What we Heard

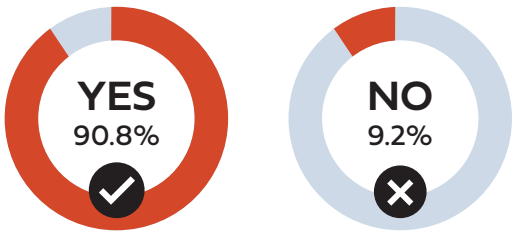
Canada Day Survey



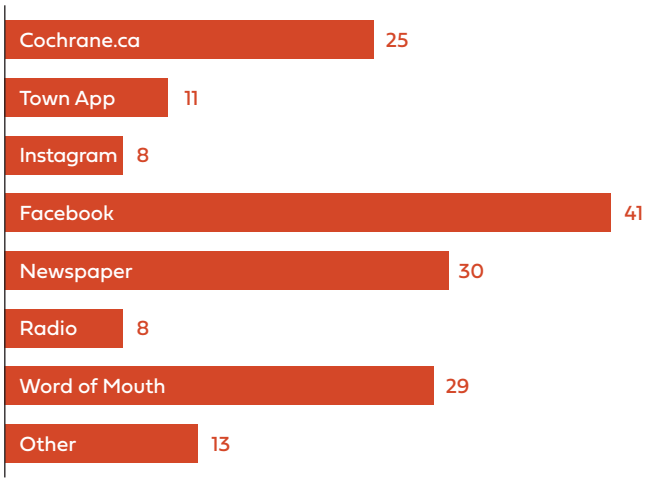
The 2025 Canada Day celebration was widely seen as a **successful and beloved community event,** reflecting Cochrane's vibrant spirit. With thoughtful adjustments to logistics, shade, and programming—particularly around crowd management and inclusivity—the event has the potential to become even more impactful and enjoyable in future years. The majority of respondents expressed **positive sentiment** and gratitude for the event, applauding its organization, the variety of activities, and community atmosphere. Many commented that it felt safe, well-attended, and joyful—

"Cochrane is what home feels like."

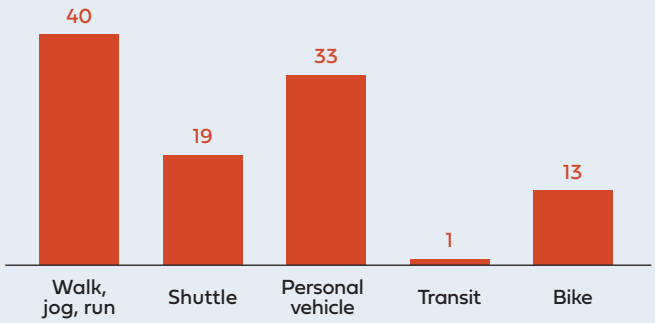
1 Did you attend the Canada Day celebrations at Mitford Park?



2 How did you find out about the Canada Day celebrations?



3 How did you get to the event?



Full survey responses are available in the following appendix A.

Data based on 98 responses.

