



# REQUEST FOR DECISION

Meeting: November 25, 2024

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## Willow Creek Brewery - Letter of Support

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### **DESCRIPTION/BACKGROUND:**

The Willow Creek Brewery, which will be located 8km West of Claresholm, is moving ahead with their project, which will be an agri-tourism destination, complete with a brewery, campground and sleeping pods, outdoor theatre, picnic, area, snack shack, playgrounds, paths and ponds. Their goal is to create a high-quality family experience and tourism destination in the area.

To support this, they are working on submitting a grant application through Alberta Tourism Product Development Program. The purpose of this program is to assist entrepreneurs in developing or diversifying a new or existing tourism product, experience or service. The Willow Creek Brewery has received a development permit from the MD of Willow Creek to begin development of Phase 1, which is the campground.

### **DISCUSSION/OPTIONS:**

Willow Creek Brewery has already submitted an expression of interest which has been accepted for the Alberta Tourism Product Development Program, now they are just working on submitting their formal application. One of the requirements of this submission is to include letters of support for the project. Willow Creek Brewery has asked Town Council to provide a letter of support.

### **RECOMMENDED ACTION:**

At the Economic Development Committee meeting on November 18th, the committee made a motion to provide a letter of support to the Willow Creek Brewery for their application to the Alberta Tourism Product Development Program.

### **PROPOSED RESOLUTIONS:**

Moved by Councillor \_\_\_\_\_ to instruct administration to create a letter of support for the Willow Creek Brewery's application to the Alberta Tourism Product Development Program, to be signed by Mayor Brad Schlossberger.

### ATTACHMENTS:

- 1.) Draft Letter of Support
- 2.) Willow Creek Brewery Overview

### LINKS:

- 1.) <https://industry.travelalberta.com/programs-and-services/apply-for-grants/product-development>

PREPARED BY: Economic Development Coordinator, Ali Hemmaway

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APPROVED BY: CAO, Abe Tinney

DATE: November 20, 2024

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