

Village of Hines Creek Council

Request for Decision (RFD)

Meeting:	Regular Council Meeting
Meeting Date:	November 26, 2024
Originated By:	Leanne Walmsley, Chief Administrative Officer
Title:	Financial – Winter Carnival/Festival 2026 Proposal for the Village of Hines Creek
File:	0905

BACKGROUND/PROPOSAL:

Attached is an overview proposed for Family Day Weekend, aims to celebrate the unique charm, rich history, and outdoor adventure opportunities in Hines Creek.

Presented by David Rist, Economic Development Officer

Winter Carnival/Festival 2026 Proposal for the Village of Hines Creek

Event Highlights

- Toboggan Hill and Adventure Park Activities
- Snowmobile and Trail Riding Events
- Cultural and Historical Highlights
- Hunting and Outdoor Exploration

Economic and Community Benefits

- Boosting Local Businesses
- Highlighting Affordable Living and Regional Appeal
- Community Capacity Building and Partnership

Marketing Strategy

- Targeted Digital Campaigns
- Local and Regional Media
- Collaborative Marketing Efforts

Budgets Estimate (Aligned with SCOP Funding)

Total Proposed Budget \$100,000.

Business Proposal for Small Community Opportunity Program (SCOP)

Project Summary

The Village of Hines Creek aims to implement key upgrades to its water infrastructure system to ensure sustainable use, enhanced water pressure, and reliable water quality monitoring. This initiative will address concerns from the community and businesses, fostering local economic growth, public safety, and sustainability.

Feasibility Study Proposal for Northern and Regional Economic Development (NRED) Program

Study Objective

The feasibility study aims to determine the viability and requirements for upgrading the current water infrastructure in the Village of Hines Creek. The study will address.

- The technical and economic feasibility of implementing a water meter system.
- Requirements for increasing water pressure without negatively impacting existing infrastructure.
- Enhancements needed for consistent water quality testing and rapid response mechanisms.

Budget and Funding Strategy

Total Project Cost \$110,000

SCOP Grant Request \$100,000

Village Contribution \$10,000

DISCUSSION/OPTIONS/BENEFITS/DISADVANTAGES

COSTS/SOURCE OF FUNDING (if applicable)

FINANCIAL IMPLICATIONS COUNCIL STRATEGIC PLAN

- ☐ Make the Village of Hines Creek an attractive and desirable place to live.
- ☐ Create an environment where residents and business feel valued and comfortable airing their concerns, and where their problems, ideas, and inputs are valued.
- ☐ Being progressive and open to innovative ideas.
- ☐ Financially sound management that utilizes public funds efficiently and effectively.
- ☐ Not Applicable

RECOMMENDED ACTION:

Council receives the Winter Carnival/Festival 2026 Proposal for the Village of Hines Creek and defers discussions until the Capital Budget Meeting.

Initials show support- Reviewed by:

Manager:

C.A.O. *RW*

Winter Carnival/Festival 2026 Proposal for the Village of Hines Creek

Overview

The Winter Carnival/Festival 2026, proposed for Family Day Weekend, aims to celebrate the unique charm, rich history, and outdoor adventure opportunities in Hines Creek. This festival would attract families, winter sports enthusiasts, and cultural explorers from across Alberta, providing a substantial economic boost to local businesses, and aligning with the Small Community Opportunity Program (SCOP) by promoting local tourism, enhancing small business support, and fostering community capacity building.

Event Highlights

1. Toboggan Hill and Adventure Park Activities:

- *Toboggan Races for Kids*: Competitive yet friendly races for children aged 4-12.
- *Family Tobogganing*: Encourage family-friendly participation on the new hill.
- *Winter Gear from Local Hardware Store*: Promote winter sports equipment from the local hardware store, positioning it as a go-to spot for families.

2. Snowmobile and Trail Riding Events:

- *Trail Rides and Snowmobile Racing*: Events will utilize nearby trails, inviting riders from beginner to advanced levels to experience the trails around Hines Creek.
- *Racing Competitions*: A thrilling, crowd-drawing event for snowmobile enthusiasts, with prizes and awards.

3. Cultural and Historical Highlights:

- *Hines Creek Museum Tours*: Tours highlighting the village's history as the last stop on the rail line and the heritage of the Peace Country, offering immersive, guided experiences.
- *Local Craft Fair*: A craft fair featuring artisans, including local vendors selling handmade products, hosted in the Community Center to draw visitors.
- *Log-Splitting Competitions and Wiener Roasts*: Activities promoting community engagement and highlighting Hines Creek's rustic charm.

