

**Vision** To be the community of choice, leading to a thriving and diverse Claresholm

**Mission Statement** We will offer family living and encourage economic prosperity through innovative and progressive thinking

# Core Values

**Community Pride**

We take pride in our organization -- in its people, and in the many groups, business and organizations that make it a community. Organizationally, we take pride in the quality and variety of services we provide and the facilities we maintain. We are proud of all that Claresholm has to offer, and whenever possible, we will work to improve and enhance our community.

**Healthy, Active Living**

The Town of Claresholm will enhance the lives of our residents by supporting Town recreation services and community safety and wellness programming, and by assisting community groups that provide similar services.

**Diversity**

We recognize and respect the diverse needs of our residents and different sectors of our community. We will seek their input and engagement and grow together.

**Forward Thinking**

We will plan for the future. We will comply with provincial legislation and understand municipal best practices as we challenge conventional ways of conducting the community's business, managing its finances, and delivering services to our community.

MULTI-YEAR		Assigned to	Update on Progress
POLICY & PLANNING			
3 Year Operations and 5 Year Capital Plan			
	Revise 3 Year Operations Plan and 5 Year Capital Plan	Jennifer	The 3-Year Operating and 5-Year Capital plans will need to be updated in 2025. The 2025 Interim and Capital Budgets were approved in December 2024.
Community Center			
	Work with Community Centre Association to secure funding and facilitate accessibility and front entrance upgrades	Jace/Tara	Construction has begun and is expected to be completed by the beginning of April.
Stormwater Infrastructure			

<b>MULTI-YEAR</b>			<b>Assigned to</b>	<b>Update on Progress</b>
		Finalize and Approve Engineering	Jace	Complete
		Secure grant funding for Phase 2	Jace	There is no competitive grant funding available for this project. Council has provided funding through the Community Canada Building Fund and Water and Sewer Utility Reserves. This is a focussed priority of Council. Road crossing is complete, and construction for this entire project is 98% complete, with some minimal sidewalk and curb work remaining.
<b>ECONOMIC &amp; COMMUNITY DEVELOPMENT</b>				
<b>Support the EDC</b>				
		Provide Operational Budget for EDC	Council	Approved through 2025 budget - includes funding for Economic Development and Community Engagement Coordinators.
		Update Economic Development Committee Business Plan	Economic Development	EDC Stratgic Plan has been finalized and approved by the committee, as well as by Council. EDC priorities and activity are aligned with Council's Strategic Plan.
<b>Ensure Town is Development Readiness in Areas of Residential, Commercial and Industrial Development</b>				
		Ad Hoc Committee to Address:		
		Residential, Commercial and Industrial Development Best Practices (Including MCC and PPP)	Abe	Council has approved the Enabling Housing Divesity best practices report. The CDC met in September with a private sector agricultural entity to discuss a joint economic development project with the MD.
		Consider Residential Development in Tax Incentive Program	Tara	Bylaw 1741, Residential Tax Refund Bylaw was passed by council on August 15th, 2022. Town is sharing and promoting the bylaw with potential developers, including the developer at parade staging, Tamarack, Prairie Shores, etc.

<b>MULTI-YEAR</b>			<b>Assigned to</b>	<b>Update on Progress</b>
		Sell and Develop Town-Owned Land	Abe/Tara	Council has approved servicing infrastructure for 2nd St. East and Patterson Heights to service Tamarack Subdivision. The Town has sold over a dozen industrial or residential lots during its term. Pine Place Lots sale price has been set and are now for sale. The Town has one residential lot for sale on Westlynn that was used for the new stormwater line.
		Explore Diverse Housing Opportunities (Housing Assessment)	Abe/Tara	Housing construction is currently underway at Tamarack -- R1 dwellings and town-housing. Apartment building Phase 1 approved, no indication when construction will start. Council has approved North Point ASP and Evolution ASP. Both ASPs have R1 and R2 zoning to accommodate diverse housing opportunities. Administration continues to approve residential development permits.
		Continue to work with landowners where Area Structure Plans exist (Starline Business Park, Prairie Shores)	Tara/Economic Development	Claresholm has five approved ASP (Prairie Shores, Starline, Southwest and North Point and Evolution). Administration stays in contact with North Point and Evolution land owners on development opportunities, waiting to assist. Administration also fields calls and works with groups interested in Prairie Shores (north of the elementary school).
<b>Explore Value-Added Industry Opportunities</b>				
		Continue Membership in Economic Developers of Alberta, Alberta SW and South Grow Regional Initiatives	Council	2024 memberships provided via operating budget. The future of REDA provincial funding is uncertain however, as REDAs have been informed that future funding will be project based (as opposed to operational). Council applied to two projects through Alberta SW -- a shared energy management officer and a regional housing initiative. Both endeavours were unsuccessful. Administration was recently involved with Southgrow strategic planning interviews.

