



Westerner Park

MEDIA RELEASE

November 25, 2011

Westerner Park Focuses On Capital Expansion in 2012.

Westerner Park continues to work on capital expansion plans to help generate economic benefits for central Alberta.

November 25, 2011 | Red Deer, AB On Thursday, November 24, Westerner Park's Board of Directors approved the 2012 operating budget, which included a recommendation by Westerner Park's management to increase the parking fee from \$3.00 to \$4.00.

The \$1.00 parking fee increase was recommended to help generate revenue for much needed future capital expansion plans and to offset growing operating costs.

"In the last four months, our electricity costs have almost doubled," says Westerner Park Chief Executive Officer John Harms. "That's just the market price for electricity these days."

In addition to electricity costs, the fee will help to cover the costs for future capital expansion and the ongoing maintenance of the large parking facilities at Westerner Park including the 580 parking stalls that were created in 2009.

As a hub of such a large and dynamic community, Westerner Park continues to work diligently towards securing capital dollars required for expansion projects to help increase their footprint as a gathering place for Albertans while generating economic benefits for central Alberta. As Westerner Park continues to grow, increased expenditures are imminent.

Still, the \$4.00 parking fee compares favourably with other event centres across Alberta as some venues charge upwards of \$15.00 per vehicle.

As a not-for-profit organization, Westerner Park invests all of their earnings back into the improvement of their buildings, grounds and amenities. Their mission is to provide premier facilities and services for trade, agriculture, sports and entertainment, conferences and meetings, generating economic benefits for central Alberta.



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The new parking fee will come into effect beginning January 1, 2012 for all major events at Westerner Park.

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Westerner Park is central Alberta's largest tradeshow, agricultural, sports, entertainment and convention facility. A not-for-profit organization supported by more than 200 volunteers, Westerner Park generates \$150 million annually in economic activity hosting over 1,500 events and 1.5 million visitors each year.

For more information please contact:

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