



Feeding Growth 2020 Presentation

Who are we?



Where is Kneehill County?



**Why host a long table
dinner?**



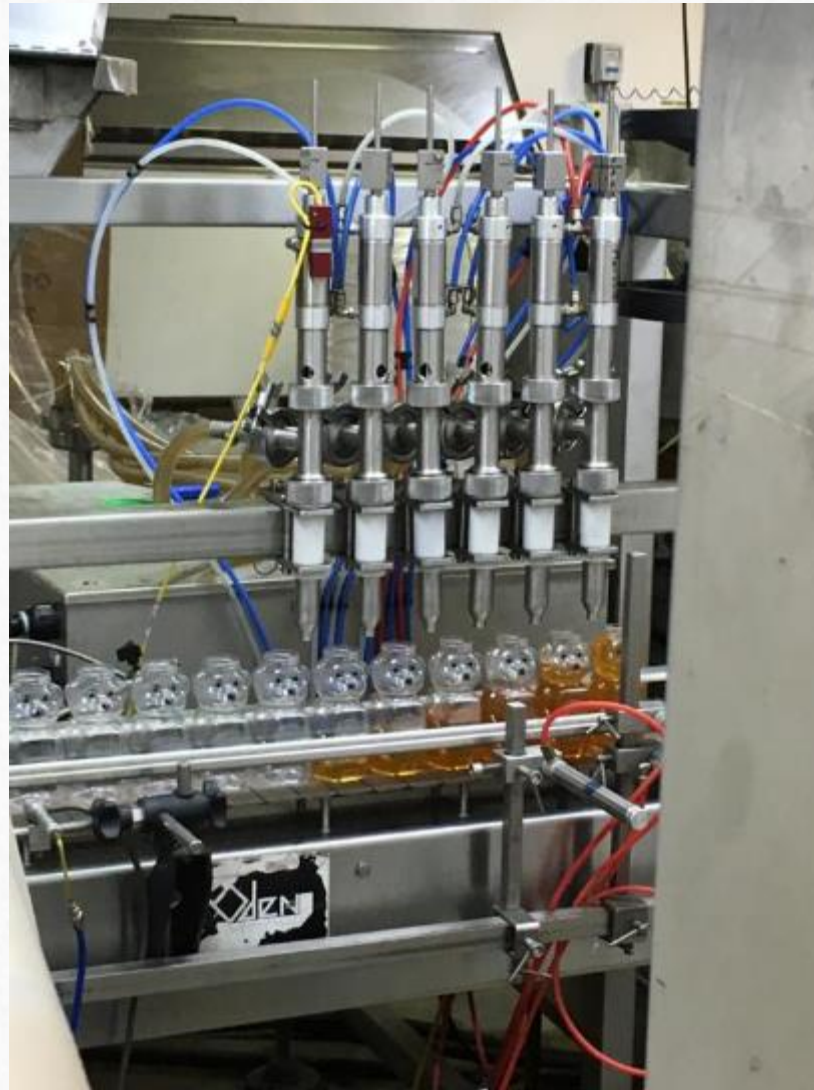
2016

Kneehill County ASB Tour

2016

- Tour hosted though Kneehill County ASB Department
- Focus on technology in agriculture
- No culinary focus







2017

Grow Kneehill ASB Tour & Long Table Dinner

2017

- Partnered with Economic Development
- Focus on culinary experience and showcasing local producers
- Tour with long table dinner component

















2018

Growing Kneehill Country Market & Long Table Dinner

2018

- Moved away from tour component
- Changed the event date to the Alberta Open Farm Days weekend
- Introduced Country Market
- Created a new marketing campaign
- Expanded to include producers from region
- Partnered with Food Tourism Strategies



GROWING KNEEHILL

COUNTRY MARKET

And Long Table Dinner

AUGUST 18 2018

COUNTRY MARKET 2 PM to 6 PM

LONG TABLE DINNER 6 PM to 9 PM

FEATURING LOCAL
PRODUCERS & ARTISANS AT

HORSESHOE CANYON

Long Table Dinner Tickets \$100

TICKET INFORMATION:

<https://growingkneehill2018.eventbrite.ca>



www.kneehillcounty.com

















2019

Growing Kneehill Country Market & Long Table Dinner

2019

- Focused growth on Country Market
- Introduction of new experiences to the Country Market
- Expanded print advertising into Calgary region
- Sold out Long Table Dinner in 1 month
- Continued partnership with Food Tourism Strategies











What's Next for 2020?

2020

- Increase vendor numbers for Country Market
- Increase capacity / guest numbers to accommodate wait list for long table dinner
- Build itineraries for visitors to County
- Split event into two days – Friday and Saturday of Alberta Open Farm Days weekend

AGLC / AHS / Safety



AGLC

- Be aware of timelines
- Build good relationships
- Ask for clarification
- Do your homework and plan ahead

AGLC

- What type of liquor license do you need and what are the steps?
- How many people?
- What food will be served?
- What is the site plan?
- Where will the service area be located?
- What does security look like?

AHS

- Be aware of timelines
- Build good relationships
- Ask for clarification
- Do your homework

AHS

- Special Event Food Vendor License
- Confirm menu in advance
- Handwashing stations
- Washrooms
- Proper flooring

Lessons Learned

“Shouldn’t be too hard.” - Bowen

Lessons Learned

- Start planning well in advance
- Confirm chefs and menu partners
- Price accordingly
- Know your “why”
- Prepared for *everything...* even when you can't!

Questions?

