



Economic Development Report

Economic Development Assistant

Ali Hemmaway

August 12, 2024





Attends and takes minutes for the Economic Development Committee meetings and Subcommittee meetings, creates and sends out Agenda Packages. Attends monthly partnership meetings with Willow Creek Immigrant Services. Attends Welcoming Claresholm Committee monthly meetings and events. Attends monthly FCSS Interagency meetings.


Primary point of contact for the Rural and Northern Immigration Pilot program, in charge of responding to enquiries, reviewing applications, and conducting interviews. Applications are closed for the RNIP program. Still receiving lots of enquiries from business owners and candidates hoping to use the program, they are informed that RNIP is closed but that we have applied to participate in RCIP and any updates about the future of an immigration program in Claresholm will be added to our website. Keeping a list of business owners interested in participating in a new program.

Created and submitted an Expression of Interest application for the new Rural Community Immigration Pilot.

Continues to respond to enquiries about the Rural Entrepreneur Stream, corresponding with candidates and meeting with immigration consultants. Remains in contact with the candidate who was approved to receive updates on their progress. Conducted one exploratory visit along with the Development Services Manager, however this candidate did not meet the criteria of the program and was denied. Created a document for those interested in the program that promotes the benefits of doing business in Claresholm as well as some of the potential market gaps and opportunities in Claresholm, as all enquiries asked about this.

<p>Claresholm Where Community Takes Root</p>		<p>Claresholm Where Community Takes Root</p>	
<p>OVERVIEW</p> <p>The Town of Claresholm is a municipality of 3,847 residents, with a service area of seven thousand when including surrounding residents.</p> <p>Claresholm is located in Southwestern Alberta, approximately 130 km south of Calgary and 90 km northwest of Lethbridge. It is located on the CANAMEX corridor, a 6,000 km trade corridor that is the cornerstone for efficient transportation of goods, services, people and information between Western Canada, the U.S. and Mexico. Claresholm is the largest municipality within the Municipal District of Willow Creek. Claresholm's traditional roles of an agricultural service center and industrial airport have been diversified in past years by the growth of the health care sector.</p> <p>The Town of Claresholm participated in the Rural and Northern Immigration Pilot (RNIP), which connected 40 businesses with 100 immigrant workers. An estimated 180 newcomers (workers and their families) have settled in Claresholm so far. These new residents add to the workforce and make our Town more diverse, vibrant, and welcoming. RNIP has now ended but the Town has applied to participate in the next federal program, called the Rural Community Immigration Pilot.</p>	<p>AT A GLANCE</p> <p>AVG. LAND COSTS PER ACRE (SERVICED LAND)</p> <ul style="list-style-type: none"> • RESIDENTIAL \$250K - \$350K PER ACRE • COMMERCIAL \$300K - \$400K PER ACRE • INDUSTRIAL \$125K - 200K PER ACRE <p>AVG. REAL ESTATE COSTS PER SQ. FT</p> <ul style="list-style-type: none"> • COMMERCIAL \$10 PSF • INDUSTRIAL \$8 PSF - \$12 PSF <p>TAX RATES</p> <ul style="list-style-type: none"> • RESIDENTIAL: 6.4545 • NON-RESIDENTIAL: 11.6379 M&E: 0% <p>111 - 55th Avenue West 403-625-3381 info@claresholm.ca www.claresholm.ca</p>	<p>MARKET GAPS & OPPORTUNITIES IN CLARESHOLM</p> <ul style="list-style-type: none"> • Grocery Stores & specialty grocery stores • Restaurants / Pubs / Bars / Breweries • Fast Food/Drive Throughs • Evening or youth & family recreational activities ex. Movie theater, drive in theatre, mini golf, arcade, live music, etc. • Retail Stores • Senior Housing / Retirement / Assisted Living Facilities, Senior Home care • Newcomer Services / Immigration • Healthcare Facilities / Clinics • Tourism & accommodation, including agritourism • Large high tech greenhouse for sale • Industrial and commercial real estate available <p>Claresholm also has a high tech 48,395 SF industrial greenhouse for sale, as well as multiple commercial and industrial sites available, all privately owned. For more information visit:</p> <ul style="list-style-type: none"> • claresholm.connect4commerce.ca/ • regionaldashboard.alberta.ca/region/claresholm/#/ 	

