



REQUEST FOR DECISION

Meeting: April 14, 2025

Look Ahead Consulting Proposal

DESCRIPTION/BACKGROUND:

Anna Look of Look Ahead Consulting has offered a proposal consisting of research, workshops, and Economic Development Team coaching to enhance our ability to fuel economic growth through tourism and events. Her proposal aims to increase visitor spending, grow event attendance, boost business participation in tourism initiatives, measuring economic impact, strengthen stakeholder collaboration, and enhance Claresholm's brand awareness. Key considerations include assessing return on investment, feasibility of tracking KPIs, and leveraging external resources. These goals would be implemented through an initial stakeholder discovery calls with key business owners and members of the Economic Development Committee, as well as other stakeholders such as the Chamber of Commerce, a half-day Economic Development Team Coaching, and a workshop including relevant site tours. The Economic Development Committee reviewed the proposal and supports the project. They made a motion on March 17th to refer the proposal to council for decision. The Town has performed some initial background checks on Look Ahead Consulting and we received very positive reviews of their services and deliverables.

QUOTE:

Workshop design, research, and asset preparation:	\$4,500
Workshop Delivery, Travel, site tours (2-hour workshop, half-day tam coaching, 2-hour debrief):	\$5,200
Claresholm team research and background calls:	\$675
Total:	\$10,375

DISCUSSION/OPTIONS:

In initial conversation with Look Ahead Consulting it was apparent that many of her suggestions are things that Claresholm is already working on or has implemented, and the Economic Development Team is already rolling out added tourism and event initiatives, as well as launching the website updated project with the aim of increasing tourism and event collaboration and awareness and economic development impact. This indicates that we are on the right path, and that this proposal may be better implemented once current projects have concluded, to get a clear perspective on how to improve.

Additionally, this would be an out of budget expense, however a new intake for the NRED grant will open in the fall, which would be a good fit for this proposal as project types under this grant include planning, training, and marketing. Other communities have received funding for tourism workshops, planning, and projects including Okotoks, Kananaskis, Two Hills, and Rocky View County in 2024. The SCOP grant could be a good fit for this project as well as eligible projects include those that market and promote rural tourism and a new intake will open in the fall as well. Grant funding could also be used towards implementing the outcomes of the proposal and training to ensure economic impact and deliverables.

In talking with provincial economic development/support staff, they suggested that this is a good fit for the Chamber of Commerce and that they could apply for grants to implement the proposal and related tourism and downtown revitalization initiatives, with the potential of creating a grant funded position within the chamber to carry out this project. The Chamber feels that this aligns with their current initiatives and goals and would be on board to pursue this pending their board's approval.

PROPOSED RESOLUTIONS:

Moved by Councillor _____ to hire Look Ahead Consulting to implement the Look Ahead Consulting proposal, as an out of budget expenditure.

OR

Moved by Councillor _____ to instruct administration to seek out and apply or assist in applying for grant funding for the Look Ahead Consulting proposal and related project deliverables.

ATTACHMENTS:

- 1.) Claesholm Events and Tourism Proposal Look Ahead Consulting

APPLICABLE LEGISLATION:

- 1.) None

PREPARED BY: Ali Hemmaway – Economic Development Coordinator

APPROVED BY: Abe Tinney – CAO

DATE: April 10, 2025
