

President: 2024 report

The Trout Festival this year saw growth and high participation.

We added back the Fish Fry event and created it 2.0 as an outdoor music gathering in partnership with a local business location. We are very happy with the partnership and attendance as well as the new group of volunteers who took this on! The weather agreed with us which helped with the success. Going forward we will add crosswalk visibility and group area booking for expat reunions. We learnt some things regarding crowd control and have already had a couple meetings to improve this for 2025.

Our fishing derby ran like clockwork and we hope to add a new volunteer leader for this soon. It is a lot of work for just 2 people to run.

Expansion of the Ross Lake Regatta (our one on the water night in the middle of town ending with fireworks) was a highlight again this year. The addition of the dock highly improved accessibility and we plan to expand seating for seniors and challenged people next year.

We struggled with our Main Street Multi-Cultural event but hope by starting the planning for this much earlier, it will be a better success next year.

All our regular events like community barbecues, pancake breakfast, parade, Disc and regular golf, skateboarding etc were well received again this year.

We had an attendance of over 2500 at events this year... expats, seniors, many ethnic groups, children and families of all socio-economic groups and leaders from our three communities. We hope to add a social evening of dignitaries in 2025 if we can find a lead on this idea. Our volunteers base did increase and partnerships/sponsorships as well but we do need more growth in these areas. We worked with 25 key volunteers and around 200 short term volunteers.

The youth were the on the ground helpers for Beaver Lake Day kids events and also were part of our entertainment groups (hoop dancing, kids bands and more). We had youth wearing our Mascot costumes as well! Kids were out at the events with great smiles... the Regatta being so accessible in the middle of town has made this much more inclusive for young people.

#### Economic and Tourism Benefits:

We are seeing with the new growth of the festival an increase in expats returning again this year and travellers coming to explore our area that have not been here before. (2 calls and one STRONG email letting us know never to assume tourists know where things are! We now have a map on our landing page on our website. We also have an expat living in Germany working with us to create a "Get Your Flon On" Reunion information page. We are now keeping both of these items in mind when we create and organize events.