

November 26, 2024
Town of Claresholm
111 55 Ave W
Claresholm AB, T0L 0T0

To Whom It May Concern,

On behalf of the Town of Claresholm Council, I am pleased to provide this letter of support for the Willow Creek Brewery. This project is poised to be a transformative addition to our region, fostering significant economic growth and enhancing the area's tourism appeal.

The Willow Creek Brewery, located 8 km west of Claresholm, will transform the historic Water Treatment facility into a bistro-brewpub alongside a family-friendly campground and other amenities. These thoughtfully planned features will create a unique agritourism destination that connects visitors with nature while showcasing the scenic Porcupine Hills and surrounding landscapes. This development is expected to attract a wide range of visitors from Alberta, across Canada, and internationally.

The project will generate meaningful economic benefits for the Claresholm region. During construction, it is estimated to engage 15 local contractors and up to 50 workers, with ongoing operations providing stable employment for at least 10 local residents. Furthermore, the 40,000 to 45,000 annual visitors projected to visit the site will also contribute to the local economy by patronizing businesses in Claresholm.

This year-round destination aligns with the Town of Claresholm's commitment to promoting sustainable growth and positioning the region as a vibrant hub for tourism. The project supports Town Council's Mission of offering quality family living and encouraging economic prosperity through innovative and progressive thinking, as well as our strategic goals by enhancing the area's appeal and driving economic opportunities that benefit both residents and visitors.

We commend this innovative initiative and look forward to the positive impact it will have on our community and the broader region.

Sincerely,

Brad Schlossberger
Mayor
Town of Claresholm