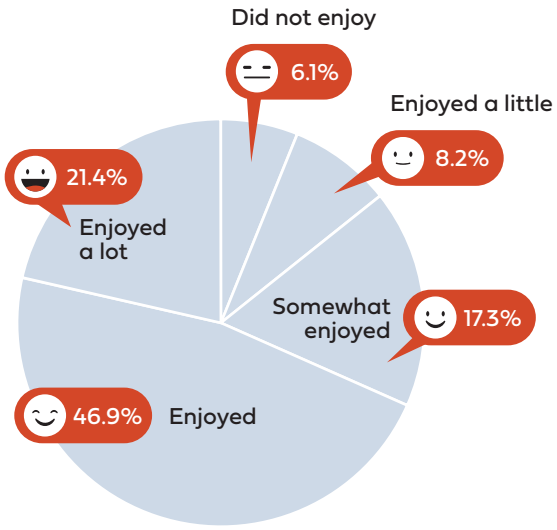
cochrane
HOW THE WEST IS NOW

What we Heard

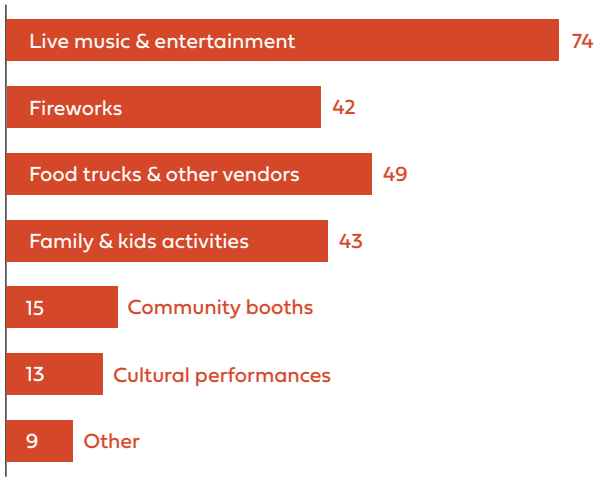
Canada Day Survey



4 How would you rate your overall experience?



5 Which activities did you enjoy the most?



6 Additional feedback on the event, the venue, or the day:

Celebration highlights included a **strong sense of community** with special focus on the efforts of the CAES team, lively entertainment (including Faber Drive and local performers), and a wide variety of engaging children's activities. These insights point to opportunities for improving accessibility, expanding the event footprint, and enhancing comfort and sustainability in future years.

- Mitford Park was seen as a fitting and vibrant venue.
- Concerns around extreme heat and limited shade, long lineups for children's activities and food vendors, and shuttle service inconsistencies.
- Attendees also shared mixed feedback on the beer garden, fireworks, and overall event layout, suggesting enhancements to inclusivity, seating, cooling areas, and communication.
- Requests included more diverse programming for different age groups, better parking or transit options, and greater cultural representation.

Full survey responses are available in the following appendix A.

Data based on 98 responses.

cochrane
HOW THE WEST IS NOW

Appendix A

Additional feedback on the event, the venue, or the day:

- What a great event! Thank you for providing it. Shuttles ran on time.
- A few more food truck options would have been nice to see. It was a great event overall. The CAES team is well organized and does a good job communicating with the public. So wonderful to see the community come out to celebrate.
- I think it's a shame that the beer garden wasn't open to families. Instead you got a lot of drunk people in there. People are usually behaving better when there are kids around too. And if not, that's a good reason to kick them out.
- I think there was a glitch with the firework display. It was a bit anticlimactic. There have been other years where it has been much better. We still enjoyed it though. We chose not to attend the rest of the day due to the heat.
- I would have liked a more energetic performance (I didn't see all of them so there's a chance the others were better...). The fireworks this year was quite short.
- Individuals in charge of the fall out zone or restricted area for the fireworks were unprofessional and rude. They gave poor directions and instructions. I was extremely disappointed with how poorly myself and my kids were treated. Very unwelcome. We won't be visiting Cochrane any time soon.
- Really needed more shade options. Would have stayed longer but even with an umbrella it was too much sun.
- The shuttles were not running hourly. We waited 2 hours at the bow Valley location. Then waited another hour at the park to get back. We ended up finding a ride home because we spent more time waiting for the shuttle than at the event. Poorly run and set up event.
- The shuttle service from fireside and bow valley was disappointing.
- We got to the the shuttle stop for 4:00pm and waiting until 5:15 until a shuttle came. Then on the way back the shuttle never showed up at the stop where the sign was we left around 7:00pm ended up using a taxi service. ... Well the kids events were done by the time we got there around 5:30 pm would have been nice for my little guy. With it being very hot we waited to go to the park later in the day when it was not as hot for my kids safety. Food trucks were also very overpriced:(was hoping being a small town there would have been a couple better deals for a large event.
- We tried to go but found crowds were overwhelming. Location no longer big enough to accommodate growing population. Parked on hiway for fireworks buy won't do that again either.

Appendix A

- Have more tables for people who do not go in the alcohol tent. When we got lunch at the food trucks with our 3 yr old we went to look for a table and there were none. Lady at alcohol tent moved us along as no kids were allowed. (That is understandable) but having 20 tables in the beer garden and 10 for general public seemed inadequate. Besides that a great day. See you next year :)

- Longer time period for activities. Couldn't get everything done within the allowed time frame for children with all the lines.

- Maybe a market or more activities for kids age 10yo

- As a grandma with preschool grandchildren, the lines were too long, and it would have been better to actually have a designated area for children 4 and under. Butterfield acres was good, but most of the family activities were geared to older children. Also when you say fireworks start at 11 pm they shouldn't start 15 minutes sooner as they did this year.

- The event was wonderful with a great turn out and amazing weather. If possible, it would be great to figure out how to speed up the lineups at the kids events. Perhaps having several face painting stations or limiting the face painting to a small item painted on the child's cheek. We waited 45 minutes for a very excited 4 year old to have his face painted. He was very patient, and the end result was spectacular. But that was a long wait. Meanwhile, other lines meant not being able to participate in some activities. Also, I know liquor and gaming rules apply, but it was awkward trying to enjoy a cool beverage with a baby and preschooler in tow. Adults had to take turns, sitting on either side of the fence. All in all, the event was very well organized. Thank you for the hard work!

