

*First Annual*



# FEAST AT THE BEACH

PRESENTED BY: 



*August 30 & 31, 2019*

What: 1<sup>st</sup> Annual Feast at  
the Beach

When: August 30 & 31,  
2019

Where: Kinosoo Beach,  
Cold Lake

Why: To bring a great  
festival to the residents of  
the Lakeland & surrounding  
region.

Complete with food trucks,  
entertainment & activities





## PURPOSE

- The Chamber is looked at in the Community as the organization who hosts events: an organization who comes up with and executes new events for their membership and the community to enjoy.
- This event is meant to bring the entire community together. A way for the business community to show thanks to the general public for their support.
- To have a positive impact on the local business economy



# Event Day Execution

- Hosted at the Kinosoo Beach
- Hours coincide with the public transit thereby making the event accessible to everyone
- Free event
- All ages event
- Security to maintain a safe environment
- Volunteers to help manage different areas of the event
  - IE: Beer gardens, Ticket sales, kids zone activities



# FOOD TRUCKS

- Space for 12 food trucks total
- To date 6 food trucks booked, several inquiries
- Provide a large selection of unique trucks
- Registration fees do apply
- Our goal is to promote the local trucks while providing an assortment of cuisine to attendees



# ENTERTAINMENT

- Entertainment is a key component to the success of this event.
- We are currently working with several bands spanning an array of genres to fill the stage over 2 days
- Sonic Boom DJ Services confirmed
- Family Entertainment has been booked for daytime entertainment



# KIDS ACTIVITIES

- Mascots, Clowns and Castles OH MY!
- Lots of interactive kids activities for the entire duration of the event
- Confirmed booking of Indigo Circus
  - Indigo Circus is a team of performers, dancers, artists, and actors providing a range of entertainment
  - <https://www.youtube.com/watch?v=ibM8okkFMwI>



# MARKETING

- Digital Marketing ~ Lakeland Connect, Facebook/Instagram, Chamber website, event pages, etc
- Radio Advertising ~ Country 99FM, Kool 101.3, Boom 95.3FM, Stingray
- Posters, Signage
- Should we be successful in securing Provincial Grant Funding we will move forward with website development specific to this event for future year promotion.



# SOURCES OF FUNDING

- Currently awaiting approval on Grant funding application made through the Community Initiatives Program through the Provincial Government
- Several sponsorship opportunities are available
- Media Sponsors
- In-kind sponsorships include: Volunteer hours, use of various items & supplies.





## PROJECTED OUTCOME

- We believe that after year one we will see continued growth in the event:
- To provide the community with an annual summer wrap up event that everyone looks forward to
- Higher number of attendees
- Higher number of food trucks
- Easier buy in for partnerships/sponsorships

# CITY OF COLD LAKE SUPPORT

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Outdoor Stage usage, set up & teardown

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Tables/Chairs for beer gardens

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Public works items such as extra trash cans,  
barricades

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Bouncy houses – 2 or 3 in total

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Flood lights

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Platinum Sponsorship



# Event Layout Options

- 1. Full road closure of 1<sup>st</sup> Ave. with food trucks lining the middle of road
- 2. No road closure of 1<sup>st</sup> Ave. with food trucks lining the parking spots
- 3. Food trucks on pedway away from 1<sup>st</sup> Ave.





Cold Lake Regional  
Chamber of Commerce

FEAST AT THE BEACH



GENERAL NOTES:  
1. 2018 CITY OF COLD LAKE  
AERIAL PHOTOGRAPH SHOWN



LAYOUT 1



Cold Lake Regional  
Chamber of Commerce

FEAST AT THE BEACH

## Preferred Layout Choice



GENERAL NOTES:

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LAYOUT 2



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GENERAL NOTES:  
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LAYOUT 3

# A VENTURE OF THE

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"The Voice of Business"