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## Application to HGTV Hometown Takeover

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### **DESCRIPTION:**

HGTV has announced a nationwide call for Canadian communities to showcase their small-town pride and nominate their town to be featured in the upcoming original series Home Town Takeover Canada, premiering on HGTV and Citytv+ in Fall 2026/Winter 2027.

#### About the Program:

Home Town Takeover Canada is the first Canadian version of the hit U.S. series Home Town Takeover, hosted by Ben and Erin Napier.

The series will focus on revitalizing one selected small town in Canada, highlighting its people, culture, and community spirit.

The goal is to spark a nationwide small-town revitalization movement and help one community overcome challenges through beautification, restoration, and renewed pride.

#### Eligibility:

Open to Canadian towns with populations of 20,000 or fewer.

Submissions should include photos and videos showcasing areas most in need of improvement—such as main streets, public parks, community gathering places, or changemakers' homes.

#### Purpose:

The project aims to:

Celebrate the resilience and heart of small towns across Canada.

Provide national exposure and potential long-term economic and tourism benefits for the selected community.

Bring together HGTV design and construction experts (including the Napiers and Canadian contributors) to create meaningful community transformations.

#### Key Quote:

“Home Town Takeover Canada will not only revitalize one special town but also share the stories of the people who make the selected town so unique.”

— Kale Stockwell, Head of Original Programming, Rogers Sports & Media

### **BACKGROUND:**

The new HGTV Home Town Takeover Canada show has already sparked excitement and ideas right here in our community. After seeing what other small towns have done through the show, we've started putting similar ideas into action, like our community mural, Tuesday nights in the park, and the many festivals and events that bring people together and draw visitors to Claresholm.

Even with all the great things happening, there are still areas where we could use extra help things that go beyond what we can do locally. Our downtown buildings could use a refresh, and having experts with resources and experience could help us take things to the next level and bring everyone together for a true community makeover.

Claresholm fits perfectly with the HGTV application criteria. To get input for the application, we created a Google Form where residents could share their thoughts and ideas. So far, 65 people have filled it out, and we'll be using their feedback to complete the submission.

There's no cost to apply, and while we know towns across Canada will be submitting, we believe it's worth trying. Even just going through the process helps bring the community together and builds excitement for the future.

We're also lucky to have Alec volunteering his time to film our submission video for free, with help and support from people across Claresholm truly showing the heart of our town.

### **DISCUSSION/OPTIONS:**

If you'd like to look at the application questions, you can visit:  
<https://hometowntakeovercanada.castingcrane.com/>

If you'd like to share your input about our community and help shape Claresholm's submission, you can fill out the community feedback form here:  
<https://docs.google.com/forms/d/e/1FAIpQLSfTm5p3wr2hsTJmy7GKHZu0CtinrJ46c2mPBdOzR7VH0BHRDQ/viewform?usp=header>

And if you're curious to see how other small towns have transformed through this program, you can check out some of the past U.S. Home Town Takeover success stories on YouTube:  
[https://www.youtube.com/playlist?list=PL3cialnkqyXB1pF5gIR\\_nnDkD1KNyn13N](https://www.youtube.com/playlist?list=PL3cialnkqyXB1pF5gIR_nnDkD1KNyn13N)

If these links don't work, feel free to reach out to me directly for the correct ones, or visit our social media pages where all the links and information are also shared.

Thank you for your continued support!



ATTACHMENTS:

1.) N/A

APPLICABLE LEGISLATION:

1.) N/A

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DATE: October

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