



REQUEST FOR DECISION

Meeting: November 24, 2025

NRED Grant Application – Completing Connections in Claresholm

The Town of Claresholm is preparing an application for the Northern and Regional Economic Development (NRED) Grant, a Government of Alberta program that supports projects aimed at strengthening regional economies, attracting investment, and promoting sustainable growth. The program provides up to 50% of eligible project costs (up to \$300,000) for initiatives such as planning studies, marketing, and investment readiness activities.

The proposed project, Completing Connections in Claresholm, builds on previous initiatives such as Connecting Claresholm and aligns with priorities in the Economic Development Committee Strategic Plan, including tourism development, business support and growth, and investment attraction.

The project includes a Transportation Study to review recently adopted Area Structure Plans (ASPs) and identify priority roads and connections to support business expansion, improve traffic flow, and enhance accessibility for visitors. This will also include planning for wayfinding signage (at our entrances) and a downtown map sign update if required.

Another main component will be tourism and marketing initiatives such as promotional materials highlighting Claresholm's businesses and attractions, running targeted ads (social media and radio) to promote tourism, events, and investment opportunities, and producing monthly video and drone content to showcase Claresholm's shopping, restaurants, success stories, and growth potential. The project will also include business support activities in the form of training for front-line tourism staff and regular business visits to strengthen engagement and visibility. This builds on both the Anna Look report and the Economic Development Strategic Plan and continues the initiatives she has noted.

The goal of this project is to prepare for future growth while ensuring we are supporting the existing businesses that are so essential to our community. This project will make Claresholm more connected, ready for development, and attractive for visitors and investors, ultimately strengthening our local economy. We are still in the process of collecting quotes, but the estimated total will be \$50,000 or less. If Council approves of the application we would require a motion to apply for the grant and provide the matching funds. The Economic Development Committee reviewed the project at their meeting held November 17, 2025, and made a motion to refer the project to Council for review/approval.

PROPOSED RESOLUTIONS:

Moved by Councillor _____ to provide a letter of support for the Town of Claresholm's application to the Northern and Regional Economic Development (NRED) Grant and approve committing matching funds of 50% toward the project budget up to a maximum of \$25,000 as required by the grant program.

ATTACHMENTS:

- 1.) [Northern and Regional Economic Development Program](#)
- 2.) [Claresholm Economic Development Committee 2024 - 2026 Strategic Plan](#)

PREPARED BY: Ali Hemmaway, Economic Development Coordinator

APPROVED BY: Abe Tinney, CAO

DATE: November 17, 2025
