



PO Box 369, Forestburg, AB T0B 1N0

February 5th, 2025

Flagstaff County
Box 358
Sedgewick, AB
T0B 4C0

TO WHOM IT MAY CONCERN:

**RE: Area 53 Raceway - Development/Completion of a Return Lane
Tourism Assistance Grant**

Area 53 Raceway is writing to apply for the Tourism Assistance Grant with Flagstaff County. Please find enclosed the:

- Tourism Assistance Grant Application Form
- Quote for Completion of Project (from Flagstaff County) - Appendix A
- Area 53 Raceway 2025 Race Schedule – Appendix B
- Expected Participation/Distance Participants Travel – Appendix B
- Background of Area 53 Raceway – Appendix C

Area 53 Raceway would appreciate Flagstaff County's consideration of this request.

Regards

A handwritten signature in cursive script, appearing to read "Cheryl".

Cheryl Holben
(780)385-5490

A handwritten signature in cursive script, appearing to read "Corey".

Corey Kozey
President/Track Manager (780)781-5456



Tourism Assistance Grant Application Form

* Refer to Policy #CP 018 found at <https://www.flagstaff.ab.ca/council/policies/>

Registered Name

Area 53 Raceway o/a Forestburg Power Sports Assoc.

Mailing Address **Society/Registration #**

Box 369 5015 291676

Town **Postal Code**

Forestburg TOBINO

Primary Contact **Email**

Corey Kozey corey.kozey@hotmail.com
Cheryl Holben cholben5490@gmail.com

Organization Mandate

Area 53 exists to provide a fun, safe, inclusive, and friendly drag racing experience for racers and fans alike

Organization Sustainability

2021 Revenue (actual)	\$173,945.13	2021 Expenses (actual)	\$87,592.12
2022 Revenue (actual)	\$120,226.52	2022 Expenses (actual)	\$99,245.82
2023 Revenue (actual)	\$94,962.02	2023 Expenses (actual)	\$46,350.37
2024 Revenue (projected) actual	\$90,459.55	2024 Expenses (projected) actual	\$39,154.01

Stream **Length of Term**

- Current ongoing initiative
- New ongoing initiative
- One-time event enhancement
- 1 year
- 2 years
- 3 years
- One-time

Project Name

Development and Completion of a Return Lane

Project Description (include start date, end date and location)

80% of the prep work has already been completed. John Guhler has completed an on-site review/assessment. Jonathan Dahl has provided a quote for the remainder of the prep work and completion of the project. see attached (Appendix A)



Tourism Assistance Grant Application Form

Identify and describe the outcome that your project will achieve

- Supports tourism development in the region that can be shown to benefit the local business community
- Promotes and enhances the profile of Flagstaff County as a tourism, shopping or business destination
- Supports events that can be proven to have true potential for bringing increased non-resident or tourist spending into the region
- Enhances tourism deliverables that can reasonably expect to increase the number of visitors to Flagstaff County
- Promotes and assists in the development of self-sustaining tourism in Flagstaff County

With the influx of visitors and racers attending these events, businesses within the town of Forestburg, (e.g. Ccutts Hardware, IDA Drug Store, Carco Gas Station, motel, and food service establishments) as well as businesses throughout Flagstaff County would benefit greatly due to the increased revenue generated.

Appendix B

*Complete the following if you are applying for a one-time event

Expected Participation Numbers		Duration of Event	
<input type="checkbox"/> 1-49	<input type="checkbox"/> 100-199	<input type="checkbox"/> 6+ hours/day	<input type="checkbox"/> 3 days
<input type="checkbox"/> 50-99	<input type="checkbox"/> 200+	<input type="checkbox"/> 2 days	<input type="checkbox"/> 4 or more days
Distance Participants Travelling From		Estimated Number of Participants	
<input type="checkbox"/> Local (within 50 kms)	<input type="checkbox"/> Provincial	Total	% from County
<input type="checkbox"/> Regional (within 200 kms)	<input type="checkbox"/> Multi-Provincial		

Describe any future goals of your organization as they relate to tourism.

The improvements we achieve each year increases the number of "private" track bookings; bugs repeat events "Kills of Mayhem", as well as other racing clubs book events at Area 53. (e.g. upgrade the bleachers, repair the racing surface track, promote Area 53 on website and FB)

How can Flagstaff County better support your organization?

