



PEACE RIVER REGIONAL DISTRICT

Special Rural Budgets Administration Committee Meeting

Agenda

May 9, 2025, 2:30 p.m.

1981 Alaska Avenue, Dawson Creek, BC

Pages

1. CALL TO ORDER
2. ADOPTION OF AGENDA
3. GALLERY COMMENTS OR QUESTIONS
4. REPORTS
 - 4.1 Verbal Report from the Electoral Area Officer re: CX Rodeo Association Fort St. John Rough Stock Event Grant 2
5. ADJOURNMENT



Society #: S0082135
Name: CX Rodeo Association
Civic Address: 18365 Rose Prairie
Mailing Address: Box 211
City: Rose Prairie Postal Code: V0C 2H0
Contact Person: Moira Serle Alternate Person: Angie Bell
Tel: 250-263-5954 Tel: [REDACTED]
Email: moira.cxcattlecompany@gmail.com Email: [REDACTED]

SOCIETY EXECUTIVES

President: Moira Serle
Vice President: Ronald Friesen
Treasurer: Angie Bell

PROJECT COSTS

Total Cost of Project: 38,150.00
Amount Requested per year: \$7500.00
For how many years? 1 yr ☒ 2 yrs ☐ 3 yrs ☐

Have you applied to a municipality for funding? Yes ☐ No ☒ If so, how much did you apply for? [REDACTED]

Was your application successful? Yes ☐ No ☐ If so, how much did you receive? [REDACTED]

Describe the project for which your organization is requesting a grant and the reason for your request.

If more space is needed, please add it as an attachment to your application.

We started this organization to improve local economy, strengthen community bonds, and protect the future of rodeo by encouraging youth to take interest in our sport. This year we are putting on two events. The First Annual Fort St John Rough Stock Event will take place at the North Peace Light Horse Arena on June 07/2025. Your Grant Monies, should you choose to accept us, will go directly towards the cost of the bulls and the added prize money for the contestants for this event. In return we will recognize your grant with a banner at the event on a bucking chute, on our digital media accounts and website We will also have it announced during the event and i will include some event and dance tickets.

The Proceeds from the events we put on will be put towards encouraging youth in the peace country into taking part in rodeo. We will do more free bull and steer riding practices for the kids. We have lots of big plans and this event if our first stepping stone to what we hope will be shaped into an amazing program! One of our plans will be to propose a Treaty 8 kids camp to Halfway River First Nation in the near future!

We are excited and hopeful to hear back from you!!!

ATTACHMENTS REQUIRED:

- Project budget, including all sources of funding
- Current financial statements showing expenses, revenues & savings

Signature of Applicant: [REDACTED]

Date: April 17/2025

For Office Use Only

Fair Share: B ☐ C ☐ D ☐ E ☐

Gas Tax: B ☐ C ☐ D ☐ E ☐

PRA: B ☐ C ☐ D ☐ E ☐

BCR/PRA: B ☐ C ☐ D ☐ E ☐

CX Rodeo Association
 Box 211
 Rose Prairie BC
 V0C 2H0
 Phone (250)263-5954



FINANCIAL STATEMENT		DATE APRIL 16/2025
ASSETS		
Cash and Cash Equivalents		\$9840.00
Contributions Receivable		\$3500.00
Prepaid Expenses		\$482.66
Property and Equipment		\$3200.00
	TOTAL ASSETS	\$17022.66
LIABILITIES		TOTAL
Payables		\$5.30
Debt		0
Other		0
	TOTAL LIABILITIES	\$5.30
NET ASSETS		TOTAL
With Donor Restrictions		\$2522.66
Without Donor Restrictions		\$14500.00
Total net Assets		\$17017.36
	TOTAL LIABILITIES & NET ASSETS	\$17022.66

Fort St John Rough Stock Event Estimate

Equipment	Unit Price (\$)	Units		Cost
Bulls	\$125.00	42	bull	\$5,250.00
steers	\$75.00	12	animal	\$900.00
horses	\$125.00	20	animal	\$2,500.00
judge	\$300.00	2	sky/	\$600.00
pickup man	\$450.00	2	mac/	\$900.00
announcer	\$2,500.00	1	Brian Baldry	\$2,500.00
alcohol	\$4,800.00	1		\$4,800.00
secretary	\$250.00	1		\$250.00
bull fighters	\$450.00	2	Jackson/	\$900.00
insurance	\$2,000.00	1		\$2,000.00
venue	\$350.00	1	Light Horse	\$350.00
bathroom/generator	\$5,000.00	1		\$5,000.00
timers	\$200.00	2		\$400.00
hotel rooms	\$200.00	4		\$800.00
band	\$3,000.00	1		\$3,000.00
misc.	\$1,000.00	1		\$1,000.00
advertising	\$3,000.00	1		\$3,000.00
			Grand Total	\$34,150.00

