

# REQUEST FOR DECISION

## SUBJECT

2026 Lemonade Day

## RECOMMENDATION

**That Council for the Town of Vermilion participate in Lemonade Day 2026 and provide a \$500 cash donation to Community Futures Lloydminster & Region to support the initiative as well as a gift-in-kind by participating as judges on Lemonade Day.**

## BACKGROUND

Lemonade Day was founded on an important American principal that entrepreneurs take risks, believing they can realize their dream if they work hard, take responsibility and act as good stewards of their resources. Today's youth – at the national and international level – share that optimism but lack the life skills, mentorship and real-world experience necessary to be successful. Founder Michael Holthouse had a vision to empower today's youth to become tomorrow's entrepreneurs through helping them start, own and operate their very own business...a lemonade stand.

Since its launch in 2007 in Houston, Texas, Lemonade Day has grown from serving 2,700 kids in one city to 1 million children in 80+ licensed markets in the United States, Canada, Bermuda, six U.S. military bases, and growing. Lemonade Day sparks the spirit of entrepreneurship and empowers youth to set goals, work hard, and achieve their dreams.

Community Futures Lloydminster and Region have been offering the Lemonade Day program in our region since 2021. Their involvement is part of a greater collective effort of multiple Community Futures offices (14 offices) across Northern Alberta to deliver this program to 58 communities. In our region, the program is offered in Lloydminster, Kitscoty, Marwayne, and Vermilion. Registrations among our 4 communities have ranged from 60 to 92 over the past four years with an average year seeing about 30 lemonade stands setup across the region.

The foremost objective of Lemonade Day is to empower youth to take ownership of their lives and become productive members of society – the business leaders, social advocates, volunteers, and forward-thinking citizens of tomorrow. Along the way, participants learn the skills for running a Lemonade stand – budgeting, profit-making goals, serving customers, repaying investors, marketing, operations and giving back to the community.

Community Futures Lloydminster and Region fund's the administration, and licensing expenses related to the delivery of the program across the region. Additional sponsorship from businesses, municipalities, and partnering organizations support expenses for prizing, participant supplies, and marketing.

Since its inception in our region the Town of Vermilion has participated in Lemonade Day, provided a \$500 donation to the programming each year, mock business licenses to the Vermilion participants and have had Mayor and Council host and judge the Lemonade Stands on the day itself.

## **IMPLICATIONS**

Lemonade Day is empowering the youth of our community today to be the leaders of tomorrow. The program inspires kids to go beyond the status quo. There is a level of independence and self-determination gained from Lemonade Day's lessons coupled with igniting the entrepreneurial spirit of our children. A donation to Lemonade Day will assist with providing materials, resources and support for the children participating.

If Council would like to proceed with an annual recurring contribution, administration will make note of this direction and include a contribution in the 2027 and future year budgets, subject to approval through that process.

The contribution of \$500.00 has been budgeted for in 2026 under economic development.

## **OPTIONS**

THAT Council for the Town of Vermilion participate in Lemonade Day 2026 and provide a \$500 cash donation to Community Futures Lloydminster & Region to support the day as well as a gift-in-kind by participating as judges on Lemonade Day.

OR

That Council for the Town of Vermilion participate in Lemonade Day 2026 and provide just a gift-in-kind by participating as judges in June on Lemonade Day.

OR

That Council for the Town of Vermilion do not participate in Lemonade Day 2026 and receive the funding request from the Community Futures Lloydminster and Region as information.

## **STRATEGIC PLAN ALIGNMENT**

Relationships: Engagement – Prioritize two-way engagement with our residents and businesses.

## **ATTACHMENTS**

1. 2026 Lemonade Day Request