



APPLICATION FOR COMMUNITY RECREATION, ART, CULTURE AND HERITAGE INVESTMENT GRANT

SECTION 1: GRANT INFORMATION

Select the grant you are applying for:

- Development Incentive Grant, Community Incentive Grant, Major Community Tourism Event Grant, Travel Grant, Equipment Grant, Leadership Grant, Arts, Culture, and Heritage Grant, Screen Based Production Grant, Other Funding or Goodwill Requests

SECTION 2: APPLICANT INFORMATION

Table with 2 columns: Field Name, Value. Fields include Applicant Name, Phone Number, Email, and Mailing Address.

SECTION 3: APPLICATION INFORMATION

1. Legal Name of the benefitting party: Extreme Mudfest Bonnyville Inc./Cold Lake AG Society

2. The benefitting party is a (Check One): Individual, Organization, Organizing Committee

3. Amount of funds being requested (must be within the Policy guidelines): \$ 20,000 (Canadian Dollars)

4. The requested funds will contribute to: A New Initiative, An Existing Initiative, An Event, Revival of an Inactive Project

5. If this is an Event, please provide the following information:

Event Date: August 17-20, 2023
Event Occurrence: once annually. This will be the 2nd year in Cold Lake
Location: 4608 38th AVE, Cold Lake Alberta (Cold Lake Rodeo Grounds)

6. Describe the ask for support (attach additional pages if required):

We are asking for financial assistance to continue building Extreme Mudfest in our new location in Cold Lake, Alberta. All funds would be put toward marketing and production expenses. We are also asking for goodwill support for the city generator, safe bussing (to and from the rodeo grounds), barricade/bike rack and fast fencing. Please see the attachment titled Extreme

7. Describe the targeted audience, expected attendance, or membership:

The target audience are racing, motorsport and country music fans between the ages of 24-35, families with kids with a household income of \$120K. Our attendance is 57% Male & 43% Female

5513 48 Avenue, Cold Lake, AB • T9M 1A1 • Ph: 780-594-4494 • Fax: 780-594-3480

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8. Describe how these funds will develop or enhance recreation, art, culture and heritage within the community:  
Please see the attachment titled Extreme Mudfest Cold Lake Grant Application for details.

9. Identify all other fundraising strategies and requests:

This is a privately owned festival, that is now in a co-promotions agreement with the Cold Lake Agricultural Society. We will be applying for grant money from Travel Alberta and we are seeking sponsorships from businesses.

10. Describe how you will acknowledge the City of Cold Lake as a sponsor:

The City of Cold Lake will be on all of our marketing efforts, including our website and social media shout out. Should there be specific requests, we are more than happy to accommodate.

11. Provide details of any locally sourced items, resources, or services:

Extreme Mudfest will be employing over 120 Alberta employees of which 70% are from Cold Lake, over the four day event. We rent from local businesses in the Lakeland area including: Mr. Stitch for merchandise, Dales Portables, Bob's Portable Toilets, DD Bobcat contracting, fencing, generators, potential security and busses. Our company crew and artists are renting over 100

**SECTION 3: DECLARATION**

By signing and submitting this application form, I confirm that:

1. The information provided on this application is true, complete and correct.
2. I understand that the City of Cold Lake Community Grant Advisory Committee may decline this application:
  - (a) If I have submitted any false statements or concealed a relevant or significant fact as both constitute misrepresentation.
  - (b) If I do not comply with any request for information required by the City of Cold Lake Recreation and Culture Advisory Committee to effectively administer and maintain the integrity of the program.
  - (c) At the discretion of the Committee.
3. Any funds contributed by the City of Cold Lake will not be used to support any political or religious activities.
4. The grant will not be funding individuals recognized as producing tobacco, alcohol, or cannabis products.
5. I will represent Cold Lake in a positive manner and acknowledge the City of Cold Lake as a sponsor.
6. I understand that my attendance as a delegate may be required at a Community Grant Advisory Committee meeting to speak about this application.
7. I have read, understand and agree to abide by the terms and conditions governing the grant outlined in Policy No. 097-RC-07.

03.17.23

Date



Applicant Signature

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**SECTION 4: DOCUMENT CHECKLIST**

Required for ALL grant applications:

- Completed Application Form
- Letter of support from the benefitting organization
- Last Audited Financial Statements for grant requests exceeding \$5,000  
*(except where a structured fundraising package is being used)*
- Budget (items, purpose, costs, proposals, fundraising strategies)  
The Proposed Budget chart may be used below; attach additional pages if required.

