

**Vision** To be the community of choice, leading to a thriving and diverse Claresholm

**Mission Statement** We will offer family living and encourage economic prosperity through innovative and progressive thinking

**Core Values**

**Community Pride**

We take pride in our organization -- in its people, and in the many groups, business and organizations that make it a community. Organizationally, we take pride in the quality and variety of services we provide and the facilities we maintain. We are proud of all that Claresholm has to offer, and whenever possible, we will work to improve and enhance our community.

**Healthy, Active Living**

The Town of Claresholm will enhance the lives of our residents by supporting Town recreation services and community safety and wellness programming, and by assisting community groups that provide similar services.

**Diversity**

We recognize and respect the diverse needs of our residents and different sectors of our community. We will seek their input and engagement and grow together.

**Forward Thinking**

We will plan for the future. We will comply with provincial legislation and understand municipal best practices as we challenge conventional ways of conducting the community's business, managing its finances, and delivering services to our community.

MULTI-YEAR			Assigned to	Update on Progress
POLICY & PLANNING				
3 Year Operations and 5 Year Capital Plan				
		Revise 3 Year Operations Plan and 5 Year Capital Plan	Jennifer	The 3-Year Operating and 5-Year Capital updated and approved by Audit and Finance Committee on April 3rd, and by Council on April 14.
Community Center				
		Work with Community Centre Association to secure funding and facilitate accessibility and front entrance upgrades	Jace/Tara	Construction complete April 2025, financial/grant reporting complete summer 2025.
Stormwater Infrastructure				

<b>MULTI-YEAR</b>		<b>Assigned to</b>	<b>Update on Progress</b>
	Finalize and Approve Engineering	Jace	Complete
	Secure grant funding for Phase 2	Jace	There is no competitive grant funding available for this project. Council has provided funding through the Community Canada Building Fund and Water and Sewer Utility Reserves. This is a focussed priority of Council. Road crossing is complete, and construction for this entire project is 98% complete end of 2024, with some minimal sidewalk and curb work complete 2025. Project 100% complete.
<b>ECONOMIC &amp; COMMUNITY DEVELOPMENT</b>			
	<b>Support the EDC</b>		
	Provide Operational Budget for EDC	Council	Approved through 2025 budget - includes funding for Economic Development and Community Engagement Coordinators. Two key emergent budgetary approvals in 2025: Sun Country Radio Advertising \$4,000 and Demolition Policy account \$60k.
	Update Economic Development Committee Business Plan	Economic Development	EDC Stratgic Plan has been finalized and approved by the committee, as well as by Council. EDC priorities and activity are aligned with Council's Strategic Plan.
	<b>Ensure Town is Development Readiness in Areas of Residential, Commercial and Industrial Development</b>		
	Ad Hoc Committee to Address:		
	Residential, Commercial and Industrial Development Best Practices (Including MCC and PPP)	Abe	MCC development company options were reviewed by Committee in 2022, no action taken. Council has approved the Enabling Housing Divesity best practices report in 2023.
	Consider Residential Development in Tax Incentive Program	Tara	Bylaw 1741, Residential Tax Refund Bylaw was passed by council on August 15th, 2022. Town is sharing and promoting the bylaw with potential developers, including the developer at parade staging, Tamarack, Prairie Shores, etc. Residential and non-residentail tax incentive bylaws have been reviewed and updated May 2025.

<b>MULTI-YEAR</b>			<b>Assigned to</b>	<b>Update on Progress</b>
		Sell and Develop Town-Owned Land	Abe/Tara	Council has approved servicing infrastructure for 2nd St. East and Patterson Heights to service Tamarack Subdivision. The Town has sold over a dozen industrial or residential lots during its term. Pine Place Lots sale price has been set and are now for sale. The Town has one residential lot for sale on Westlynn that was used for the new stormwater line. Westlynn Lot has sold, as have all Pine Place Lots - September 2025
		Explore Diverse Housing Opportunities (Housing Assessment)	Abe/Tara	Housing construction is currently underway at Tamarack -- R1 dwellings and town-housing. Apartment buiding Phase 1 approved, no indication when constcution will start. Council has approved North Point ASP and Evolution ASP. Both ASPs have R1 and R2 zoning to accomodate diverse housing opportunities. Adminsitration continues to approve residential development permits. Castle ASP currently going through administrative review and then bylaw approval process.
		Continue to work with landowners where Area Structure Plans exist (Starline Business Park, Prairie Shores)	Tara/Economic Development	Claresholm has five approved ASP (Prairie Shores, Starline, Southwest and North Point and Evolution). Administration stays in contact with North Point and Evolution land owners on development opportunities, waiting to assist. Administration also fields calls and works with groups interested in Prairie Shores (north of the elementary school). Subdivision for 1st few phases of Evolution have been approved.
	<b>Explore Value-Added Industry Opportunities</b>			