- Such long line ups for the kids events, maybe there could be additional/ doubles in the case of lovely weather

- Fireworks should not be included due to the impacts on pets and people and potential fire risks. Alternatives like drone light shows and other forms of entertainment would be much better. Become more educated by researching the harms of fireworks on people and other animals.

- A few more places where you could cool down. Some shade would have been perfect as it was a hot day

- Venue good, beer Garden too small and no umbrellas for all tables. Event good Include photo booth, souvenirs such as flags, stickers, etc

- More shuttles for more neighbourhoods such as bow ridge / jumping pound. Bring back country acts like Emerson drive or George canyon.

- Great day with lots of happy faces! Thanks to CAES for all their work!

Appendix A

- For those who DON'T attend in person and want to see fireworks, please provide better clarity on the timing. Online details were conflicting, stating either 10:45 or 11:00. We saw some at ~10:45 which ended weakly and without a proper finale. We waited 5 minutes just in case, then everyone had dispersed. 10 minutes later we heard more when we were arriving at home. I could only assume the fireworks were split into 2 parts and we missed the second half. Other families with young kids can't wait around that late at night, just in case there's more to see. With clearer messaging, more residents can enjoy the festivities without disappointment. Thank you. PS - this form doesn't make sense when someone enters "No" for the first question. Other fields shouldn't be required.

- Need a parade

- The obstacle course was amazing my only criticism would be the line ups for the pony ride, the petting zoo was a much better option for the number of attendees.

- Busses ran on time Everyone did a great job There were people smoking in the beer tent and then they moved to the grass area. I have respiratory issues and the smoke really bothers me.

- Super well done, kids of all ages seemed to be having fun and it was in my opinion and very well put on event and one we can be proud of!

- I was surprised and disappointed at the lineups. They were everywhere!

- Don't change a thing. The kids love it. I like the predictability. Kids love the rcmp in uniform. The event felt safe!!!! Thank you! Cochrane is what Home feels like!

- The line ups are so long and some events closed while people were still waiting. For example, my daughter waited in line for 30 minutes just to be told the pony rides were closing and she couldnt ride. I would suggest adding cool down stations or places for shade as it's far too hot for babies and children to be exposed all day. We want to love this event but every year it's just too chaotic and the lines are so long we'dont feel like we can really take in the attractions the event had to offer.

- Lineups were too long. We opted to just enjoy the kids shows rather than stand in the heat and wait for a turn. May be good to charge a small fee for some of the attractions. Would be good to have a beverage only vendor. We stood in long lines at the food trucks just to purchase a few drinks. Overall it was a great event. The kids had fun and it brought the town together. Thank you!

- Events should be located all over town, not just one place. Fireworks should be more centrally located closer to SLS. Should not be forced to answer all questions.

- The fireworks truly sucked. They started early, they stopped midway, restarted and then there was no finale. What a total waste. Also - what kind of large park has NO PARKING. The planning in this town is abysmal.

Appendix A

- Great work! Amazing organization!!
- More shade areas due to heat
- I am a line dance instructor in Cochrane. We danced to some songs and, every time we did, people would run over to join us. I think including some opportunity for line dancing and maybe even a teach of an easy line dance for the audience would be an awesome addition to your program! Contact me if you would like to discuss further. chalmers999@gmail.com
- At the rodeo last year they had a "water station". Free giant water tank where you could fill your water bottles. Thought that would be a great idea to have at Mitford with it being so hot. Keep everyone hydrated and buying more water for a family can get expensive. We always drag huge water bottles but I still usually end up drinking all of mine. Also perhaps having bowls of water around for the dogs. They could be placed away from activities with some sort of signage though that people would know they were there. Thank you for a great event. We heard volunteers were in short supply so we will watch next year and see if maybe we can help out.
- Could have more live entertainment and vendors, otherwise a great job is being done.
- Fireworks were short.
- Consistent sound for performers on stage.
- No more fireworks, the area is too dry and fire risk is always high. Save money, less pollution, decrease fire risk
- Some shade would be nice especially with small children. Maybe some tents to eat lunch in
- The town has grown so much over the past years with families that children are waiting 40 mins in line to do a free activity. Many families would be happy to pay a small fee to attend the event so there could be more activities which would cut down on wait times and littles could do more activities vs having to pick only a couple because majority of the time are waiting in lines.
- That fellow MC has a dreadful voice. The Cochrane Sings group could not be heard above their music - they should have been on the stage with some microphones. We had to leave after about 3.5 hours due to the heat of the day, but I think all of the kids' events were incredible. Well done to everyone to make the day successful and enjoyable (other than the MC guy!). As well, the people designated to garbage did a wonderful job as well. Another hugely successful Cochrane party!
- Needed more umbrellas in the beer garden area.
- When it's so hot out it would be a nice addition to add some shade tents or misting area to cool down

