



Date: April 14, 2025

To: Mayor and Council

Author: Karen Loney, Manager of Recreation Programs and Special Events

RE: Kingsville Pro Rodeo

RECOMMENDED ACTION

That Council **direct** Administration to provide a letter of "Municipal Significance" for the Kingsville Pro Rodeo, to be held at Trimble Farms from July 25 to July 27, 2025, to allow the event to obtain a licence to serve alcohol.

BACKGROUND

The Sun Parlour Rodeo event, which was successfully held for twenty years, ended in 2023. The event raised funds for numerous charities, but the family determined it was time for them to retire.

In 2024, Adam Trimble from Trimble Farms Cattle Company Inc. rebranded it as Kingsville Pro Rodeo and hosted it on his farm located at 383 County Road 27 E (at the intersection of Road 11). The 2024 Kingsville Pro Rodeo was nominated for best first rodeo of north America under the International Professional Rodeo Association.

In 2024, Council approved administration to provide a letter of "Municipal Significance" for the Kingsville Pro Rodeo, allowing the event to obtain a license to serve alcohol.

On February 12, 2025, Mr. Trimble provided an update on the 2024 event and noted that approximately 5,000 people per day attended, and all tickets were sold. No safety concerns were expressed, but he did share that security would be increased to maintain a safe environment and prevent any damage on the farm, such as people jumping over fences.

DISCUSSION

The schedule for the Kingsville Pro Rodeo is as follows:

- Friday, July 25, 2025, from 4 pm to 11 pm,
- Saturday, July 26, 2025, from 4 pm to 11 pm, and,
- Sunday, July 27, 2025, from Noon to 7 pm.

Full details of the event can be found at www.kingsvilleprorodeo.ca.

In 2025, funds from the event will be allocated to the Cottam Rotary Club, the Windsor–Essex Therapeutic Riding Association, Ronald McDonald House, various Essex County 4-H Clubs, 2nd Cottam Scouting and Town of Kingsville Events.

To help recover costs and raise funds for charities, Mr. Trimble plans to include a bar where alcohol would be served. As the event is on private property, for him to acquire a Special Occasion Permit through the Alcohol and Gaming Commission of Ontario (AGCO), he must have a letter from the Town of Kingsville recognizing the event as municipally significant. There is no formal definition of 'municipal significant.' In a discussion with the AGCO representative, they explained that it is related to whether the Town sees the event as beneficial to the community.

This event is a significant tourism draw, with 15,000 people attending in 2024 and many people from out of town. In addition, the funds are re-invested into the community through service clubs and programs. To that end, the event is important in providing funding to charities, supporting local tourism and creating economic development opportunities in Kingsville.

To mitigate the risk of having alcohol at the event, Mr. Trimble has set up the following safeguards:

- Bartending will be through a professional company called Rye & Ginger Bartending, which will check identification and monitor consumption,
- Tack-two Emergency Medical Service and Fire Suppression Inc. will be on-site
- Off-duty OPP officers will be contracted and on-site, and increased from 2024,
- Signage for taxis and the importance of having a designated driver will be posted throughout the area, and,
- Trimble Farms will provide a 5-million-dollar certificate of insurance to the Town of Kingsville.

The SERT committee reviewed the event requirements and supported the Kingsville Pro Rodeo application. The following items must be completed.

- Application to the Windsor-Essex Health Unit for a Special Events Permit,
- Application to the AGCO and a 5-million-dollar certificate of insurance to the Town,
- Fire and building permits are to be purchased for inspection of food trucks, bleachers, stage, and tents; a Fire Safety Plan is to be submitted,
- Notification to the County of Essex for increased traffic on roads,
- Marketing on Kingsville Community Calendar, and,
- Multiple port-a-johns are to be brought in.

FINANCIAL CONSIDERATIONS

This report has no financial impacts. Any support provided to the Kingsville Pro Rodeo is within the scope of daily administrative functions. Mr. Trimble will pay any required permit fees, such as building and fire inspections.

ENVIRONMENTAL CONSIDERATIONS

None

CONSULTATIONS

SERT Consultation:

- Windsor Essex County Health Unit
- Alcohol Gaming Commission of Ontario
- Ontario Provincial Police
- Essex Windsor Emergency Services
- Town of Kingsville Clerk and Legal Department
- Communications and Public Relations Coordinator
- Kingsville Parks, Recreation and Facilities
- Kingsville Public Works and Environmental Services
- Kingsville Fire and Rescue
- Kingsville Special Events and Programs
- Kingsville Building Department
- Kingsville Communications and Economic Development/Tourism

Senior Management Team

PREPARED BY:



Karen Loney, MA
Manager of Recreation Programs and Special Events

REVIEWED BY:

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Ryan McLeod, CPA, CA
Director of Finance and Corporate Services / Treasurer

REVIEWED BY:

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John Norton,
CAO