



INFORMATION BRIEF

Meeting: March 24, 2025

SCOP Grant Application Approval – Website Updates

DESCRIPTION:

The Town of Claresholm has successfully secured funding through the Small Communities Opportunity Program (SCOP) for website updates aimed at enhancing economic development and tourism. The grant amount received is \$26,775 which funds 90% of the project, with the Town's contribution being 10% at \$2975. These funds will cover two years of the website, allowing us to try out various features and assess which are needed by residents, as well as costs associated with promotion of the website and updated photos and media. This grant will allow the Town to implement a more accessible, visually appealing, and user-friendly website platform to better serve residents, businesses, community groups, and visitors.

Administration will work with the selected provider, Loop, and other stakeholders to implement the website updates in accordance with the approved budget and project scope.

BACKGROUND:

The SCOP grant provides financial assistance to small communities to build capacity in agriculture, small business, and local economic development. The application was submitted following Councils motion on November 25th, 2024 to support the proposed website updates project.

Administration reviewed and compared a handful of companies and selected Loop as the best fit to meet all our needs regarding use and accessibility, ease of updating and maintaining, look and branding, features, and cost.

A new website platform with Loop will allow us to easily customize and enhance the accessibility and attractiveness of pages to keep things up to date and provide essential information for quality of life for residents and business owners. It will also allow us to adapt the website to reflect changing economic development priorities and improve service delivery for residents and businesses.

ATTACHMENTS:

- 1.) Grant Approval Letter

APPLICABLE LEGISLATION:

- 1.) none

PREPARED BY: Ali Hemmaway – Economic Development Coordinator

APPROVED BY: Abe Tinney – CAO

DATE: March 18, 2025
