

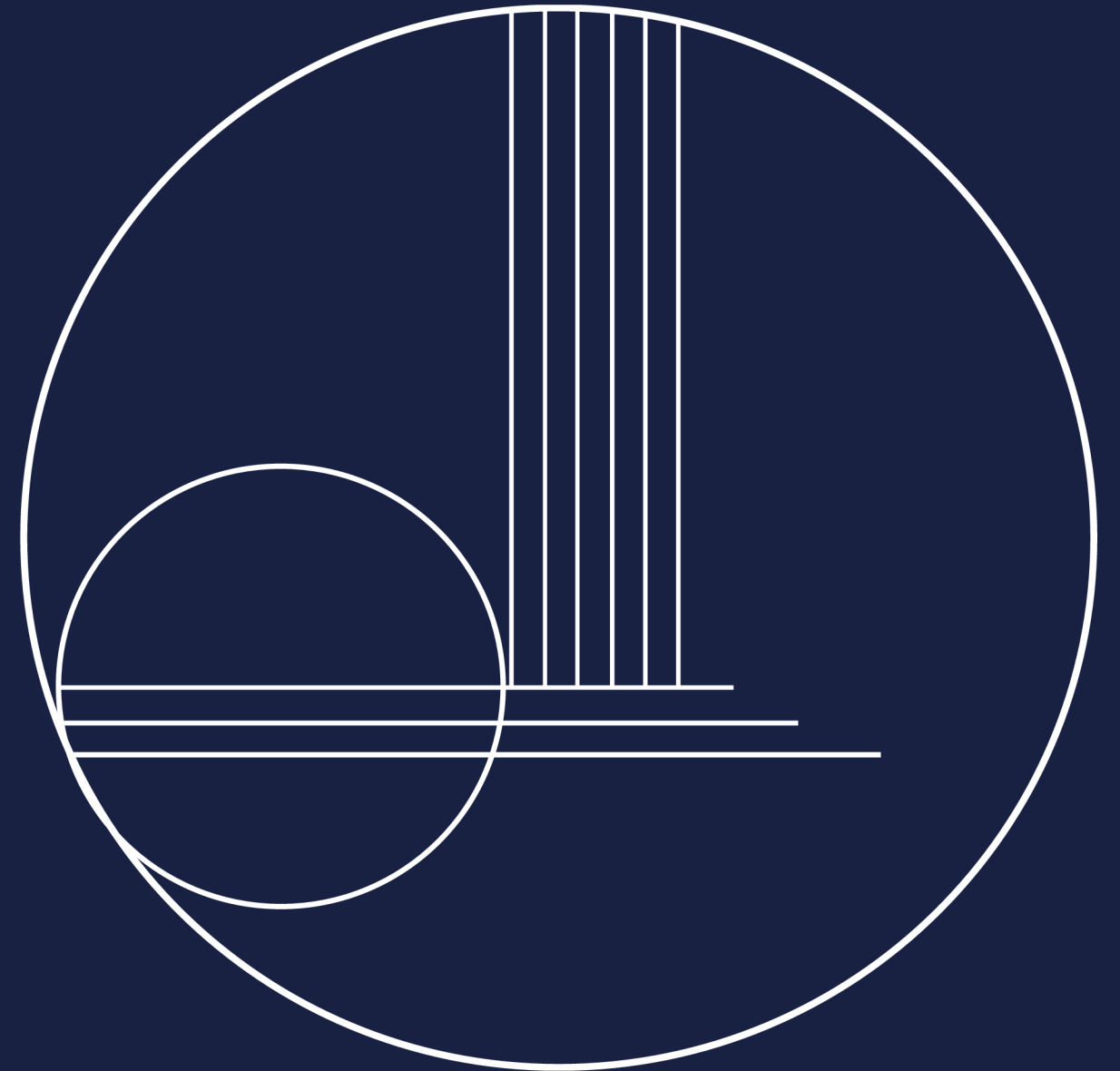
TOWN OF CLARESHOLM,

ECONOMIC GROWTH FUELED BY TOURISM AND EVENTS

Q1, 2025

Proposed by: Anna Look

LOOK AHEAD
consulting



OVERVIEW

Claresholm is at a pivotal growth stage, with a strong focus on expanding its tax base through business growth, talent attraction, and increasing its resident base. It has established an ongoing strength in its immigration program, fostering a welcoming environment for new Canadians.

The town hosts high-quality events and wants to attract a wider audience, particularly decision-makers outside the community. Tourism growth can be fueled by foundational industry principles, more precise outcome measurement, and exploring new collaborations and partnerships. Strengthening engagement with tourism industry networks and expanding relationships within Alberta's tourism sector will be key to long-term success.

Tourism and events can be a strategic tool to support Claresholm's economic development aspirations by drawing travellers off the highway, showcasing the town's strengths, and aligning with southern Alberta's key sectors. This project presents an opportunity to engage town council and the economic development committee with fresh insights into how tourism can drive investment, business growth, and community vibrancy. Strengthening industry connections and expanding networks will enhance both tourism and economic success, ensuring a more coordinated and impactful approach.

Look Ahead Consulting (LAC) is pleased to provide this proposal, outlining a coaching and workshop format to address these priorities and support Claresholm's tourism and economic development efforts.

PROJECT PHASES

To the right, I have outlined the steps to deliver an actionable and tailored approach to the current needs of Claresholm.

ONE

STAKEHOLDER DISCOVERY CALLS

Based on recommendations from the Claresholm team, discovery calls will be conducted to introduce themes and provide background research.

