



REQUEST FOR DECISION

Meeting: September 22, 2025

SUN COUNTRY RADIO AD INITIATIVE

The Economic and Recreation departments have been working with Sun Country for event advertising during the 2025 year. They currently have a promotion for advertising that can be done on an annual basis.

ANNCR: *Where Community Takes Root.. this is Claresholm Calling*

VOICE: *Experience true western hospitality in a town with deep roots in agriculture and ranching. Tour the museum, see the iconic water tower, and historic murals. Claresholm. Wide open spaces and friendly faces.*

The script above can air 4 times a day on 99.7 Sun Country at **8:20am, 10:20am, 4:20pm, and 8:20pm.**

We are offering The Town of Claresholm the opportunity to own these slots and customize the creative on a seasonal basis. The commercials that air adjacent to the Claresholm Calling feature are available exclusively to Claresholm businesses.

Summary: 1456 commercials @ \$2.74 each

Actual annual value: \$43 680

Your cost: \$4000 (Billed annually in September)

DISCUSSION/OPTIONS:

The Economic Development Committee discussed the proposal and listened to sample Ads for Town events and carried a motion to proceed with the campaign as an out of budget expenditure to be funded through Economic Development reserves. The feedback received from the previous ads was great, they have provided the analytics on how many people heard, how far the ad was reached, how many people clicked on the website links provided as well. Council would be required to decide on budget allocation (options below).

1. Currently there is just over \$14,000 in the Ec. Dev. Reserve account.
2. Within budget is a deferred project for wayfinding signage at \$6000. The project is on hold as the half completed signs we are unable to find a contractor who is willing to take over the project. The \$4000 could be re-allocated from that project to the Ad campaign.
3. The Economic Development Department is investigating grant potential for business support and tourism initiatives as well. The ad campaign could potentially be postponed until grant funding could be applied for. This campaign would fit the criteria of the grant and create another deliverable for business and tourism support, but it would postpone the project until 2026 (upon award of the grant).

PROPOSED RESOLUTIONS:

Moved by Councillor _____ to approve the out of budget expenditure of \$4,000 for the Sun Country Ad Campaign to be funded from _____.

ATTACHMENTS:

- 1.) Sun Country information
- 2.) Ec.Dev. Budget summary

PREPARED BY: Tara Vandervalk, Development Services Manager

APPROVED BY: Abe Tinney, CAO

DATE: September 19, 2025