**ADDITIONAL DOCUMENTS REQUIRED:**

- Community Incentive Grant →  Outline on economic benefit to the community
- Equipment Grant: →  Details of the asset for which funding is being requested
- Major Community Tourism Event Grant: →  Economic impact assessment study or equivalent
- Screen Based Production Grant: →  Description of the genre or types of production

**PROPOSED BUDGET**  
*(for use where a budget hasn't already been created)*

ITEM	PURPOSE	COST (\$)
See attached budget		

**INTERNAL OFFICE USE ONLY**

Received by: Glenn Barnes Date: March 17/13  Required Documents Attached Initial: GB

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**City of Cold Lake Application for Community Recreation, Art, Culture and  
Heritage Investment Grant:  
Community Incentives Grant and Goodwill Requests**

## **Contact Details**

Extreme Mudfest Bonnyville Inc. - Billie Jo Aasen - [billie@thefestivalcompany.com](mailto:billie@thefestivalcompany.com) (604)418-8062

## **About Mudfest**

**Event Overview:** Extreme Mudfest is Canada's largest mud and music festival that runs from August 17-20th and takes place in Cold Lake Alberta at the rodeo grounds and is a partnership between Extreme Mudfest & The Cold Lake Agricultural Society. The festival consists of 16 motorsport classes, Canada's largest four-wheel-drive vehicles and super-modified machines compete in mud pits for top prizes from the Canadian Mud Racing Organization, one of the fastest-growing motorsports in North America. Racers will beat the clock while battling through the mud during the four days of this action-packed event, which also includes: lawnmower, tuff trucks, tuff truck-mod stock, mega trucks, AMR quads and top trucks/rock crawler racing. There will be music performances from a number of country and rock bands (including The Road Hammers, The James Barker Band and Finger Eleven) over the course of the 3 day weekend.

**Supporting the Arts:** Leading up to the festival there is a local, alberta only, battle of the bands competition, where the winner will get to be the opening act on main stage at the festival. This will be an 8- week online contest with the finalists battling to the stage, in person, Wednesday August 16th. Each of the top 5 contestants will also gain access to the festival for the weekend.

**Community Giveback & Family inclusion:** The Extreme Mud Run raises money for charities of choice for 2023, with a footrace through the mud! Our early load in for camping is Wednesday August 16th, with a food drive. Attendance to the battle of the bands is free with a canned food donation that will be brought to the local food bank following the festival. Mudfest is proud to work with multiple local charitable organizations to ensure money back into the communities and organizations that need it

most. At Mudfest, we LOVE family events - Families can entertain their kids at the Kid Zone which has bouncy castles and other activities and kids 12 and under are 100% free. We will also be running a local kids colouring contest to win a pizza party on Sunday August 20th for the winner +5 friends, along with monster truck rides!

**Sport Hosting:** The ball tournament is on! There will be a slow pitch tournament running over the weekend, to a max of 40 teams. Team entry includes entry into the festival. Moreover, we welcome racers from all over the country to race to the top for an action filled weekend.

**Overnight Stays:** Visitors can camp on site with tents or trailers, or stay at one of the local hotel properties. Mudfest has limited camping spaces that sellout annually. To support the local hotels, we will be listing and advertising the local hotels, with preferred rates for the festival. By providing safe bussing to and from or host hotels, we can maximize demand to stay for the weekend in the city of Cold Lake.

**Economics:** Extreme Mudfest is an annual festival and the economic impacts of the festival on the local community are significant. First, local hotels experience a surge in bookings as visitors from out of town come to attend the festival. This increased demand for accommodations can generate significant revenue for the hotels, as well as for the local tourism industry as a whole. Additionally, the festival creates jobs for local residents, both in the planning and execution of the event, as well as in providing services such as security and transportation. The festival also attracts outside investment and sponsorship, which can further boost the local economy. Overall, it's important for the event organizers and local officials to work together to ensure that the benefits of Extreme Mudfest are maximized.

## The Organization

Over the past nine years, Mudfest has grown significantly from a small town mudding event, to a household name and is proudly the largest festival of its kind in the country. It was founded by the owner, Billie Jo Aasen in 2015 and had been located in Bonnyville, Alberta prior to the pandemic. Unfortunately, the festival had not been possible for 2020 or 2021 due to Covid. In 2022 Mudfest struck a three year deal with the Cold Lake AG society to build its permanent home in Cold Lake, Alberta. Extreme Mudfest took place at the Cold Lake Rodeo Grounds for the first time in 2022, where following the success of the event, the organization was approached by the Cold Lake Agricultural Society to do a full 50/50 partnership for the next three years.

Extreme Mudfest Bonnyville Inc. is a for-profit organization, partnered with Cold Lake Agricultural Society, which is a non-profit organization . We are Canadian owned and mainly operated by females, something we are very proud of. Our goal for 2022 was to expand our local team and create jobs in the region where possible. The organization committee is now made up of Billie Jo Aasen (Producer/Owner), Rick Redecliff (Executive Race Director - Bonnyville resident), Chelsea Blair (Cold Lake resident, Event Manager) Crystal Frey (Volunteer Coordinator and Stage Manager - Cold Lake) (, Shaunessy Hunter (Cold Lake resident, Hospitality Manager) Jennifer Kirkham (Volunteer & Camp Manager), Kandy Lehmann (Executive Administration, BC Resident), Crystal & Grant Gillige (Bonnyville resident, Race Managers), Paige Lehmann (Bonnyville resident, Racer Contract Manager), and Ray McGill (Graphic Design and Social Media Manager, BC Resident).

