



ROAD TO OKOTOKS FUNDING REQUEST

Issue

The Okotoks Dawgs Baseball Club has requested that Council consider grant support from the Town of Okotoks for the 2026 Road to Okotoks event, supported by a full operational budget for the event.

Motion Proposed by Administration

That administration be directed to develop an agreement with the Okotoks Dawgs Baseball Club for the 2026 Road to Okotoks event under a shared-risk funding model, with the level of municipal financial support to be determined by Council.

Report, Analysis and Financial Implications

The Okotoks Dawgs Baseball Club has been awarded the opportunity to host the Baseball Canada National Academy Championship, branded as the Road to Okotoks. The event is scheduled to take place at Seaman Stadium and Tourmaline Field from July 14 to July 20, 2026. The Club has also secured the opportunity to host the event for the next eight years.

Through the Road to Okotoks Event Support Request submitted to Council, the Club is seeking financial support from the Town to assist with delivery of the event.

The Club provided an updated event budget that includes projected revenues and expenses. Based on this budget, total revenues are estimated at \$225,000 and total expenses at \$296,500, resulting in a projected operating deficit of \$71,500.

The Club originally requested \$50,000 in funding for 2026 and 2027. The updated budget increased the projected deficit from \$46,500 to \$71,500.

Multi-day sporting events can generate increased demand for local hospitality and tourism-related businesses, particularly when teams and families remain in the community for several days. In addition to potential economic activity, events of this scale can support volunteer participation, youth engagement in sport, and increased visibility for Okotoks as a host destination for national sporting events.

Administration anticipates that a future agreement would reflect key principles of the shared-risk model, including a capped municipal contribution, a shared approach to managing any operating deficit, and defined roles for event delivery. The Club would be responsible for planning and delivering the event, while the Town's role would focus on event amplification, including communications, community engagement, and coordination of municipal services where appropriate.

The proposed financial structure is summarized below:

Financial Outcome	Event Result	Dawgs Responsibility	Town Responsibility
Event operates at a deficit	Expenses exceed revenues	Dawgs absorb deficit beyond grant	Contribution capped at Council-approved amount
Event breaks even	Revenues equal expenses	No surplus retained	Grant remains as provided
Event generates surplus up to \$25,000	Net surplus up to \$25,000	Surplus remitted to Town to reduce grant	Receives repayment up to \$25,000
Event generates surplus greater than \$25,000	Net surplus exceeds \$25,000	Retains surplus beyond \$25,000 for reinvestment in the Seaman Stadium Complex	Receives first \$25,000

This table assumes the grant is capped at \$25,000 annually. This chart would be updated if a different grant amount is chosen by Council.

Under this structure, the Town would provide a grant of up to \$25,000 per year for 2 years, would not be responsible for any operating deficit beyond that amount, and would receive the first \$25,000 of any event surplus.

Strategic Plan Goals

<input type="checkbox"/>	Responsibly Managed Growth	<input type="checkbox"/>	Demonstrated Environmental Leadership
<input checked="" type="checkbox"/>	Strong Local Economy	<input checked="" type="checkbox"/>	Enhanced Culture & Community Health
<input type="checkbox"/>	Organizational Excellence		

Equity/Diversity/Inclusivity Impacts and Strategy

The Road to Okotoks event provides an opportunity to bring residents and visitors together through sport and community celebration. Hosting a national-level sporting event supports inclusive community participation by encouraging residents of all ages and backgrounds to attend, volunteer, and take part in event-related activities. Events of this nature also create opportunities for local businesses and community organizations to engage with visitors and showcase the community.

Environmental Impacts

The Road to Okotoks event will bring visitors to the community and utilize existing recreation facilities and infrastructure. Hosting the tournament at Seaman Stadium allows the event to take place within an established venue designed to accommodate large gatherings. Large events can generate additional waste, transportation activity, and resource use. The use of existing facilities and infrastructure helps minimize environmental impacts while supporting community events and tourism activity.

Governing Policies/Bylaws/Legislation or Agreements

n/a

Community Engagement Strategy

n/a

Alternatives for Consideration

n/a

CAO Comments

The proposed shared-risk model provides a mechanism for Council to support the Road to Okotoks while maintaining a defined and capped level of municipal financial exposure. Under this approach, the Town would contribute only if the event results in an operating deficit, to a maximum of \$25,000 per year, reconciled following the event. Council's direction is requested on whether Administration should proceed to negotiate an agreement reflecting a two-year shared-risk arrangement with an annual cap of \$25,000 or any amount approved by Council.

Attachment(s)

1. The Road to Okotoks Briefing Sheet (Baseball Canada)
2. The Road to Okotoks Event Support Request
3. The Road to Okotoks Updated Budget

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