

First Annual



FEAST AT THE BEACH

PRESENTED BY:  Cold Lake Regional Chamber of Commerce



August 30 & 31, 2019

What: 1st 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

Outdoor Stage usage, set up & teardown

Tables/Chairs for beer gardens

Public works items such as extra trash cans,
barricades

Bouncy houses – 2 or 3 in total

Flood lights

Platinum Sponsorship



Event Layout Options

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





Cold Lake Regional
Chamber of Commerce

FEAST AT THE BEACH



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



LAYOUT 3

A VENTURE OF THE



"The Voice of Business"