In 2022 we also have the full volunteer/staffing support from The Agricultural Society.

## **Demographics**

Target Audience:

- Ages 24-35 predominantly male
- Interests: Motorsports, Car Racing, Concerts, Rock Music, Country Music, Outdoor Lifestyle
- Average Household Income: 120k -150k
- 57% male / 43% female.

## **Financial Support Requested**

### **Financial Support:**

This year's Extreme Mudfest will be our second festival since the pandemic began in 2020. We relocated to Cold Lake in 2022 and with cost increases, supplier shortages and inflation we are seeing an extreme increase in pricing for 2023. We are seeking your financial support in helping us afford some of our expenses with this transition of rebuilding in Cold Lake, Alberta. We are concerned about equipment shortages and inflation rates for this year and therefore we are seeking \$10,000 to go toward some of these costs, including but not limited to marketing and production expenses. Marketing expenses include: graphic design, social media content creation, signage, advertising and posterage. Production expenses include: staging, sound equipment rentals, backline instrument rentals, sound engineers, motorsport track building, security and ticketing. Our staging and production costs have increased by 30% since 2022.

### **Goodwill Support:**

We would like to request the following goodwill items to help improve our festival:

- City Generator
- Safe Bussing & Transport to and from local hotels and restaurants
- Fast Fence
- Barricade (Bike Rack)

Last year (2022) we received in-kind funding for bussing and the city generator from The City of Cold Lake. We have not yet received funding for 2023 from The City of Cold Lake, its Council or other City Departments or affiliates. We will be applying for other grants through The City of Cold Lake in addition to this grant application.

## **Outline of Economic Benefit to the Community**

Extreme Mudfest will bring significant economic benefit to the community by providing: employment to locals, commerce to Cold Lake businesses, new tourists to the area and support to local charities. The festival will be employing over 120 Alberta employees, 70% of which are from Cold Lake, over the 4-day event. Those hours range from 8:30 am to 2:30 am each day and extend to setup prior to the festival

and teardown after. Mudfest aims to hire as many local employees as possible to foster job creation and the local economy. We rent tenting from Lloydminster but a lot of our other rentals are local to the Lakeland area including: Mr. Stitch for merchandise, Bob's Portable Toilets, Deans Portables, DD Bobcat contracting, fencing, generators, and fuel. We are also looking to source local security where deemed possible. We will also be sourcing food, beverages, gas and administrative items from local businesses. Local food and beverage vendors will also be selling their items at the festival. Our company crew and artists are directly responsible for over 100 room night over the festival. 72% of our 2022 attendees came from outside a 50km radius. The influx of attendees, racers and artists will bring commerce to Cold Lake businesses to accommodate lodging, food, gas, etc.

In past years, we have donated over \$20,000 per year to local non-profit organizations for staffing. Our indirect community impact is calculated at approx 1.7 million annually.

## **Other Benefits to the Community**

Extreme Mudfest enhances the quality of life for Cold Lake citizens and supports recreation, art and culture by providing entertainment unlike anything else. The racing is a sight to see that gets everyone's adrenaline going. The concerts bring big name rock and country acts that normally wouldn't be able to service Cold Lake due to their fees, the remote location and population size. Attendees really get their blood pumping with the Mud Run, which is a fun, exerting mess for everyone. The variety of cuisine and beverages is a culinary experience for anyone wanting to try new things. Slow pitch is a fun alternative for those who love to play sport rather than just observe.

We strive to have something for everyone and we are a family friendly event that also includes a kid zone. We offer all of this while still being affordable to most, with a 4-day VIP weekend pass costing \$149, a general admission weekend pass costing \$119, single day passes ranging from \$29-59, lower rates for students (13-17) and children under 12 enter free.

## **Fundraising Strategy**

We are a privately owned company so we are limited in the grants we can apply for. We will be applying for funding from Travel Alberta. We are also currently seeking sponsorship for the festival.

This festival usually only breaks even with the help of grants, but should there be a surplus from the weekend, we plan to donate a portion of that to local non-profit organizations.

## **Acknowledgement**

Should our application for these grants be accepted by The City of Cold Lake, we will include The City of Cold Lake in all our online marketing efforts from that moment forward. We intend to include the City of Cold Lake and Committee in all our announcements throughout the festival, thanking them for their support, they will be posted on our festival website, as well as tagged and acknowledged in online social media posts.