<b>MULTI-YEAR</b>			<b>Assigned to</b>	<b>Update on Progress</b>
		Continue Membership in Economic Developers of Alberta, Alberta SW and South Grow Regional Initiatives	Council	2025 memberships provided via operating budget. The future of REDA provincial funding is uncertain however, as REDAs have been informed that future funding will be project based (as opposed to operational). Council applied to two projects through Alberta SW -- a shared energy management officer and a regional housing initiative. Both endeavours were unsuccessful. Administration was recently involved with Southgrow strategic planning interviews.
		Explore FDI in 1-2 Industries from 1-2 Countries	Economic Development	Economic Development department has completed Community Profile through a partnership with Alberta SW ( <a href="https://www.claresholm.ca/business/community-profile">https://www.claresholm.ca/business/community-profile</a> ). The profile will market the community to potential business and investors. Administration has recommended two candidates for the Rural Entrepreneurial Immigration program (foreign businesses interested in coming to Claresholm).
		Research Value-Added Agri-Food Examples in Neighbouring areas (Lethbridge, Taber, Calgary)	Economic Development	Canada's Premier Food Corridor has successfully attracted the food processing industry. More work required in this area. Administration has partnered with MD on large scale greenhouse inquiries. Value added opportunities are present with these inquiries. No success to date.
		Explore opportunities in greenhouse farming and speciality agriculture	Economic Development	Administration has responded to a provincial greenhouse site-selection request. The Town and M.D. have provided a joint response/expression of interest.
	<b>Explore Business Attraction Incentives</b>			
		Adopt Progressive Incentives for Private Development and Re-Development of Commercial and Industrial property	Economic Development	Council approved the small business improvement loans program with Community Futures. Council has approved Demolition Incentive Policy, prepared by Economic Development Committee - September 2025.
		Consider other Incentives (land, utilities and recreation benefits)	Economic Development	Nothing new to report.

<b>MULTI-YEAR</b>			<b>Assigned to</b>	<b>Update on Progress</b>
		Provide Expertise and Resources to Investors	Economic Development	Working on enhancing the webpage and updating resources for investors and potential business owners. The Town was successful with Small Community Opportunity Grant to assist with website redevelopment. Website update ongoing throughout 2025
<b>Business Improvement Programs to Promote Downtown Business Retention, Expansion and Revitalization</b>				
		Community Futures Small Business Loan Program	Economic Development	Adopted Community Futures Business Improvement Loans program in partnership with Chamber of Commerce.
		New Business Start-up Grants	Economic Development	This service is coordinated through Community Futures SW. Town staff met with Community Futures SW to discuss their services and will be coordinating work with them.
		Façade Improvement Grants/Loans	Economic Development	This service is offered through Community Futures SW and the Town of Clarehsolm.
		Focus on annexed land and vacant properties in downtown core and highway corridor	Economic Development	Continue to assist development inquiries as they are received. Council approved annexation on west wide of Town, providing more land for residential development within the Town's boundaries. This ASP is almost ready for adoption September 2025
<b>Sound, Responsible Governance</b>				
		Ensure ongoing public participation	Karine/Abe	Council has approved Coffee with Council schedule. Council has also held two ASP Open Houses. Council has also approved two public participation plans, which include public engagement on Town communications and reserve funding for Recreation and Cultural facilities. Administration is compiling final reports for the participation plans. Administration has started Council Highlights, as well as the 60 Day News Scoop issued via utility bills.
		Develop Communications and Public Engagement Strategy	Karine/Abe	Communications Strategy is on the October 8 agenda for review by Council. This is a focussed priority of Council.

