



# INFORMATION BRIEF

Meeting: April 28, 2025

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## Claresholm & District Museum Grand Opening Spring Festival

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### DESCRIPTION:

Grand Opening Spring Festival – May 24th, 11:00 AM – 3:00 PM at the Claresholm & District Museum

The Claresholm & District Museum is thrilled to host our Grand Opening Spring Festival on Saturday, May 24th from 11:00 AM to 3:00 PM—a celebration of new beginnings, community, and creativity.

We'll kick off the day with a Special Announcement unveiling the exciting expansion of our gift shop, now located inside the museum. Over the past year, we've been hard at work reimagining this space to better reflect our town's identity and provide visitors with a meaningful shopping experience that complements the museum.

The new gift shop will feature a vibrant collection of Claresholm-themed merchandise, including town-branded swag, custom-designed mugs, coloring books, and kids' clothing. We're proud to showcase the talents of local artisans whose products align with the museum's charm and heritage. These include:

- . A custom Claresholm-scented candle created in collaboration with a local candle company
- . Handcrafted patchwork quilts by local quilters
- . Claresholm-inspired coffee blends
- . Original prints and artwork
- . Alberta-themed merchandise
- . Indigenous jewelry and natural skin products

And for our younger visitors—and the young at heart—we're bringing back a little nostalgia with an old-fashioned candy section and a wide selection of glass-bottled sodas. We envision kids riding their bikes down to the museum, picking out some treats, and relaxing on the front porch with a fizzy pop in hand.

This revitalized space isn't just a shop, it's a new destination in town. It offers something for everyone, supports local makers, and contributes to ongoing fundraising efforts for future museum expansions.

Join us for a day of fun, celebration, and community pride as we bring new life to a beloved local space.

## **BACKGROUND:**

The Claresholm & District Museum, in partnership with the Town of Claresholm's Engagement Coordinator, is excited to launch a rebranding initiative that transforms the tourism information center within the museum into the new Town Information Center. This project aims to raise awareness that this space is much more than a museum, it's a welcoming stop for travelers and a resource hub for locals and visitors alike.

The Town Information Center offers convenient amenities such as RV parking, public washrooms, and a wide array of helpful information about Claresholm—including local restaurants, maps, community events, and our new Stay and Play packages that feature exclusive deals for visitors.

In response to frequent requests from past visitors about where to find local products or a town-themed souvenir, this rebrand also includes the exciting addition of a curated gift shop experience. Guests will now find locally made items, regional products, and unique gifts that reflect the heart of Claresholm.

## **DISCUSSION/OPTIONS:**

We would be honored to invite you to join us at the Claresholm & District Museum's Grand Opening Spring Festival on Saturday, May 24th at 11:00 AM, as we unveil an exciting new chapter for our museum and tourism center.

To mark the occasion, we will be holding a special Ribbon Cutting Ceremony to officially open the doors to our newly expanded gift shop and rebranded Town Information Center. This event represents more than just a new addition, it's a celebration of community, creativity, and our shared commitment to showcasing all that Claresholm has to offer.

We deeply believe that the Museum and Town Information Center is a hidden gem in our community, one we hope more people will come to know, use, and love. Your presence at this event would be a meaningful show of support and would help highlight the value of this space to both locals and visitors.

We would be thrilled to have you there as we kick off this new season together. Thank you for your continued support, we truly hope you can join us!

PREPARED BY: Megan McCLung – Engagement Coordinator

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APPROVED BY: Abe Tinney – CAO

DATE: April 25, 2025

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