Appendix A

- Need better music entertainment
- Didn't attend the events at Mitford but glad they were well attended and enjoyed. Chose to walk around historic downtown instead and was a bit heartbroken to see absolutely nothing going on. Realize that the effort and focus was Mitford but visitors and locals like us only saw a ghost town. Would have been wonderful to have entertainment in the plaza after the Legion event as a second option. I felt bad for a small business offering product samples as there was no one around to give them to, although they came prepared.
- Not enough to do. Shuttle service not on schedule. Was honestly pretty disappointed in the event overall
- PARKING IS A MUST!!! You can not rely on our transit system so we have to look at other options. The town should not be involved as they can't even run a transit system.
- Some cooling zone activities would be fun. Bring back archery tag and hold some funny Canadian style competitions eg. lumberjack or other.
- Thank you for bring in Faber Drive to perform they were great. I very much enjoyed the music playing along with the fireworks
- Shuttles took way too long for downtown stops by colt. Not enough shuttles running downtown. We waited at the station for 45 minutes after scheduled arrival time and no buses showed up. We ended up walking. And didn't even stay that long, as it was aimed at just for kids.
- How about we Celebrate Alberta day. 70 yrs old and I no longer feel Canada is something worth celebrating
- My kids love all the activities- but the line ups for some were tough! 45 min for the water bead guns etc. The ninja course was great because once you had checked in you could go back. That was awesome. Would be cool to have some additional shade structures set up. Kids not being allowed in the beer garden this year was not as great. Also half hitch was so much better - having gluten free (non beer) options. And just better beer in general. We missed them!
- My jaw DROPPED when I saw FABER DRIVE as the closing entertainment. A nostalgia surprise that I will forever be grateful for. My family showed up to the park at 7pm, and we discovered there really wasn't anything 'to do' besides the live entertainment. We recognize we likely missed a lot of booths or activities that likely took place earlier in the day, seeing that the rugby field area was empty. Anyways, for the time we were there, the entertainment & food trucks were perfect. Fireworks were fun! However, the stoppage for the fire definitely could have used a communicator that the fireworks *will* continue in a moment. Lots of people were beginning the traffic jams on their way out when the fireworks continued! Oops.

Appendix A

- Would love more for teens during the day. Since the Cochrane fair seems to be gone maybe midway rides on Canada Day? Also more shade for kids activities!! I know it's expensive but maybe a big tent for the horses, petting zoo and bouncy houses?

- Someway to cool off for the kids Sprinkler? Fire truck has been done in other community (based on availability of course). Water refill station on the grass area

- Maybe book timeslots for certain activities when you arrive to some of the longer booth lines (so you arent spending the whole day waiting you can go do somrthing else and come back for time). There was very little for my "older" kid to do. I have a 10 and almost 13 year old. Thirteen is still young enough that she wants to do some stuff with the family, but there wasn't much there. The henna was good for them. In previous years, they liked the ski jump and sharp shooting, but that wasn't there this year. Still fun though! Thanks

- Fireworks were very sad this year.

- My kids and I were there 5 minutes, they wanted to leave. We did not want to wait in line for an hour (or more) for face painting, games, bouncy castle or petting zoo/pony rides. There needs to be more people set up to man these tents as well as more game areas to sipurse the kids more. Fireworks for a work night are too late to stay at the grounds. From home we could hear but not see them, maybe doing them from elsewhere like on a hill where all of town can enjoy would be a nice addition rather than having to stay late with Littles.

- A lost and found booth. My kids misplaced items during the activities that were labeled but no lost and found spot to check. Maybe I missed it but a map showing where each activity was set up would be helpful

- Lines were pretty long for kids stuff. Maybe multiple face painting set ups staggered throughout would help.

- Additional activities needed for kids with the huge increase in people that are now attending. Love how the beer gardens was laid out this year - maybe more than 3 umbrellas would be nicer; especially with the blistering heat LOVE the music / local artists performing

- So enjoyable. The only thing I can think of is that having greater security presence moving forward given the many in the world during large gatherings.

- More First Nations dancing

- I'm always impressed! Good job!

- We're new to town, so it was great to be a part of such a lively day. We were only able to be there a couple of hours. We heard some GREAT BANDS!

- A few more garbage cans would have helped