We can forward our racing schedule and perhaps sharing it on the Flagstaff County website.



**Tourism Assistance Grant
Application Form**

Appendix A

Budget

Project Revenue	
Federal Government Funding	\$
Provincial Government Funding	\$
Non-Government Funding	\$
Requested Contribution from Flagstaff County	\$
Total Revenue	\$
Project Expenses	
Labour	\$
Equipment	\$
Supplies and Materials	\$
Contracted Services	\$
Other:	
1.	\$
2.	\$
3.	\$
4.	\$
5.	\$
Total Expenses	\$

see attached

Declaration

- ⇒ The Organization declares that the information contained in this application and any supporting documents is true, accurate and endorsed by the Organization.
- ⇒ The Organization agrees to submit an outcomes report and financial summary of the project prior to November 1st for each fiscal year that Flagstaff County allocated funding to the project.
- ⇒ The Organization understands and agrees that should this application be approved, all funding awarded is subject to the Organization complying with all associated guidelines and policies.

Signature:

Cheryl Holben

Date:

Feb 5/25

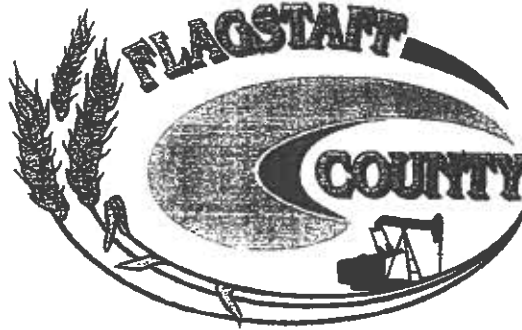
Cheryl Holben
Print Name

attest that I am duly authorized to make this application and bind

the Organization to the agreement and grant criteria as approved by Flagstaff County.

Personal information on this form is collected in accordance with Section 33(c) of the Freedom of Information and Protection of Privacy (FOIP) Act and will be solely used for the stated purpose. If you have any questions about the collection, use, or disclosure of this information, please call (780)384-4100.

Appendix
A



texted John
& mailed to the
County on Jan 9/25

October 28, 2024

Area 53 Raceway
Box 369
Forestburg, AB T0B 1N0

RE: Quote for Recycled Oil and Application

Material	310 tonne at \$15.2716/tonne	\$4,734.20
Freight	32.5 miles	\$3,338.70
Equipment and Labour	Prep Grader, Application Grader, and Tractor Wobble	\$1,553.40
Total Quote:		\$9,626.30

Terms and Conditions:

- GST is not included
- These are approximate hours and costs for prep and application. They may be subject to change depending on when resources are available to complete the work.
- Extra work must be negotiated prior to work commencing.

If the above quote is acceptable and you would like to proceed with the work, please sign, date, and return to our office.


Area 53 Raceway

Nov 7 / 2024
Date

If you have any questions, please do not hesitate to contact Municipal Services at 780-384-4100.

Yours Truly,



Jonathan Dahl
Municipal Services Director

- COPY -

FLAGSTAFF COUNTY PO Box 358, Sedgewick, Alberta T0B 4C0

Phone: 780-384-4100

Fax: 780-384-3635 Email address: county@flagstaff.ab.ca

Area 53 Raceway - Schedule for 2025

- May 24, 25
 - June 7-8
 - July 5-6
 - July 19-20
- July 23 (Miles of Mayhem) ****
 - August 16-17
- September 6-7 (Steven Chapman Memorial Weekend)
 - September 20-21
- October 4-5 (weather permitting)

**** What is Miles of Mayhem?

Miles of Mayhem Drag n Drive is a five day competition where street legal drag race cars run 1/8 mile time trials every day at four different tracks, while driving on public roads between each track, unassisted by support vehicles, travelling over 1700km. This is the ultimate test of street/strip cars and drivers. Trophies and cash prizes in multiple classes for vehicles with various levels of modifications. The car with the lowest average elapsed time over the week of racing is named Miles of Mayhem's fastest street car in Canada.

