

2023 Annual Report











President's Message

As the President of the Board of Directors, I would like to express my heartfelt gratitude for the past year to all our Westerners. To our staff, volunteers, board members, government partners, clients, and guests: thank you for your dedicated work, your encouragement, and your presence at our Park. Without you, the Westerner is just a collection of facilities. With you, it becomes a vibrant hub for hockey games, dance recitals, rodeos, fairs, trade shows, graduations, and weddings—a place where we gather, stand together, and create cherished memories.

Reflecting on 2023, it was a year full of achievements and milestones for the Board of Directors. Here are a few highlights:

1. IMPLEMENT STRATEGIC VISION
RESPONSIBLY: After a lengthy executive search,
we are excited to welcome our new CEO, Shelly
Flint. Shelly's roots run in Central Alberta and she
cares deeply for this community and our Park.
Her extensive experience aligns perfectly with the
Westerner's needs, and her innovative approach to



solutions comes at a critical time for our organization. We are confident that under her leadership, we will navigate any challenges ahead and achieve our strategic goals.

- 2. **FOCUS ON FINANCIAL MANAGEMENT AND COMMUNITY WELL-BEING:** We've continued to strengthen our relationships with all levels of government, highlighting the significant impact Westerner Park has on communities. The conversations and positive reception has been encouraging.
- **3. PROMOTE AGRICULTURAL INNOVATION AND COMMUNITY UNITY:** The inaugural launch of Agri-Food Innovation Expo was a resounding success, with participants from seven provinces and strong government support. Our partnership with Lethbridge exemplifies our commitment to agriculture and community growth.

With strong leadership, financial stewardship, and a passion for innovation, we are poised to continue thriving and positively impacting Central Alberta. We will build on our successes and create even more opportunities for our community to connect, grow, and celebrate.

TYLER NIGHTINGALE





CEO's Message

I am truly honored and excited to receive such a warm welcome from the Westerner Park team and the entire Central Alberta community. Returning to my home has been a deeply rewarding experience. Westerner Park is more than just a venue; it's neighborhood connections, and I am proud to join a team that is passionately committed to delivering exceptional events and fostering community success.

Since stepping into this role, I have hit the ground running with several key initiatives to build a sustainable future:

1. CREATING STRONG CONNECTIONS: One of my top priorities has been to forge strong relationships with Provincial Ministry leaders and the Mayors of Red Deer and Red Deer County. Through advocacy, we aim to enhance the impact of Westerner Park on our community and beyond.



2. ENHANCING CUSTOMER EXPERIENCE:

Recognizing the importance of our guests' experiences, we have undertaken a comprehensive restructuring of the organization. This transformation is designed to elevate every aspect of our customer service, ensuring that each visitor to Westerner Park enjoys an exceptional experience.

- **3. POSITIVE BRAND REPUTATION:** In an effort to modernize and strengthen our brand, we have completed a thorough refresh and launched a new website. These updates reflect our dedication to maintaining a positive and dynamic presence in the community and online.
- **4. SECURING GRANT FUNDING FOR PARK SUSTAINABILITY:** We are actively pursuing grant opportunities to secure funding for various sustainability projects at Westerner Park. These initiatives will focus on environmental stewardship, energy efficiency, and long-term financial stability, ensuring that we can continue to serve the community for generations to come.

Looking ahead, I am confident that we have the right team in place to take Westerner Park to new heights. Together, we will continue to provide engaging and memorable events that bring joy and value to the people of Central Alberta. The future is bright, and I am excited to see what we will achieve together.

SHELLY FLINT





Westerner Days

A CELEBRATION OF FUN & COMMUNITY SPIRIT

Westerner Days 2023 was a resounding success, filled with fun and enjoyment for all. The hot and dry weather added to the festive atmosphere, allowing attendees to fully enjoy the outdoor activities. Our new format and layout, which included The District, Kidventure, AgVenture, and The Market, were enthusiastically received by everyone. During the event, we welcomed 59,000 visitors who experienced the excitement and community spirit of Westerner Days.

This year, we faced challenges due to road construction on 19th Street, but this did not dampen the spirits of our attendees. The festival was vibrant and bustling with activity, featuring several notable highlights:

- 32 food trucks offering a variety of delicious treats
- 44 market vendors showcasing unique products
- 125 colorful and creative parade entries
- 1 monster truck
- 40 talented musicians and entertainers showcased
- 78 Chuckwagon and Chariot races that thrilled the crowds
- 1,230 volunteer hours contributed by dedicated community members

Westerner Days 2023 truly highlighted the community's resilience and passion, making it a memorable event for everyone involved.