<b>MULTI-YEAR</b>			<b>Assigned to</b>	<b>Update on Progress</b>
		Explore FDI in 1-2 Industries from 1-2 Countries	Economic Development	Economic Development department has completed Community Profile through a partnership with Alberta SW ( <a href="https://www.claresholm.ca/business/community-profile">https://www.claresholm.ca/business/community-profile</a> ). The profile will market the community to potential business and investors. Administration has recommended two candidates for the Rural Entrepreneurial Immigration program (foreign businesses interested in coming to Claresholm).
		Research Value-Added Agri-Food Examples in Neighbouring areas (Lethbridge, Taber, Calgary)	Economic Development	Canada's Premier Food Corridor has successfully attracted the food processing industry. More work required in this area.
		Explore opportunities in greenhouse farming and speciality agriculture	Economic Development	Administration has responded to a provincial greenhouse site-selection request. The Town and M.D. have provided a joint response/expression of interest.
<b>Explore Business Attraction Incentives</b>				
		Adopt Progressive Incentives for Private Development and Re-Development of Commercial and Industrial property	Economic Development	Council approved the small business improvement loans program with Community Futures.
		Consider other Incentives (land, utilities and recreation benefits)	Economic Development	Nothing new to report, however.
		Provide Expertise and Resources to Investors	Economic Development	Working on enhancing the webpage and updating resources for investors and potential business owners. The Town has submitted a Small Community Opportunity Grant to assist with website redevelopment.
<b>Business Improvement Programs to Promote Downtown Business Retention, Expansion and Revitalization</b>				
		Community Futures Small Business Loan Program	Economic Development	Adopted Community Futures Business Improvement Loans program in partnership with Chamber of Commerce.
		New Business Start-up Grants	Economic Development	This service is coordinated through Community Futures SW. Town staff met with Community Futures SW to discuss their services and will be coordinating work with them.

<b>MULTI-YEAR</b>			<b>Assigned to</b>	<b>Update on Progress</b>
		Façade Improvement Grants/Loans	Economic Development	This service is offered through Community Futures SW and the Town of Clareholme.
		Focus on annexed land and vacant properties in downtown core and highway corridor	Economic Development	Continue to assist development inquiries as they are received. Council approved annexation on west side of Town, providing more land for residential development within the Town's boundaries.
<b>Sound, Responsible Governance</b>				
		Ensure ongoing public participation	Karine/Abe	Council has approved Coffee with Council schedule. Council has also held two ASP Open Houses. Council has also approved two public participation plans, which include public engagement on Town communications and reserve funding for Recreation and Cultural facilities. Administration is compiling final reports for the participation plans.
		Develop Communications and Public Engagement Strategy	Karine/Abe	Administration actively assessing current communication and engagement strategies, and recommendations for improvement. Council has approved a Public Participation Plan to engage the community on Town communications. This is a focussed priority of Council.

<b>MULTI-YEAR</b>			<b>Assigned to</b>	<b>Update on Progress</b>
		Continue to review and update Administration and Council policies.	Abe	The Administrative Services Committee met in May 2024 and recommended the Flag Policy, and recommended the Hiring Policy and Taxi Token Policy for approval. Council approved these policies in May. Council recently updated Cemetery and Traffic and Highways bylaws.
		Address legislative changes in a timely fashion	Abe	Any legislative changes to statues, acts and regulations that affect the Town are updated as required.
<b>PARTNERSHIPS, COLLABORATIONS, RELATIONSHIPS</b>				
	<b>Build Government Relations at All Levels</b>			
		Look for opportunities to collaborate	All departments	ICF Bylaw updated in October 2024. Council is currently reviewing the Intermunicipal Emergency Services agreement between Claresholm, Nanton, Stavely, Fort Macleod and MD Willow Creek.
	<b>Strengthen Stakeholder Relationships</b>			
		Encourage presentations to Council, visit organizations to build relationships and have a presence in the community	Council	Ongoing - delegation policy is working as Council has been receiving delegations throughout the year.
		Develop relationships with Land Developers in order to progress on residential development	Economic Development	Administration is ready to assist two ASP landowners.
	<b>Relationships with AHS and Other Service Providers</b>			
		Enhance Relationships with AHS and Advocate for this industry where possible.	Council, Staff	Council Carlson has volunteered to be a municipal representative on the Alberta Health, Advisory Councils Secretariat
<b>VIBRANT COMMUNITY, QUALITY OF LIFE</b>				
	<b>Housing</b>			

<b>MULTI-YEAR</b>			<b>Assigned to</b>	<b>Update on Progress</b>
		Complete Housing Needs Assessment	Economic Development/FCSS	This document was approved by Council on May 8, 2023. Community Development Committee has reviewed and sent zoning and planning recommendations to MPC. MPC did not impliment any as they felt they the recommendations were not beneficial. Administration has shared the report with various developers to provide leverage for grant opportunities. This is a focussed priority of Council.
		Once Assessment is Complete, Explore how to leverage results and integrate with future housing developments	Economic Development/FCSS	As noted above, the Town was successful with a consulting grant that will provide consulting to the Town on how to build on Housing Needs Assessment findings.
<b>Improvement of Parks</b>				
		Revise Recreation Master Plan to Identify Priority Areas	Denise	Recreation personnel had initial conversation on revising the Master Plan. The recreation manager and CAO have met to discuss incorporating Council Strategic plan into the Recreation Master Plan. Work is ongoing.
		Pursue Grant Funding for Pathway and Park Expansions	Denise	Administration is actively pursuing grant opportunities.
<b>Plan Events and Activities that Vitalize Claresholm</b>				
		Economic Development to Coordinate Meeting amongst community groups to ensure resource and knowledge sharing	Economic Development	Adminsitration has coordinated community event meetings, bringing various community groups and volunteers together to plan large community events. Recent meetings have focussed on Winterfest.
		Promotion of Parks Through Town Videos	Denise	No updates
		Maintain and Enhance Current Programming	Denise	Administration applied for grant funding for summer programming assistant. The Town was not successful.
		Planning for Town Event Sustainability	Abe	Council has approved budget and structure for community events staff. Recreation manager position was restrctured to provide increased assistance and redundancy for community events.