<b>MULTI-YEAR</b>			<b>Assigned to</b>	<b>Update on Progress</b>
		Continue to review and update Administration and Council policies.	Abe	Recently updated the Town's Hiring Policy. Recent bylaw updates include Water and Utility, FCSS, Museum Board, Procedural Bylaw, Recyclable Materials, Traffic and Highways, COPTER, etc.
		Address legislative changes in a timely fashion	Abe	Aligned administrative policies and processes with new provincial information and privacy legislation.
<b>PARTNERSHIPS, COLLABORATIONS, RELATIONSHIPS</b>				
<b>Build Government Relations at All Levels</b>				
		Look for opportunities to collaborate	All departments	ICF Bylaw updated in October 2024. Council is currently reviewing the Intermunicipal Emergency Services agreement between Claresholm, Nanton, Stavely, Fort Macleod and MD Willow Creek. Emergency Services Agreement was updated March 10, 2025. The Town is working with the MD and region on a plan to host the 2028 Southern Alberta Summer Games.
<b>Strengthen Stakeholder Relationships</b>				
		Encourage presentations to Council, visit organizations to build relationships and have a presence in the community	Council	Ongoing - delegation policy is working as Council has been receiving delegations throughout the year. Numerous delegations to council from community groups, including Social Centre, Museum Board, etc.
		Develop relationships with Land Developers in order to progress on residential development	Economic Development	Administration is ready to assist two ASP landowners. Ongoing Meetings with Evolution. Recent meetings have been to discuss development agreement and marketing strategy.
<b>Relationships with AHS and Other Service Providers</b>				
		Enhance Relationships with AHS and Advocate for this industry where possible.	Council, Staff	Council Carlson has volunteered to be a municipal representative on the Alberta Health, Advisory Councils Secretariat.
<b>VIBRANT COMMUNITY, QUALITY OF LIFE</b>				
<b>Housing</b>				

<b>MULTI-YEAR</b>			<b>Assigned to</b>	<b>Update on Progress</b>
		Complete Housing Needs Assessment	Economic Development/FCSS	This document was approved by Council on May 8, 2023. Community Development Committee has reviewed and sent zoning and planning recommendations to MPC. MPC did not impliment any as they felt they the recommendations were not beneficial. Administration has shared the report with various developers to provide leverage for grant opportunities. This is a focussed priority of Council.
		Once Assessment is Complete, Explore how to leverage results and integrate with future housing developments	Economic Development/FCSS	As noted above, the Town was successful with a consulting grant that will provide consulting to the Town on how to build on Housing Needs Assessment findings.
<b>Improvement of Parks</b>				
		Revise Recreation Master Plan to Identify Priority Areas	Denise	Recreation personnel had initial conversation on revising the Master Plan. The recreation manager and CAO have met to discuss incorporating Council Strategic plan into the Recreation Master Plan. Council reviewed the DRAFT of this plan at its September 2025 meeting. Administration will shcedule an open house to present the plan to the public, get feedback and incorporate into the final product.
		Pursue Grant Funding for Pathway and Park Expansions	Denise	Administration is actively pursuing grant opportunities. Successful with CFEP grant for Centennial playground (Community Foundation, CFEP), Millenium and Moffat ball diamonds (CFEP) and Museum Roof (Historic Resource Conservation Grant)
<b>Plan Events and Activities that Vitalize Claresholm</b>				
		Economic Development to Coordinate Meeting amongst community groups to ensure resource and knowledge sharing	Economic Development	Adminsitration has coordinated community event meetings, bringing various community groups and volunteers together to plan large community events. Recent meetings have focussed on Winterfest and Fair Days
		Promotion of Parks Through Town Videos	Denise	No updates

<b>MULTI-YEAR</b>		<b>Assigned to</b>	<b>Update on Progress</b>
	Maintain and Enhance Current Programming	Denise	Administration applied for grant funding for summer programming assistant. The Town was not successful.
	Planning for Town Event Sustainability	Abe	Council has approved budget and structure for community events staff. Recreation manager position was restrcutured to provide increased assistance and redundancy for community events. Community events are well organized and attended, and council has approved staffing to ensure ongoing success.