STRENGTHS	WEAKNESSES	 <p>Claresholm Where Community Takes Root</p>	
<ol style="list-style-type: none"> Strategic Location: <ul style="list-style-type: none"> Intersected by Highway 2, facilitating easy access to larger markets as well as lots of traffic through town Agricultural Base: <ul style="list-style-type: none"> Strong agricultural presence, providing stability and opportunities for agribusiness and related industries. Community Support: <ul style="list-style-type: none"> Strong community spirit and active local organizations that support economic development initiatives as well as quality of life Quality of Life: <ul style="list-style-type: none"> Affordable housing, local healthcare, and education facilities, peaceful rural atmosphere with close proximity to larger centres Tourism Potential: <ul style="list-style-type: none"> Attractions such as the Claresholm Museum, parks, and local events Close proximity to Rocky Mountains and other major tourism sites 	<ol style="list-style-type: none"> Skilled Labor Shortage: <ul style="list-style-type: none"> Difficulty in attracting and retaining skilled professionals in various industries. Limited Infrastructure: <ul style="list-style-type: none"> Need for improved infrastructure to support business growth, including high-speed internet and transportation links. Small Market Size: <ul style="list-style-type: none"> Smaller local population limits the customer base for businesses. Housing: <ul style="list-style-type: none"> Limited rental options currently Though affordable compared to cities, lack of rental options making current prices higher than normal 		
OPPORTUNITIES	THREATS		
<ol style="list-style-type: none"> Economic Diversification: <ul style="list-style-type: none"> Opportunities to diversify the economy through the development of new industries such as renewable energy, technology, and manufacturing. Business Incentives & Grants and Funding: <ul style="list-style-type: none"> Availability of provincial and federal grants for infrastructure and business development projects. Potential to attract new businesses through local government incentives and support programs. Tourism Development: <ul style="list-style-type: none"> Expanding tourism offerings and marketing Claresholm as a destination for heritage tourism, outdoor activities, and events. Partnerships and Collaborations: <ul style="list-style-type: none"> Collaborating with nearby towns and cities on regional economic growth strategies, share resources and boost events. Housing: <ul style="list-style-type: none"> Housing developments underway 	<ol style="list-style-type: none"> Climate Change & Agriculture: <ul style="list-style-type: none"> Vulnerability to fluctuations in agricultural markets and adverse weather conditions and climate change affecting crop yields. Outmigration: <ul style="list-style-type: none"> Young people moving to larger cities for higher educations and job opportunities, leading to a shrinking and aging population. Economic Downturns: <ul style="list-style-type: none"> Global or national economic downturns impacting local businesses and employment rates. Competition from Larger Centers: <ul style="list-style-type: none"> Competing with larger urban centers like Calgary and Lethbridge for businesses and skilled workers. 		

 Visit www.claresholm.ca/business for more information on the benefits of doing business in Claresholm.

Continues to send out bi-weekly Economic Development Bulletins (email newsletters) to subscribed Claresholm businesses as well as monthly Claresholm Business Hub Job Postings roundups.

Responds to enquiries about resources for businesses in Claresholm and provides tools and information on financing, taxes, commercial real estate, business support programs and organizations, and more.

As part of the Welcoming Claresholm Committee, planning a Diversity Session on “Cultural humility for fostering an inclusive services and workplace”, which will take place on September 16th at the Social Centre. The session will be presented by a member of Calgary Catholic Immigration Society. Will start advertising it on August 16th.

Assisting Engagement Coordinator with preparations for Fair Days activities.

DIVERSITY SESSION

Cultural humility for fostering inclusive services and workplace

SEPT. 16TH, 5:30 - 7:30PM

DOORS OPEN AT 5, PRESENTATION FROM 6-7:30

At the Social Centre - 5009 2 St E

Visit the Town of Claresholm Facebook Event Page for more information and to RSVP

✦ Everyone Welcome

✦ Refreshments Provided ✦

Presentation by Sinela Jurkova, PhD

Presented by the Welcoming Claresholm Committee in collaboration with Calgary Catholic Immigration Society and the Claresholm Social Centre Society



Our Community. Our Future.





Community. Growth. Hope.