TWO

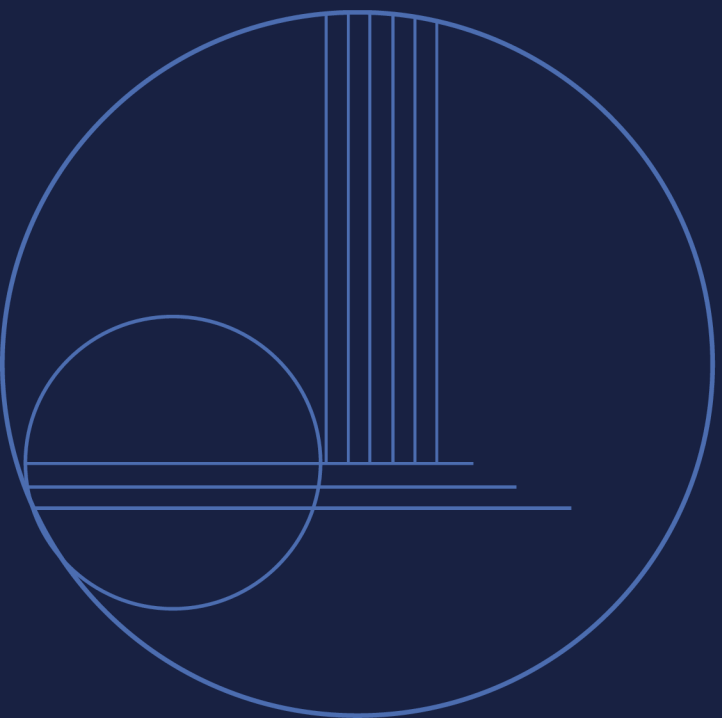
ECONOMIC DEVELOPMENT TEAM COACHING

Based on the topics to be covered in the workshop, we will work on barriers to success and create a tailored approach.

THREE

WORKSHOP DELIVERY

Following discovery process a co-created workshop to demonstrate the power of tourism and events to drive economic development ambitions will be delivered.



Phase One: Discovery call process

- The Claresholm team will recommend 2-3 business owners to participate in discovery calls. Following a debrief consultation, a further 2-3 calls with members of the Ec Dev Committee will commence. Key themes, concerns or opportunities will be collated and used to frame out the larger Economic Development Committee and Town Council workshop agenda.

Phase Two: Economic Development Team Coaching

- Meeting the team in person for a half-day working session before the evening workshop will provide further insights into the opportunities and challenges this team is navigating.
- Recommendations for personalized approaches will be brainstormed for each team member, and sharing of collective knowledge will be used to create a foundation for success in 2025 and beyond.



Phase Three: Workshop Delivery

- While in Claresholm, I will work with you to take relevant site tours and learn more about the town.
- Since completing my Regenerative Destination Management course through the Global Destination Sustainability Movement in December 2023, I have created guidelines to work through with my clients when hosting in-person events. Please see, the separate guideline attachment in preparation for the workshop.
- The guidelines ensure that all events will leave your town in a better place than when we started. Each event is a unique, hands-on opportunity for learning regenerative practices.
- The guidelines will cover the following topics, and the ethos will be communicated to the participants:
 - Venue, Transportation and representation
 - Procurement and Food & Beverage
 - Energy, water and Waste
 - Measurement Impact and Communication
- All slides and speaking notes will be provided after the event to share with participants.
- A feedback form will be circulated for anonymous feedback after the event for future improvements.



THE TIMELINE

This proposal on based on a start date of March 3, 2025, with a completion date in Q1, 2025.

1

Workshop Research & Team Coaching

Mar 3-16, 2025 research phase.

Tentative date of half-day team coaching afternoon of 17th March .

2

In-Person Workshop

Evening workshop, Mon March 17th, 2-hours

Post-workshop debriefs and wrap-up team coaching, Tuesday, March 18th morning session.

QUOTE – INVESTMENT AND EXPENSES

PHASES

PRICE

Workshop design, research and asset preparation	\$4500
Workshop delivery, travel, site tours (2-hour workshop, half-day team coaching, 2-hour debrief)	\$5200
Claresholm team research and background calls	\$675
Total	\$10375

All quoted rates are subject to 5% GST and payable within 30 days of invoicing. Project payment will be invoiced based on a 25% deposit at the time of commencement, and the remaining balance after the workshop is delivered.

Expenses for accommodation, meals and transportation (mileage per diem) will be additional.

Please note that with this purchase, Look Ahead Consulting will sponsor one student to take the Sustainable Conferences course hosted by [the Sustainable Events Forum](#).

WHY ANNA?

Anna is a business event and tourism professional with European and Canadian expertise. She studied for her career at the University of Brighton in the UK and subsequently worked for international tour operators Thomas Cook and Cosmosair group before emigrating to Canada in 2005. British Columbia was her home for the first eight years, honing her sales and product development skills within BC's competitive ski market. In 2014, adopting Edmonton, Alberta, as her home, she headed up Explore Edmonton's Business Events team for eight years, transforming the sales and event attraction approach to a strategic, economic sector-focused machine. Successful through collaboration with Edmonton's economic development agency, its top post-secondary institutions, and its thriving tech-driven Start-Up ecosystem. A big-picture thinker, connecting the dots often others don't see, linking information, people, and backgrounds to navigate the way.

Anna understands the need for events to be positioned as catalysts for long-term social, environmental, and economic benefits for the host communities she serves. By formulating strategic alliances in and outside the visitor economy, she is developing intellectual capital and knowledge networks and aligning with government priorities to build intrinsic economic development opportunities. The business events industry is her passion, leading her to launch Look Ahead Consulting in 2022.

Anna looks forward to guiding Claresholm and its stakeholders as they build out their Tourism and Events strategy to drive economic growth and strengthen team capacity.



ANNA LOOK