



## STAFF REPORT

**Title:** Request for Funding - 2025 Lakeland Extreme Broncs and Bulls Event  
Sponsorship - March 11, 2025 Delegation

**Meeting Date:** March 25, 2025

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### **Executive Summary:**

Chad Colbourne, Shawn Metchewais and Katrina Reid appeared as a delegation at Council's March 11, 2025 regular meeting of Council.

### **Background:**

#### **March 11, 2025 Delegation**

Mayor Copeland welcomed Chad Colbourne, Shawn Metchewais and Katrina Reid to the Council meeting at this time being 6:12 p.m.

Mr. Colbourne and Mr. Metchewais (Ms. Reid remained seated in the gallery) provided Council with information on the upcoming Lakeland Xtreme Broncs and Bulls event taking place in Cold Lake May 9 and 10, 2025 advising of the following:

- Mr. Colbourne looks after most of the marketing,
- Mr. Metchewais looks after bringing in the talent,
- for the first time ever, Cold Lake is bringing the exciting two (2) night event indoors under one roof at the Energy Centre,
- it'll be the first time that dirt has ever touched the ground in the Energy Centre,
- it'll be the first time that the professional side of the riders come to the area,
- the event is sanctioned by the Professional Rodeo Cowboys' Association (PRCA) and will be bringing in the best of the best cowboys and stock that the City has ever hosted (world athletes),
- PRCA is the highest governing body of professional rodeo in North America,
- fortunately, at this present time, in the year 2024, 5 of the top 15 saddle bronc riders in the world live in Alberta, including 4-time world champion Zeke Thurston from Big Valley, Alberta,
- in the top 30 saddle bronc riders in the race for the championship of the world, 10 of them reside in Alberta. So, Alberta has a strong contingency of professional saddle bronc riders as any place in North America; more than Texas, which is something to be proud of,
- in addition to trying to attract the top cowboys in the world, they've also got 2-time award winning stock contractor Vern McDonald from Lac La Biche County coming. Mr. McDonald has some award-winning bucking stock, including a horse (called Virgil) that has been a world champion on a few occasions,



- on the listings of professional rodeos in Canada, there are no other events going on in Canada and in the US, there aren't very many big ones going on .... this will unarguably be one of the biggest events going on in May,
- the City is looking after the facility (it will be a City of Cold Lake event),
- Friday afternoon, in the works and in conjunction with the Cold Lake Regional Chamber of Commerce, a chili cookoff or barbeque competition planned for downtown Cold Lake,
- Friday evening (7 pm) will be bull riding,
- Saturday evening (5 pm) will be saddle bronc riding,
- the City is providing a concert Saturday evening - Tenille Townes with special guest Drew Gregory,
- it will be an all-ages event (2-3 hours each evening) and they are hoping that admission fee will be affordable for families at around \$20/person/day,
- there will be family entertainment during the course of the evenings (i.e. trick riders that fire trick guns, etc.),
- the event will encompass local booths (i.e. market),
- this is a for-profit event, but profits will be given back to the community for some of the non-profits (i.e. similar to what Ribfest has done in the past),
- it is a prized-money event (i.e. they must provide winnings to the cowboys) and because it is CPRA approved, points earned will work towards the cowboys' qualifications into the CFR and NFR.

Mr. Colbourne and Mr. Metchewais advised that thus far, \$20,000 in sponsorships have been raised. The City has graciously given them every opportunity to host this event and they are excited, but are also requesting a monetary donation of \$10,000 from the City of Cold Lake, advising that they will also be seeking funding from the Town of St. Paul, Town of Bonnyville, and the M.D. of Bonnyville. Events cost money to hold; they are trying to put on this first-time event in Cold Lake and are hoping on building on this event (not a one and done event) and potentially build to a point where they have some CFR (Canadian Finals Rodeo) and NFR (National Finals Rodeo) spectacles where the City of Cold Lake can have successful events year after year.

A few brief questions from Council ensued.

Mayor Copeland thanked Mr. Colbourne and Mr. Metchewais for their presentation advising that Council would consider the request at their March 25, 2025 regular meeting of Council.

Mr. Colbourne, Mr. Metchewais and Ms. Reid left the meeting at this time being 6:33 p.m.



**Alternatives:**

- That Council accept Chad Colboure, Shawn Metchewais and Katrina Reid's delegation presentation made at the March 11, 2025 regular meeting of Council as information, and that Council provide a monetary donation in the amount of \$10,000 towards the 2025 Lakeland Extreme Broncs and Bulls event, being held May 9-10, 2025, with funds to come from Council Goodwill (1-2-11-20-229).
- That Council accept Chad Colboure, Shawn Metchewais and Katrina Reid's delegation presentation made at the March 11, 2025 regular meeting of Council as information, and that Council defeat a motion to provide a monetary donation towards the 2025 Lakeland Extreme Broncs and Bulls event, being held May 9-10, 2025, in the amount of \$10,000 with funds to come from Council Goodwill (1-2-11-20-229).
- Council can ask administration to work out the details on this, due to the City still working on details.

That Council accept Chad Colbourne, Shawn Metchewais and Katrina Reid's delegation presentation made at the March 11, 2025 regular meeting of Council as information, refer the request for a monetary donation in the amount of \$10,000 towards the 2025 Lakeland Extreme Broncs and Bulls event, being held May 9-10, 2025 to administration.

**Recommended Action:**

That Council accept Chad Colbourne, Shawn Metchewais and Katrina Reid's delegation presentation made at the March 11, 2025 regular meeting of Council as information, refer the request for a monetary donation in the amount of \$10,000 towards the 2025 Lakeland Extreme Broncs and Bulls event, being held May 9-10, 2025 to administration.

**Budget Implications (Yes or No):**

No

**Submitted by:**

Kevin Nagoya, Chief Administrative Officer