

Community Profile



Claresholm

Where **Community** Takes Root

Municipal/County Name	Town of Claresholm	Contact Name	Ali Hemmaway
		Email	eda@claresholm.ca
Date	December 2023	Phone Number	403-468-8043

Give an overview of your region (150-200 words)

The Town of Claresholm is a municipality of 3,820 residents, with a service area of seven thousand when including surrounding residents. Highway 2 intersects the town, providing a stopping and resting point for travelers and truckers. Claresholm is predominantly English-speaking but has a growing immigrant population that has added to its diversity, which is, in part, to the designation as one of the eleven communities to partake in the Rural & Northern Immigration Pilot.

The Town has an average personal income, and a skilled workforce, far above the national median average. Claresholm's traditional roles of an agricultural service center and industrial airport has diversified in past years by the growth of the health care sector. There are numerous opportunities for investment and development, with easy access to markets and natural resources.

Claresholm offers low housing costs, ample amenities, and services for the essential needs of residents and visitors, near enough to Calgary and Lethbridge to provided added amenities while remaining a peaceful place to return home to. Additionally, our community centers around inclusive, welcoming, and thrilling events and activities alike, ensuring visitor attraction and resident retention.

Sectors

What sectors are you most competitive for and why?

1. Healthcare- due to the location and nature of the population, the health care sector has grown and will continue to be an opportunity for investment.
2. Retail Trade- due to the location being along the CANAMEX highway, the ability to capitalize on traffic by providing specialty retail opportunities remains strong.
3. Agriculture- the town is surrounded by farms and ranches which makes it a natural place to act as a hub in the area for supplies.
4. Manufacturing- with a strong agriculture sector and the growing developments in the area, the town is a central location for manufacturers to set up, especially as transporting their product is quite accessible with Highway 2.
5. Tourism- there is an emerging trend with cultural tourism as well as the Town's proximity to the Rocky Mountains, providing opportunity for growth.

What is your value proposition?

Claresholm has produced more than a century of world-class people and experiences, with a rich heritage that stems from agricultural roots and a growing newcomer population, creating a welcoming and diverse environment. Claresholm has an abundant land bank for potential development, and ease of access to natural resources and markets. Low housing costs, ample amenities and services, and a unique focus on active living and thrilling events, position the town for industrial, consumer and residential attraction. Claresholm's traditional roles of an agricultural service center and industrial airport has diversified in past years by the growth of the health care sector. The Town is strategically located along one of Alberta's most significant economic corridors and is an important market centre for the area providing core services including retail, manufacturing, and health care services. Join us in Claresholm, where community takes root.

Costs of Doing Business

Tax rates

Residential: 6.4545 Non-Residential: 11.6379 M&E: 0%

Land Costs per acre (average)

\$15.36-19.27/square foot.

Real estate costs per sq. ft (average)

Average Housing Price YTD: \$309,957.	
Incentives or cost advantages (if any)	
The Town of Claresholm collaborates with Community Futures to provide Business Improvement Loans, which are interest free loans of up to \$10,000, with the loan interest paid by the Town of Claresholm.	
Other	Claresholm has a few key investment opportunities including a vacant greenhouse, plenty of room for development in the agriculture sector, a need for healthcare workers and facilities.
Ease of Doing Business	
What supports do you bring for new businesses (try to be specific)?	
Business Improvement Loans through Community Futures as well as a vibrant Chamber of Commerce. The Claresholm & District Chamber of Commerce has been a part of the business community for over 30 years. The volunteers work tirelessly to advocate for local business and provide networking opportunities, to serve our community. They partner with the Town of Claresholm and the Economic Development Committee on projects that bring more focus to our community.	
Are there major transport access (road, rail, air)	
Road: Highway 2 (CANAMEX) transects the community. Air: A municipal airport is located with development occurring for expansion of business opportunities. Rail: Closest is in Fort Macleod (30 minutes South)	
Describe the business culture in the community	
Claresholm's business culture is open, relaxed, and friendly, centering around building connections and relationships with customers, other businesses, and service providers, as well as the community at large through involvement and sponsorship of events.	
How do you make new businesses feel welcomed? Feel supported?	
The Development Officer, Tara Vandervalk, provides advice and guidance on development regulations, processes, and reviews development applications to ensure compliance with provincial legislation and statutory plans. She is excellent at answering questions regarding development, land use, or property inquiries, ensuring new businesses are well informed and prepared to start their journey in Claresholm. Our Engagement Coordinator, Megan McClung, works with businesses in town to involve them in events and holidays, often coordinating window decoration contests to boost town spirit, or late-night shopping events in the summer to encourage residents to shop locally. Also, an "Around Town" social media campaign is currently running to, in part, highlight the business in town and what they bring to our community.	
Who is the point of contact for inquiries?	
Tara Vandervalk	
Speed of Doing Business	
What are the permitting & zoning timelines?	
Permitting: Approx. 3 weeks Zoning: Approx. 2-6 weeks	
Is the point of contact for inquiries familiar with land use planning, development approvals and the building process?	
Yes	

