Officer, **Town of Irricana**

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