



# Report

## TITLE: 2025 TOURISM ASSISTANCE GRANT- AREA 53 RACEWAY

Meeting: Council Meeting

Meeting Date: February 12, 2025

### Background

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Area 53 Raceway is located in the Village of Forestburg and provides a drag racing track for the region. Area 53 Raceway is looking for one time funding to develop and complete a "Return Lane". Eighty percent of the preparation work is completed. Flagstaff County Municipal Staff have reviewed and inspected the site and provided a quote for the remainder of the preparation work and completion of the project. The quote estimate is \$9,626.30. (as attached in the application form)

Area 53 Raceway hosts approximately 18 race events per year which are usually multi-day events. The events host approximately 8,500 individuals and 50% of attendees are outside of the region. Racers from out of the province attend these events. The organization has a strong financial position and demonstrates sustainability with a committed group of volunteers.

Council approved a 2025 budget for the Tourism Assistance Grant amount of \$50,000. Currently \$5,000 has been committed to other organizations (\$3,000 Heisler Archery, \$2,000 Friends of the Battle River Rail year 2). Current pending approval of approximately \$13,000.

### Alignment with the Strategic Plan

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Flagstaff County's commitment to Economic Prosperity means we will work collaboratively with our local businesses and regional partners in the diversified growth of our economy.

### Alternatives/Options

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1. Review the Tourism Assistance grant request form from Area 53 Raceway and approve the full estimated expenses of \$9,626.30 for the completion of the Return Lane for the raceway.
2. Review the Tourism Assistance grant request form from Area 53 Raceway and approve an alternate grant amount.
3. Review the Tourism Assistance grant request form from Area 53 Raceway and deny the grant request.

### Recommendation

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THAT Council, after reviewing the Tourism Assistance grant request form from Area 53 Raceway, approve a one-time grant of \$9,626.30 for the completion of the Return Lane at Raceway track located in the Village of Forestburg.