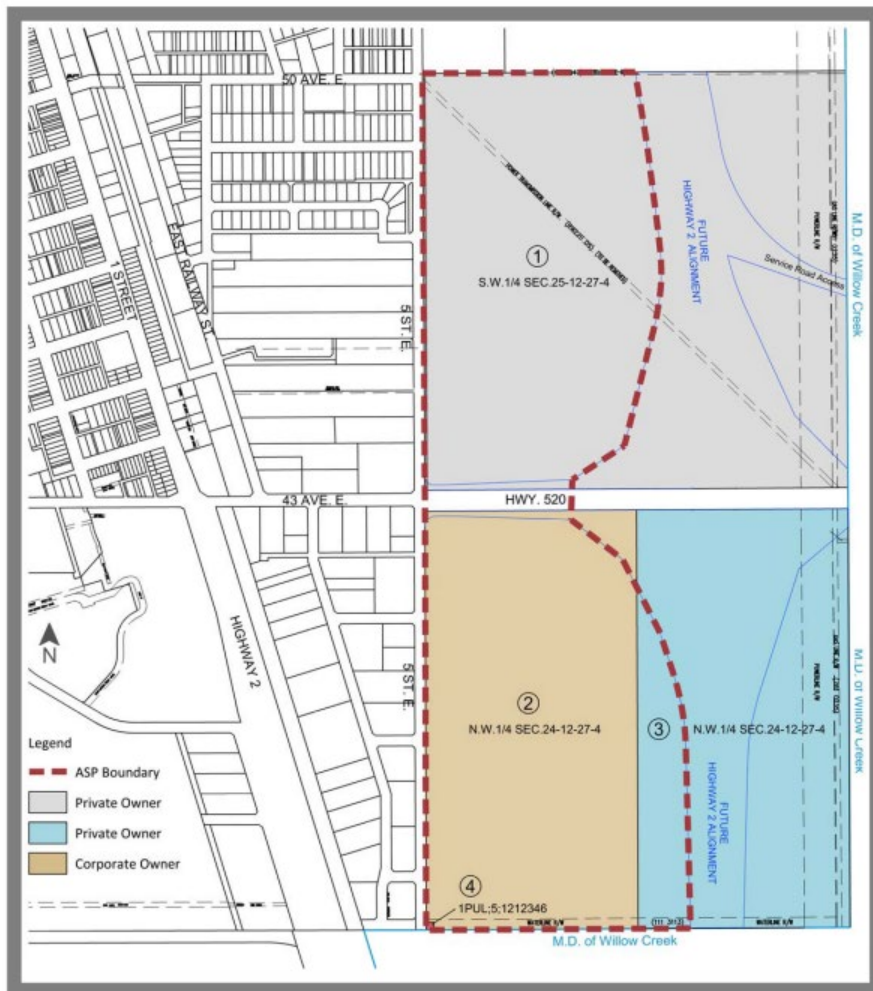
Talent	
What does your talent pipeline look like? How do you attract talent? What is the affordability look like (e.g., Average housing costs)	
Claresholm draws from its town but also the rural areas that surround the Town. However, Claresholm recognizes the talent that is found worldwide and applied to partake in the Rural Northern Immigration Pilot (RNIP) to attract this talent to Claresholm. The RNIP program has been running successfully in Claresholm since 2020. Claresholm has low housing costs, local amenities, and services to meet residents' needs, plenty of recreation and opportunity to build relationships and community spirit, as well as a friendly, welcome, and peaceful atmosphere.	
Is there access to post-secondary or training programs offered?	

