

EXPLORE EDMONTON

June 10, 2021

Explore Edmonton to take on K-Days and Farmfair International, Northlands to wind down

Edmonton, AB – Explore Edmonton and Northlands have reached a tentative agreement whereby K-Days and Farmfair International will be transitioned to and managed by Explore Edmonton moving forward.

The formal transition will take place on July 5th, with Northlands winding down its operations once the transition is concluded.

Last year, the City of Edmonton asked Northlands and Explore Edmonton to evaluate whether there was an opportunity for the two organizations to work together to reinvent and deliver K-Days and Farmfair in a financially sustainable way. For the last several months, Northlands and Explore Edmonton have been engaged in discussions – facilitated by the City of Edmonton – about what this new working relationship might look like.

In early 2021, Explore Edmonton concluded a feasibility study that determined the organization was well-positioned to deliver both events given its new mandate as the Destination Management and Marketing Organization (DMMO) for Edmonton and its existing management responsibilities of the Edmonton Expo Centre.

“The Explore Edmonton team was humbled by the confidence City Council and others showed in us when it was suggested we could take this on. We know that it has been a challenging time for our friends at Northlands and that this has not been easy. We intend to honour and respect their legacy of service to Edmonton by relaunching their events in exciting and dynamic new ways.” – **Maggie Davison, Interim CEO, Explore Edmonton**

As the discussions evolved, it became clear that from a viability and financial sustainability perspective, the right approach was for Northlands to move the assets to Explore Edmonton and wind down its operations. In May, the City of Edmonton, Northlands, and Explore Edmonton signed a Charter of Principles to guide the transition of Northlands’ activities. Specifically, the transition of K-Days and Farmfair International to Explore Edmonton.

“We have always supported a path forward that ensures the long-term viability and sustainability of K-Days and Farmfair International because both events are vital community assets. They drive economic impact, and they instill a sense of community in Edmontonians. We have every

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confidence in Explore Edmonton's ability to bring these events back stronger and better than ever." – **Rob Smyth, Deputy City Manager, City of Edmonton**

While this is an exciting new chapter for these uniquely Edmonton events, it is also bittersweet as this will bring to an end Northlands' long history of service to our city. For more than 140 years, Northlands has been an Edmonton institution; a world-class industry-leader dedicated to producing the best events and agricultural programming in Northern Alberta.

Northlands helped build our community and created memories that have lasted many lifetimes. It has left an indelible mark on Edmonton and will always be a treasured part of our city's history.

"We are all proud of the legacy of our organization, a legacy that truly belongs to the dedicated staff and tireless volunteers who have sustained Northlands for almost a century and a half. On behalf of everyone at Northlands, I want to thank them for their dedication to the organization and to Edmonton." – **Peter Male, Northlands**

Explore Edmonton intends to honour that legacy by working with Northlands, partners, stakeholders, and Edmontonians to reimagine and reinvent K-Days and Farmfair International. In the coming months, Explore Edmonton will undertake a robust engagement with the community to get their feedback and input on how to best relaunch these events and we look forward to sharing more with you as the process unfolds.

For more information, please contact:

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