

## The Ponoka Ag Event Centre Society

The Ponoka Agriculture Event Centre Society is a new and unique partnership between the Ponoka Agricultural Society, Ponoka Stampede Association, Ponoka County and the Town of Ponoka. These four organizations believe in the advantages that a multipurpose agricultural recreation facility will provide in the form of recreational, entertainment and educational activities for the community, region and province.

Early in 2008, RC Strategies prepared a Business Case that determined building an Ag-Event Centre was viable and the region has a need for multipurpose agriculture related facilities. The facility will be an 'anchor attraction' and a tourism and economic driver for Ponoka. It is estimated it will attract \$4M in non-local spending.

A facility concept design and a site analysis were completed. Estimated operating and capital budgets of the proposed facility were subsequently developed, as well as a fund resourcing strategy.

In July 2008 the four partners established the Ponoka Agriculture Event Centre Society to build and operate the Ponoka Ag-Event Centre. A sod turning ceremony was held in June 2010 and construction followed with project management by Stretch Construction.



### Mission

To expand on Ponoka's legacy and build a first class agricultural event centre to accommodate the needs of the equine and agricultural industry in promoting recreation, entertainment and education in Alberta.



Contact us for more information

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Ponoka Agriculture Event Centre Society

Box 4698 Ponoka, AB T4J 1S4

# Introducing the Ponoka AG-Event Centre



A Community Partnership

*"Building on  
the Legacy"*

[www.ponokaageventcentre.com](http://www.ponokaageventcentre.com)

## Features of the Ponoka Ag-Event Centre:

- Ideal location along Highway 2A & 39 Avenue.
- Indoor arena (140' x 400') with a dirt floor surface and seating for 1500 spectators.
- Arena will also be used as exhibition space.
- Warm-up area
- Stabling facility
- Stock pens
- Specialized equipment to support equestrian and other livestock events, eg. Wash racks
- Attractive foyer with concession facility, show office, ticket office & administration office
- Banquet area & multi-purpose community rooms. Rooms are available for education classrooms and special events
- 287 parking stalls
- Maintenance buildings



## Events To Be Held at the Ponoka Ag-Event Centre:

- Educational Workshops and Clinics
- Meetings & Banquets
- Concerts & Festivals
- Rodeos (professional & high school)
- Team Penning & Sorting Competitions
- Horse Shows & Sales
- Cattle Shows & Sales
- Cow Horse Competitions
- Cutting & Reining Competitions
- Barrel Racing Jackpots & Finals
- Dressage & Jumping Events
- Ranch Horse Competitions & Sales
- Carriage Driving Shows
- Bullaramas & Rough Stock Events
- 4-H & Other club events
- Agricultural Fairs
- Stock Dog Trials & Dog Agility
- Ag Equipment / Vehicle Trade Shows & Sales
- Other community driven events



### Campaign Goal

With \$7,358,904 already secured, the Ponoka Agriculture Event Centre Society is embarking on a capital campaign to secure the funds needed to complete the Ag-Event Centre.

### Your Support is Essential

Through the support of individuals, corporations, foundations, governments and the community, the Ponoka Ag-Event Centre will become a reality and will meet the growing needs of the communities it serves.

Presented by  
Ponoka Agriculture Event  
Centre Society

A partnership of:  
Ponoka Stampede Association  
Ponoka Agricultural Society  
Ponoka County  
Town of Ponoka

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