Added Event Money	Summary
Bull Riding	\$2,000.00
Saddle Bronc Riding	\$1,000.00
Bare Back Riding	\$1,000.00
Steer Riding	\$500.00
Event Estimate	\$33,650.00
Estimated Total Cost	\$38,150.00

Fort St John Rough Stock Sponsors

Company	Sponsorship	Status	Total
TYCO HD	Gold	Deposited	\$2,500.00
Bounce Radio	Gold	Confirmed	\$2,500.00
Canadian Natural	Bronze	Deposited	\$500.00
Halfway River Ventures	Silver	Deposited	\$1,000.00
Phase 1 Ltd.	Silver	Deposited	\$1,000.00
Mobile 1 Lube	Community	Deposited	\$200.00
DaKow	Community	Deposited	\$300.00
Jaques Electrical	Community	Deposited	\$300.00
HD Services Ltd	Bronze	Deposited	\$500.00
Red-L Distributors	Silver	Pending	\$1,000.00
Clarence Apsassin	Silver	Pending	\$1,000.00
North Peace Seed Cleaning	Silver or Gold	Pending	\$1,500.00
Silent Auction Items	Estimated Value	Collected	\$1,040.00
			\$13,340.00

April 3rd, 2025

Dropped off @ Warehouse.

CX Rodeo Association Presents

The First Annual Fort St John

Rough Stock Event



Good Afternoon

I hope you're having a good day! My name is Moira Serle, and I'm reaching out on behalf of CX Rodeo Association, a non-profit organization. We're gearing up for our upcoming event, CX Rodeo Associations First Annual Rough Stock Event! Happening on June 07th, 2025 at the light horse outdoor arena in Fort St John BC, and we'd love to have you on board as a sponsor.

Our main goal is to continue the values of rodeo by including the public and our community in a reasonably priced family event and promoting our local businesses in a way they deserve! But the much bigger benefit is that proceeds from this event will also help us to fund youth rodeo in the peace country by making it so we can do more free practices at safe locations all over the peace country and western Canada. We provide the stock, arena costs, cowboy protection (bull fighter) truck and trailer, safe instructors, and we are also hoping to help purchase safety gear for up-and-coming athletes in the rodeo community!

A portion of the proceeds of this event will also be going to our Injured Cowboy Fund. This will be set aside in the event that an injury occurs in the Canadian rodeo community. While we pray that everyone stays safe the unfortunate does happen in this industry, and we want to be able to help.

We have put together a range of sponsorship packages to fit different budgets and goals. You will find all the details about sponsorship levels and benefits in the attached package.

We think you would be the perfect partners to make this event shine. By partnering with us, you will enjoy several big perks! Like exceptional brand

visibility, tons of networking opportunities, and the chance to show your commitment to giving back to your community.

I'd love to chat more about how we can make this partnership a win-win for both of us. If you are open to it, let's schedule a time to talk to answer any questions you might have.

Thank you so much for considering this opportunity to support your home town stock contractor and we're excited about the possibility of teaming up with you to make this event unforgettable!

Looking forward to connecting. Please feel free to reply here or call me at 250-263-5954 whenever you're ready to chat.

Thanks again,

Moira Serle

President

CX Rodeo Association

Moira.cxcattlecompany@gmail.com

For more info about our events visit us at www.cxcattlecompany.ca

We are also looking for a headliner for this event! This would include all of the perks of a platinum sponsor but with the added benefit of event being named after your company, and your banner on the announcer's booth! A plethora of advertising!!! Please contact me if your interested in this option as there is only one available!

Please make all donations out to...

CX Rodeo Association

Box 211

Rose Prairie BC

V0C 2H0

Sponsorship Package

Platinum Sponsorship \$5000.00 (6)

- VIP seats with complimentary dinner, and drinks. As well as event and dance tickets (4 each)
- One of the main latch gates for advertising banner and regular announcing
- website and digital advertising
- logo on all posters
- CX Cattle Company full swag pkg.
- Listed in our programs.

Gold Sponsorship (3) \$2500.00

- Banner displayed in arena.
- Logos on 2 shirts in prominent arena personnel
- Website and digital advertising and announced during event
- 4 CX Cattle Company swag items
- Complimentary tickets to event and dance (4 of each)
- Listed in our programs.

Silver Sponsorship \$1000.00

- Medium banner displayed in arena
- Digital advertising
- Complimentary tickets to event and dance (2 of each)
- 2 CX Cattle Company swag items
- Listed in our programs.

Bronze Sponsorship \$500.00

- Digital advertising
- 2 complimentary tickets event tickets
- Listed in our programs.

Community sponsorship \$300.00

- Website advertising
- Listed in our programs.

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