Agri-Trade Equipment Expo

A HUB OF AGRICULTURAL INNOVATION & NETWORKING

Agri-Trade Equipment Expo 2023, held from November 8-10, attracted 30,235 attendees and featured 564 enterprises, reaffirming its status as one of Canada's premier agricultural equipment shows. The event saw a 4.9% increase in attendance from last year, with significant global participation, including 252 international guests from countries like Australia, Brazil, Germany, and the USA.

The expo showcased a diverse range of agricultural technology, machinery, and services through 431 exhibitors. Attendees benefited from interactive demonstrations and numerous networking opportunities, enhancing their overall experience. The Ag Innovations Competition highlighted cutting-edge technologies, fostering collaboration and knowledge exchange among industry leaders.

Agri-Trade 2023 generated an estimated \$300 million in equipment sales and tourism spending, underscoring its significant economic impact. Attendees gained valuable insights from industry experts and learned innovative practices to enhance productivity and sustainability.

The expo also strengthened community ties, promoting collaboration and shared goals among industry stakeholders. Agri-Trade Equipment Expo 2023 successfully showcased the latest in agricultural innovation, providing a vital platform for networking and growth in the agricultural sector.





Red Deer Rebels

Agri-Food Innovation Expo

LAUNCHING A NEW ERA OF AGRI-FOOD EXCELLENCE

The inaugural Agri-Food Innovation Expo was a resounding success, marking the beginning of an exciting new initiative. This conference serves as a hub for agri-food businesses to discover new tools to grow and diversify their operations. It is a gathering place for businesses to connect with like-minded experts across various agri-food sectors, fostering innovation and growth within the industry.

With a vision to support emerging agri-food businesses, the expo provided a platform for industry professionals to connect in a collaborative environment. Participants capitalized on the opportunity to engage with experts, gaining valuable insights into product line expansion, funding strategies, marketing techniques, and more.

The event attracted participants from seven provinces and received strong government support, highlighting its national significance. Our partnership with Lethbridge exemplifies our commitment to agriculture and community growth. We are excited about this new venture and look forward to continuing to drive innovation and success in the agri-food sector.

It was another successful season for the Red Deer Rebels in 2023-24, and the club saw tremendous fan support as a result.

Nearly 163,000 people turned out to the Peavey Mart Centrium to take in exciting Rebels action this season, another increase over the year previous.

The Rebels once again qualified for the WHL Playoffs and advanced to the second round for the third-straight season. They are one of only two Eastern Conference teams to win a playoff series in each of the last three years.

On the ice, the Rebels were again led by favorite and captain Kai Uchacz, who led the team in scoring for the second year in a row and was a WHL Central Division First-Team All-Star. Nashville Predators prospect Kalan Lind was a force and scored clutch goals during playoffs. The Rebels defence corps, including the likes of Mats Lindgren, Jace Weir, Hunter Mayo and Matteo Fabrizi, once again ranked amongst the WHL's best. Second-year centre Ollie Josephson and rookie goalie Chase Wutzke had outstanding seasons and are sure to be selected at the NHL Draft in Las Vegas in June.

Rebels Owner, President and GM Brent Sutter says the team is in great shape for next season.

"We have a good core group coming back. Salt of the earth kids, kids who feel deeply about putting the Rebels jersey on, care deeply about playing here in Red Deer and playing in front of great fans."





Canadian Finals Rodeo

A WEEK OF RECORD-BREAKING PERFORMANCES AND DIVERSE ENTERTAINMENT







This year's CFR in Red Deer shattered records with 37,000 tickets sold. The highly anticipated Cabaret, featuring the CFR All Star Band, was a resounding success, drawing in 13,000 attendees. The Ropin' into the Holiday Market, with 99 trade show vendors, added an extra layer of excitement and variety, welcoming community members and enhancing community engagement.

Attendees enjoyed thrilling rodeo action and a variety of free activities in the CFR Experience Arena over five days. Highlights included Ultimate Bullfighting, Equine Equus Experiences, the Miss Rodeo Canada Horsemanship competition, Canadian Championship Dummy Roping, the Futurity Canadian Made Bucking Horse Sale, the H Bar Auctions Horsemanship Show and Sale, and Mini Chuckwagons races.

The Rotary Club of Red Deer hosted an electrifying 50/50 event, awarding one lucky winner \$99,537.50. These achievements solidified this year's CFR as the highest-attended event in Red Deer's CFR history.