Lethbridge College, Claresholm Campus has variety of programs and courses. Delivery methods include face-to-face instruction, video conferencing or online learning.
What are the stats about the local workforce?
Alberta Regional Dashboard: 1,595 workforces with 53% participation rate and 10% unemployment rate. Apprenticeship is increasing with strong enrollment in schools and post-secondary. Couple Families Median Income is \$119,000. Stats Canada 2021 Census: 55.4% of the population is between the ages of 15-64 with the average age being 48.8.
How do you retain talent? What is the quality of life like in your community? (schools, recreation etc.) How do you ensure new residents feel welcome?
Claresholm has a large slate of amenities and facilities including K-12 schools and the Lethbridge College Claresholm campus. Daycare and playschool are also offered. Sporting facilities are wide with ball diamonds, pool, golf course, equestrian agriplex, and multi courts. With a large network of walking paths, parks, and the dog park, there is lots to do outside. For those looking to head inside and engage in arts and culture, there is a library, museum, and the Claresholm Social Center. Many events are also held to provide opportunities for residents to come tighter, celebrate, and build connections.
ESG (Environmental, Social and Governance) + DEI (Diversity, Equity & Inclusion) ESG compliance and disclosure are top drivers of investor trust as there is a growing awareness that communities, companies, government etc. have the responsibility and resources to accomplish positive climate action and build a more sustainable and resilient future.
What are the environmental, sustainability or emission reduction initiatives in your community?
Residential Recycling: The Town of Claresholm has a curbside pickup recycling program for select recyclables. Pollinator Restoration: The Town of Claresholm Council recently approved a letter of support and plans to partner with the Old Man Watershed Council as they are applying for a 5-year grant to restore habitat for native bees and would be planting pollinator gardens around town to protect the at-risk Cuckoo Bumblebee. Renewable Energy: Our Water Treatment Plant has solar panels supplying power to the plant with an investigation into other options for expansion of using renewables.
What are the DEI initiatives in your community?
Building diversity is a priority for the community and includes initiatives like the Rural Northern Immigration Pilot which focuses on recruiting immigrant workers. A unique committee, "Welcoming Claresholm" is made up of community members to help newcomers feel included and connected. This has resulted in the "Spread the World" event which happens annually and showcases diversity within the community. The municipality also offers dedicated settlement services through the Willow Creek Immigrant Services.
Other
Are there any other aspects that make your community unique?
The services, clubs, recreation facilities, schools and development and learning opportunities listed above, combined with a community attitude that focusses on friendliness and inclusivity, allows us to welcome residents and ensure that they can find different niches within our community to cultivate a sense of belonging and fulfill their needs.
Include any relevant maps or photos of investment ready sites.

Commercial Buildings Available- 3905 5 Street East (Formerly Custom Cannabis)



Starline Business Industrial Park



	Legal Description	Owner	Certificate of Title	Area (ha)	Area in Plan
1	4;27;12;25;SW	PRIVATE OWNER	041 430 594	64.7	33.06
2	4;27;12;24;;4,5	1584935 ALBERTA LTD.	131 095 301	32.4	31.32
3	4;27;12;24;;11,14	PRIVATE OWNER	051 113 139	32.4	5.13
4	1212346;5;1PUL	THE MUNICIPAL DISTRICT OF WILLOW CREEK NO. 26	121 217 363	0.02	0.02
Total				129.52	69.53

(Total areas exclude Highway 520)