4. Hunting and Outdoor Exploration:

- *Sustainable Land Use Display*: Collaborate with the local sawmill to promote responsible forest use, educating visitors on environmental stewardship.
- *Hunting Equipment and Supplies*: Engage local outdoor retailers to display equipment, supporting the outdoor sports theme and inviting interest from hunting enthusiasts.

Economic and Community Benefits

1. Boosting Local Businesses:

- *Retail Impact:* Encourage festival attendees to shop locally, highlighting the unique offerings of the General Store, known for its famous pepperonis and treats, the Snowmobile Shop for equipment, and the hardware store for winter gear.
- *Restaurant Patronage:* Drive business to local eateries, meeting visitor demand with winter-themed menus and extended hours.
- *Support for the Museum:* Increased visitor-ship will help sustain the Hines Creek Museum, expanding community engagement and tourism appeal.

2. Highlighting Affordable Living and Regional Appeal:

- *Affordable Living Promotion:* Promote Hines Creek's cost-effective lifestyle, emphasizing its proximity to the North's Top urban center (Grande Prairie) and easy access to healthcare, with two hospitals within a 30-minute drive. This focus may attract new residents or seasonal visitors looking for an affordable, community-centered lifestyle.
- *Regional Tourism:* Position Hines Creek as a northern outdoors destination, leveraging partnerships with Travel Alberta and Clear Hills County for enhanced reach.

3. Community Capacity Building and Partnerships:

- *Local Collaboration:* Partner with Clear Hills County to enhance marketing efforts, extend resources, and increase engagement, while fostering interconnectivity between Hines Creek and surrounding areas.
- *Skills Development:* Provide volunteer and employment opportunities within the event, enhancing local capacity for future tourism initiatives.
- *Environmental Education:* Collaborate with forestry representatives to promote sustainable land use practices, emphasizing Hines Creek's commitment to responsible environmental stewardship.

Marketing Strategy

1. **Targeted Digital Campaigns:** Ads on social media (Facebook, Instagram) targeting families, adventure enthusiasts, and cultural tourists within Alberta, with an emphasis on regions like Edmonton, Calgary, and Grande Prairie.
2. **Local and Regional Media:** Leverage newspapers, radio stations, and online local listings across Northern Alberta for broad reach.
3. **Collaborative Marketing Efforts:** Partner with Travel Alberta, Mighty Peace Tourism, and Clear Hills County for enhanced visibility, reaching a wider audience and reinforcing Hines Creek's position as a must-visit winter destination.

Budget Estimate (Aligned with SCOP Funding)

- **Event Equipment and Materials: \$45,000**
 - Toboggan Hill Setup: \$5,000
 - Snowmobile Racing and Safety Equipment: \$15,000
 - Cultural Display and Museum Setup: \$5,000
 - Firepits, Cooking Supplies, and Log-Splitting Equipment: \$5,000
- **Marketing and Promotion: \$20,000**
 - Digital Campaigns: \$8,000
 - Regional and Local Media: \$7,000
 - Collaborative Marketing with Clear Hills County: \$5,000
- **Entertainment and Operations: \$25,000**
 - Cultural Exhibits, Demonstrations, and Performers: \$10,000
 - Staff, Volunteers, and Event Coordination: \$10,000
 - Vendor and Community Engagement Support: \$5,000
- **Contingency and Miscellaneous: \$10,000**
 - Event Insurance and Additional Costs: \$10,000

Total Proposed Budget: \$100,000

Conclusion

The Hines Creek Winter Carnival/Festival 2026 embodies the spirit of rural Alberta, presenting a memorable family-oriented experience that honors the region's heritage and natural beauty. By promoting sustainable land use, supporting local businesses, and attracting a broad audience, this festival can contribute significantly to the local economy and foster community pride.

Through strategic partnerships, effective marketing, and a compelling lineup of activities, the Winter Carnival/Festival 2026 will shine a light on the great things happening in Hines Creek, making it a key winter destination and a model for rural community-driven tourism.

Business Proposal for Small Community Opportunity Program (SCOP)

Project Title: Water Infrastructure Upgrades for the Village of Hines Creek

Submitted by: Village of Hines Creek

Project Summary

The Village of Hines Creek aims to implement key upgrades to its water infrastructure system to ensure sustainable use, enhanced water pressure, and reliable water quality monitoring. These initiatives will address concerns from the community and businesses, fostering local economic growth, public safety, and sustainability.

