



## Economic Development Report

Engagement Coordinator

Megan McClung

August 12, 2024

### Welcoming Claresholm

Attended a 'Spread the World' planning meeting to help organize the July 1 event with our subcommittee.



We booked the pool and inflatables for the Welcoming Claresholm committee members and families to have a summer pool party on Friday May 24th.

### Events

Event planning is in full swing! We had our Fair Days planning meeting, and the theme was announced: "Meet Me at the County Fair." We're excited to include two additional service groups offering BBQ and events on Thursday.

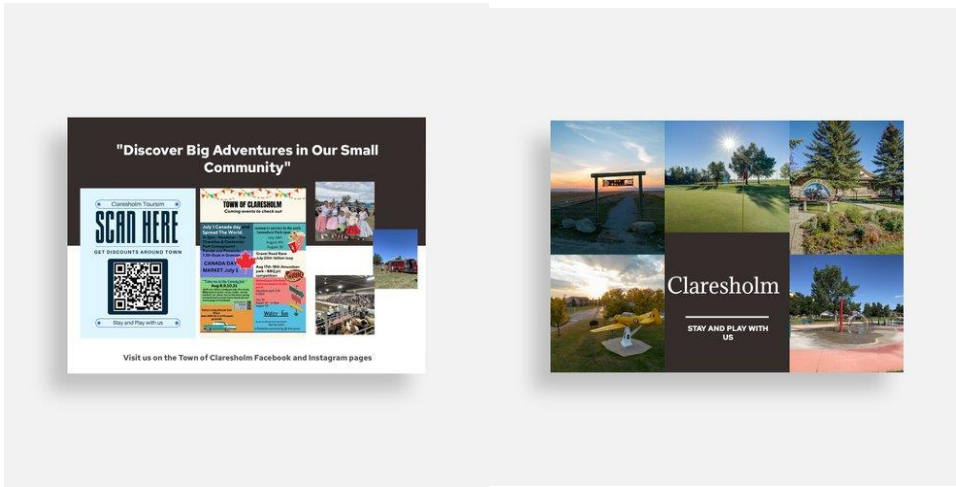


On July 1, we will host the town BBQ again to fundraise for the event. The Chevelles will be our headline band, and we'll have various other fun activities, culminating with Granum's parade and fireworks. Additionally, we are planning summer movie nights and markets, which promise to be fantastic community events.

### Downtown Engagement and Tourism

I'm thrilled to be spearheading the rollout of the "Stay and Play" tourism incentive for Claresholm this May. We're collaborating with the Museum and campgrounds to distribute a postcard to every camper and visitor passing through town. This postcard will feature all the town's events and happenings, along with a QR code linking to exclusive business discounts and incentives for their stay in Claresholm. Our aim is to encourage visitors to explore our local businesses, enjoy the pools, golf courses, and restaurants while they are here. The post card will be distributed, and the website will be up and running.

August 8, 2024



Our Fair Days sponsorship package is now being distributed to local businesses, and we've already received some fantastic donations to support the growth of Fair Days 2024. Sitting at 6 Gold sponsors already.

We hosted a business networking night and a social media class, which were well attended and received great feedback. Attendees expressed interest in future events, so we plan to host another session in October.

Our "Around Town" posts remain ongoing, we have started reaching out to our industrial park businesses and have had such amazing feedback from this.

### **Education /Training**

Attend monthly interagency meetings.

Attend Claresholm Chamber meeting – will be sitting on the event planning committee.

Attended the Emergency Management Information Officer workshop on April 25th.

Attended Seeds of change newcomers conference with EDA in Brooks May 7-8<sup>th</sup>