This success was made possible by our sponsors' generous support, the dedicated staff and volunteers who logged over 3,000 hours, and the tireless efforts of 400 volunteers. The Westerner Park team also proudly donated \$6,615.00 to the Benevolent Rodeo Fund, supporting the rodeo community in times of need.

The economic impact of the CFR on Central Alberta was significant, contributing \$19 million to the region.

As Westerner Park bids farewell to the Canadian Finals Rodeo and is transitioned to a new host city, we extend our best wishes. The collaboration between Westerner Park, the Canadian Finals Rodeo, and the Canadian Professional Rodeo Association has been exceptional, preserving the legacy and showcasing the heart and soul of rodeo in Canada, while making a lasting impact on our local community.



Canadian National Arabian Championship

A GRAND RETURN

The Canadian National Arabian Championship made a triumphant return in 2023, utilizing the full Agricentre, Neeralta pavilion, and, for the first time, the Peavey Mart Centrium. Over 300 horses participated in this prestigious 10-day event, showcasing their talents across four sand rings. To accommodate the event's growth, the riding arena was moved from the Ag East pavilion to the Neeralta Pavilion, creating space for an additional 160 horse stalls. The show organizers were delighted with the event's success and have already committed to returning in 2024.











Board of Directors



ELECTED

Tyler Nightingale, President
Al Lucas, Vice President
Deb Beck, Past President
Richard Boerger
Brad Dufresne
Stefan Forchle
Dave Harvey

Justin Hubert Richard Lorenz Jeremy Moore Marty Vellner

APPOINTED

Vesna Higham, City of Red Deer Bruce Bruma, City of Red Deer Christine Moore, Red Deer County

EX OFFICIO

Shelly Flint, Chief Executive Officer
Tara Lodewyk, City Manager and
Advisor Appointed by City of Red Deer



Westerner Park Foundation

Westerner Park is thrilled to announce the tremendous success of this year's Cowboy Kicks event, which raised \$285,000 for the Westerner Foundation and the Canadian Rodeo Historical Association. As our main fundraiser, Cowboy Kicks has garnered overwhelming support from sponsors, donors, artists, volunteers, and attendees, all committed to positively impacting the local community. This significant achievement reflects the collective dedication and generosity of everyone involved.

In line with the pillars of Innovation & Events and Education & Community Engagement, the foundation hosted "Lammle's Day at the Rodeo" during the Canadian Finals Rodeo. Forty-eight students and chaperones from Aspen Heights Elementary School experienced a day in the life of rodeo athletes, learning about humane animal handling, animal care, and the human-animal relationship. Facilitators, including rodeo bullfighters, equine experts, and ropers, guided the students through activities like the Ultimate Bullfighting Experience, The Equus Experience, and Dummy Roping.

In 2023, the Westerner Foundation supported 13 capital projects with a total investment exceeding \$700,000. The funds also facilitated facility renovations, system upgrades, acquisition of new equipment, installation of security cameras, enhancement of our IT network and new wayfinding signage. These efforts help us continue enhancing the quality of life for Central Albertans, supporting the agriculture industry, and generating community economic benefits.









Westerner Park's Volunteer Program

GROWING STRONGER TOGETHER

Westerner Park's volunteer program continued its impressive expansion in 2023. Volunteers committed a remarkable 8,336 hours, an increase of over 1,000 hours from the previous year. The program also saw the addition of 193 new volunteers, significantly boosting our dedicated team. Notably, the Rebels program experienced substantial growth, increasing from 44 individual volunteers to 94—a gain of 50 volunteers.

We are immensely grateful for our volunteers, whose dedication and hard work are the backbone of our success. Without their invaluable contributions, many of our events would not have been possible. This consistent growth in volunteer numbers reflects our ongoing efforts to engage the community and enhance involvement in our organization. Westerner Park remains committed to finding new ways to involve volunteers, recognizing their essential role in bringing our events to life.