The Dates and Tracks	July 20 th – C.A.R.S. (Rimbey)
	July 21 st – C.A.R.S. (Rimbey) - Day One
	July 22 nd – MHDRA (Medicine Hat) - Day Two
	July 23rd – Area 53 Raceway (Forestburg) – Day Three
	July 24 th – Rad Torque (Nisku) – Day Four
	July 25 th – C.A.R.S. (Rimbey) – Day Five

Expected Participation Numbers for each of the 16 Race Days**Estimated Breakdown**

		% out of County	% from County
Racers per Day	55-80	75%	25%
Pit Crew per Day	1-4	75%	25%
Racers Family/Friends per Day	50	30%	70%
Track Staff	10-15	5%	95%
Spectators	300-500	25%	75%
Food Truck (on Site)			
Swag Booth (Selling Merchandise and Promoting Area 53 Raceway)			

Provincial Racers come from all over Alberta:

Stettler	Hanna	Camrose	Calgary
Drumheller	Rimbey	Medicine Hat	Bonnyville
Cold Lake	Veteran	Bentley	Red Deer
Lacombe	Airdrie	Sexsmith	Grande Prairie
Innisfail	Ryley	Leduc	Oyen
Brooks	Westlock	Whitecourt	Rocky Mountain House
Drayton Valley	Big Valley	Sherwood Park	Lloydminster
Wainwright	Streamstown	Lethbridge	Holden
Edmonton	Spruce Grove	Stony Plain	Blackfalds
Sylvan Lake	Carstairs	Carbon	

Out of Province Racers come from:

Saskatoon	Meadowlake	Kelowna	Vancouver
Cranbrook	Abbotsford		

With the influx of visitors and racers attending these events, businesses within the town of Forestburg (e.g., Coutts Home Hardware, IDA Drug Store, Canco Gas Station, Motel and Food Service Establishments) as well as businesses throughout Flagstaff County would benefit greatly due to the increased revenue generated.

Background of Area 53 Raceway

Area 53 Raceway, is a 1/8 mile drag strip, located on the site which was formally the Forestburg Airport. Area 53 has a 25 year lease agreement with the Town of Forestburg.

We are a non-profit organization, and operate on a volunteer basis consisting of approximately 25 committed individuals, who work diligently to ensure the track runs smoothly and efficiently on race days and behind the scenes. Area 53 has transformed Forestburg's decommissioned airport into a novel recreational attraction in east central Alberta. The track has been running for five years attracting a diverse group of cars and drivers from all over Alberta, extending into British Columbia and Saskatchewan. Participation has been tremendous, averaging 55-70 racers (male and female) as well as junior dragsters (as young as six years of age). Area 53 Raceway has hosted 17 race days (Saturday/Sunday/Long Weekends), as well as the "Miles of Mayhem" competition, during the 2022 racing season. **Spectators and racers alike enjoy the energy and excitement that is generated, and it has benefited our local communities by providing tourism, entertainment, and the economic opportunities that follow.**

Area 53 Raceway strives to provide a family friendly atmosphere. It assists in building and enhancing social networking by affording a great place for community participation, fellowship, and promotes healthy and well-balanced entertainment, including wheelchair accessibility for those requiring. As some of the racers are youth, it encourages and promotes future participation among the up and comers, both male and female. It also enables the local 4-H clubs to participate and utilize their involvement as their community service to their individual clubs.

Each event Area 53 hosts brings in between 300-500 spectators per day x 16 events. The public shares in the energy and excitement that is generated as each racer enters the staging lanes. Fans also have the opportunity, before and after the races, to connect with the racers, as well as, checking out all the modified vehicles, enabling the young and young at heart the opportunity to learn something new.

- Our mandate/mission is - Area 53 Raceway exists to provide a fun, safe and friendly drag racing experience for racers and fans alike within Flagstaff County and beyond.
- **Goals and objectives** - maintain our commitment towards improving the track each year as well as striving to maintain the safety of both the racers and spectators, developing and completing a return lane, purchasing of 4 scoreboards, additional cement safety barriers, track blower and general upkeep and maintenance.

November 07 2024

Re: Oct 28 / 2024 Quote for recycled oil and application

Please note that the end billing for this project will be to the Village of Forestburg and not directly to Area 53 Raceway.

Thank you,



780 582 3819

Myron Felzien (secretary)

Area53 raceway