Project Timeline and Milestones

Project Duration: April 2025 – April 2026

1. **April – June 2025: Project Initiation**
 - Select and engage engineering consultants and water infrastructure experts.
 - Finalize project plan, detailed assessment of current infrastructure, and necessary permits.
2. **July – September 2025: Implementation of Water Meter System**
 - Install water meters across residential and business locations.
 - Develop billing adjustments for fair and transparent usage.
3. **October – December 2025: Water Pressure Analysis and Feasibility Study**
 - Conduct engineering assessments for increasing water pressure.
 - Complete infrastructure analysis to identify required modifications for system support.
4. **January – March 2026: Enhanced Water Quality Monitoring Implementation**
 - Set up rapid water sample testing protocols.
 - Establish public communication channels for consistent water quality updates.
5. **April 2026: Final Review and Project Closeout**
 - Conduct final project review and compile a project completion report.
 - Document learnings and establish a contingency fund from water meter program revenues.

Required Project Roles

1. **Engineering Consultants:** To oversee structural feasibility studies, infrastructure design, and water pressure solutions.
 2. **Water Quality Experts:** Specialists to develop rapid testing protocols, ensuring consistent water quality monitoring.
 3. **Aging Infrastructure Specialists:** Experts familiar with older water systems to guide improvements without causing disruptions.
 4. **Community Engagement Officers:** To maintain open communication with residents, especially during installations and testing phases.
 5. **Project Manager:** To coordinate timelines, manage roles, and ensure project stays on schedule and within budget.
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Expanded Project Deliverables

1. **Sustainable Water Use Plan and Metering System:**
 - Comprehensive installation of a water meter system throughout the village to facilitate accurate billing.
 - Development of a new billing structure promoting conservation while ensuring financial support for future water infrastructure.
 2. **Water Pressure Improvement Feasibility:**
 - Detailed feasibility study on the requirements to increase water pressure in the existing infrastructure.
 - Clear identification of upgrades needed to enhance system resilience, benefiting local businesses and industries reliant on water pressure.
 3. **Water Quality Monitoring and Rapid Response System:**
 - Implementation of a faster, more responsive water quality testing program.
 - Public communication plan with regular water quality updates, enhancing trust and transparency.
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Budget and Funding Strategy

- **Total Project Cost:** \$110,000
 - **SCOP Grant Request:** \$100,000 (90%)
 - **Village Contribution:** \$10,000 (10%)
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Project Justification

This water infrastructure upgrade project will tangibly improve Hines Creek's appeal as a viable location for new residents and businesses, directly supporting economic development in several ways:

1. **Attracting and Retaining Residents:** Reliable and high-quality water infrastructure is essential for attracting families and individuals to the village. By resolving current water pressure and quality issues, Hines Creek will strengthen its reputation as a safe, sustainable, and attractive place to live.
2. **Supporting Local Businesses and Industry:** Current businesses face operational challenges due to low water pressure and inconsistent quality, which can impact productivity and safety. Enhanced infrastructure will support existing businesses and make the village more attractive to prospective industries, leading to local job creation and economic diversification.
3. **Bolstering the Tax Base and Financial Sustainability:**
 - Introducing a water metering system will create a steady revenue stream, allowing the village to build a contingency fund specifically for maintaining and improving water infrastructure.
 - This approach will ensure Hines Creek remains proactive in addressing future infrastructure needs, avoiding the need for emergency funding.
4. **Long-Term Infrastructure Resilience:**
 - By establishing a structured billing program, the village can sustain and expand infrastructure over time, reducing dependency on government funding.
 - Improved water management will allow the village to invest back into the community, helping retain residents and attract new investments.

This proposal not only meets the immediate infrastructure needs but lays a foundation for a sustainable future for Hines Creek.

Feasibility Study Proposal for Northern and Regional Economic Development (NRED) Program

- Project Title: Feasibility Study for Water Infrastructure Upgrades in Hines Creek
- Submitted by: Village of Hines Creek
- Project Budget: \$40,000
- NRED Grant Request: \$20,000 (50% of project costs)
Village Contribution: \$20,000 (50% of project costs)

Study Objective

The feasibility study aims to determine the viability and requirements for upgrading the current water infrastructure in the Village of Hines Creek. The study will address:

1. The technical and economic feasibility of implementing a water meter system.
2. Requirements for increasing water pressure without negatively impacting existing infrastructure.
3. Enhancements needed for consistent water quality testing and rapid response mechanisms.

Project Scope

The feasibility study will involve:

- Conducting an engineering assessment to evaluate current infrastructure capacity.
- Analyzing potential upgrades needed to support increased water pressure.
- Investigating options for an effective water meter system and its impact on billing.
- Reviewing rapid testing options to ensure water quality.
- Consulting with community stakeholders and local businesses for input on infrastructure needs.

Justification and Alignment with NRED

The study aligns with NRED's focus on planning and feasibility studies that lead to essential infrastructure improvements and regional economic development. By determining the best approach to water infrastructure upgrades, the Village of Hines Creek aims to attract investment, address business needs, and enhance resident satisfaction with water services.