Spirit Award – RHONDA AND MURRAY HICKMAN

Emerging Leadership Award - CANDELA RODRIGUEZ

Agriculture Leadership Award – TOM TOWERS

Culture Leadership Award - RAY FREEMAN

Multi-Generational Commitment Award – **THE CLARK FAMILY**

Outstanding Achievement Award – **THE PARADE COMMITTEE**

CAFÉ Distinguished Service Award – JANICE WING









Our Volunteers

Albach, Catharine Albertini, Sofia Amendt, Brendan Anderson, Ingrid Aubert, Noah Aungier, Cian Baerg, Connor Baik, Elsie Bain, Arlene Baker, Maureen Ballminut, Guilherme Bao, Jennifer Barnes, Wendy Barsness, Rick Bates, Chelsea Bayat, Amir Beach, Chelsea Beck, Breanna Beck, Deb Belenky, Lawrence Bennett, Rick Bennett, Tyler Berg, Neil Berg, Shelley Bernanos Fonseca Guimarães, Milena Bertucci, Carlos Eduardo Biberdorf, Frederick Bickley, Charlotte Biette, Doug Bilida, Twyla Birkenshaw, Caleb Blackmore, Mason Boerger, Richard Boersma, Madison Boschmann, Krystie Bourhis, Cody

Burden, Chris Burke, Melanie Burton, Christian Buskas, Arnold Bustamante, Claudio Bustos, Juan Caine, Russell Calixterio, Niel Callin, valdene Canas, Marian Canniff, Rhonda Carling, Emily Carmichael, Sue Carr, Kerin Catherall, Christine Celis, Jergens Chalmers, Lance Charisius, Laura Christen, Kyara Coates, A Michelle Coleman, Debbie Coleman, Dorothy Coleman, Kim Compton, Jane Concannon, Jane Concepcion - De Guzman, Jennefer Coop, Stephen Cooper, Emmalee Cornell, Cameron Countryman-Smith, Jeanette Courtright, Sister Coutts, Terry Cruickshank, Liz Cupples, Garett Daines, Duane de Boer, Cynthia

De Guzman, Danny

De Guzman, Tony

De Miranda, Júlia Díaz Perez, José David Dickin, Ed Dickin, Lois Dickson, Carol Didrikson, Jo-Anne Diehl, Duane Differenz, Jodi Donald, John Dufresne, Brad Duma, Gail Dunham, Lilly Dunlop, David Dunn, Jackie Durand, Patti Elggren, Tenoch Elicksen, Lawrence Epp, Alexander Epp, Ed Euer, Peyton Evans, Maretta Fairbrother, Patricia Faulkner, Terry Felipe, Shanelle Felipe, Sophia Finstad-Harder, Dianne Fitzpatrick, Megan Fleming, Janet Forschle, Stefan Forth, Patti Foth, Maggie Frank, Rachel Frank, Victoria Freeman, Ray Froese, Estelle Galenzoski, Cassandra Galenzoski, Roberta Garcia, Samuel Garn, Laurie

Gibson, Marina Gingerich, Monica Goller, Payton Gomes Bertucci, Monize Gorr, Derek Grant, Melissa Grant, Shannon Graves, Rebecca Greter, Bev Grote, Marie Guhl, Terry Guinup, Jolyce Gukert, Don Hagerty, Jan Hall, Brian Halldorson, Doug Halliday, Christine Halsey, Kevin Hannon, Celestine Haro, Maria Harris, Garrett Harvey, David Heerema, Allison Heine, Noah Hermans, Charlotte Herzog, Beverly Hickman, Murray Hickman, Rhonda Hicks, Richard Hironaka, Maxx Hissnauer, Malu Hodgson, Penny Hoetmer, Chantel Hollman, Jason Hoogland, SherryAnn Hubert, Justin Hubley, Kelsey

Hughes, Jamie

Hurley, Gisele

Huynh, Alyson

Irwin, Judith Irwin, Lorraine Isom, Logan Jackson, Winnifred Jahan, Nazifa Jales, Marina Janzen, Teresa Johnson, Al Johnston, Darrell Jones, Dennis Kahl, Marlene Karst, Heather Kaubi, Sandra Kellough, Rob Kennedy, Rod King, Kathy Kinsella, Tracey Kinvig, Morgan Kitt, Jim Koster, Donna Koster, Wayne Kreiser, Clint Lacey, Kathy Ladell, Iris Lamontagne, Kaidence Lamothe Begg, Lori Laurin, Denise Layden, Pat Lazo, Angel Lee, Al

Laurin, Denise
Layden, Pat
Lazo, Angel
Lee, Al
Lee, Joonwoo
Lenihan, Fern
Lewis, Leanne
Lilly, Catherine
Liptak, Ed
Loewen, Chantelle
Lohnes, Bobbi-jo
Loonskin, Bridgette
Lorenz, Richard

Lorrain, Nicole



Bradley, Donna

Bray, Paige

Brassard, Danielle



Gauthier, Russ

Our Volunteers

Loutit, Dale Lucas, Al Lund, Curtiss Lutz, Tamara Luzon, Kassandra Macdonald, Brock Macdonald, Jennifer Macdonald, Kevan Macdonald, Shaelin MacGregor, Karen Maciborsky, Chaylyn Maciborsky, Madisyn Maclean, Peter Mandrusiak, Dwight Marronnier, Noé Masson, Julie McAuley-Forsyth, Donna McBride, Teanna McCool, Warren Mccruden, Jane McGinnis, Wendy Mcilwain, Jan Mcintyre, Karen mcivor, Green Mckee, Barb Mckenzie, Sue McLeod, Jessica McNabb, Terese McRae, William Mendoza, Stephany Menezes, Cecilia Miller, Sharon Mooney, Nancy

Moore, Christine Moore, Jeremy Mouligneau, Lison Mroz, Wendy Mu Edwards, Lu Mullen, Darrel Mundorf, Matthew Munoz, Ana Murray, James Murray, Temple Newman, Dane Newman, Sarah Nguyen, Kim Nightingale, Tyler Nimchuk, Charlie Ninkovich, Karen Nolan, Brittany North, Dottie Oatway, Karen O'Connell, Gail Ola, Zein Oliveros, Carla Oosterhoff, Eric Palmer, Dillon Pangborn, Cindy Patteri, Susan Pelletier, Diane Peterson, Aaron Pettypiece, Don Pickett, Kim Pinard, Patrice Poratto, Adèle

Powell, Carla

Powell, Wayne Prediger, Wendy Purnell, Rinn Quaife, Kenneth Quast, Allan Quinn, Kristin Radford, Lyn Radu, Don Ramsay, Brent Rausch, Char Reay, Susan Reis, Henrique Richards, Claire Ricker, Sheri Roberts, Chad Roberts, Kim Rodríguez, Candela Rogers, Lars Rolston, Shawna Rombouts, Tony Routhier, Alana Rowlands, Sandra Rowlands, Sarah Saunders, Kathy Sauvageau, Rachelle Schewalje, Brenda Scott, Jim Scovoranski, Ashlee Seixas, Yuri Semer da silva prado, Sexsmith, Teresa Shapka, Guy

Shaw, Linda Simmons, Mary Simpson, Sandra Sitter, Dennis Sitter, Margaret Smith, Angelina Smith, Jodi Smith, Kathy Sobolewski, Julia Staples, Lonnie Steer, Mel Stephenson, Hayley Stephenson, Mike Stepien, Jordan Stoller, Glenda Stoller, Mark S Sutton, Shelley Takai, Mei Theelen, Niek Thomas, Jan Thompson, Brad Thompson, Jenna Thoreson, Jim Tinney, Lorraine Tisdale, Linda Tong, Ivan Towers, Margaret Towers, Tom Tullis, Levi Turnbull, Darlene Ulmer, Judy Unreiner, Doug Vale, Gladys

Vallee, Gil Van Laar, Lynn Vance, Wally Vander Meulen, Jeremy Vandermeer, Meaghan Vanin, Sharon Vellner, Marty Verticchio, Christina Vingi, Maria Vold, Brenda Volk, Jason Vollmin, Gloria Vollmin, Ron Wagener, Ron Wahlen, Jennifer Wakefield, Peter Walker, Andrew Wallin, Karen Warnock, Arthur Warren, Chris Webber, Fran Whiting, Kimberley Wickham, Tim Willems, Noreen Williams, Heather Williams, John Wilson, Karen Wing, Janice Wybenga, Judy-Ann Wyzykoski, Scott Young, George Zondag, Jake



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Frizzley, Hudson

Galway, Miranda

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Candrejo, Charity



Joslin, Cade

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Pillar, Chloe Polutnik, Terry Powell, Lori Pyper, Sara Raina, Linda Ramkissoon, Xavier Reay, Colleen Rebryna, Dee-Anna Reeves, Toni Richard, Kelly Ritz, Dakota Roberts, Alexa Robertson, Kale Robicheau, Amanda Robicheau, Deborah Robicheau, John Robicheau, Sarah Robinson, Brian Robinson, Megan

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Weide, Peter Weinrauch, Brianna Weinrauch, Parker Welch, Melissa Welsh, Bailey West, Diezel White, Cassandra Whitman, Cheryl Wickes, Vanessa Widen, Savanna Wigelsworth, James Willie, Karen Willis, Dawson Wilson, Gabrielle Wilson, Shawn Wotschell, McKenna Young, Brady Zatorski, Jennifer



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