



680 Westchester Road, Strathmore, Alberta, T1P 1J1

## **NEW BUSINESS Welcome to Town of Strathmore Program**

You are opening up a new business in Strathmore and we are ready to celebrate with you and are rolling out the red carpet for you. The Town of Strathmore recognizes that you have chosen a location that will benefit our community and we are ready to celebrate with you.

When applying for a business license please fill out the application for our Welcome program.

Note that our support continues after the grand opening through our Economic Development Department. We will connect you to community, organizations, resources, information, and opportunities. For more information please visit our website or contact us at [ecdev@strathmore.ca](mailto:ecdev@strathmore.ca).

Please note that all eligible applications will be approved by the Chief Administrative Officer of the Town of Strathmore.

### **SERVICES OFFERED UNDER THE NEW BUSINESS WELCOME TO TOWN PROGRAM:**

Every New Applicant (with the exception of Home-Based Businesses) will have the option to choose any of the following services under the program:

- a) Ribbon cutting ceremony attended by the Mayor and/or Councillors, and local media.
- b) Introduction to the public at a Regular Meeting of Council.
- c) New Business Profile under the “New In Town” page of the Town of Strathmore Website to include:
  - Biography of the business
  - Photo of the new owner
  - Description of the services provided by the business
  - Location
  - Contact information
  - Other important information about the new business
- d) New Business Profile in the Town section of the local newspaper.
- e) Tour of the Town of Strathmore.

New Applicants for Home Based Businesses will be offered a “New Business Profile” on the Town of Strathmore website.

### **RIBBON CUTTING CEREMONIES**

All new businesses requesting a ribbon cutting ceremony must provide the Town of Strathmore with the date and time of the ceremony. Arrangements:

The New business needs to provide all supplies (e.g. scissors, ribbon)

The Town of Strathmore will arrange for the attendance of the Mayor and/or Councillors, and local newspapers.



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## WELCOME/INFORMATION PACKAGES

All new businesses will receive a Welcome/Information Package from the Town of Strathmore that includes the following:

- Welcome letter from Mayor and Council
- Information regarding other businesses within the Town of Strathmore. (Including promotional material donated by other businesses)
- Information regarding Community Groups that provide services to businesses (e.g. Strathmore & District Chamber of Commerce, Community Futures Wild Rose)
- Relevant Information regarding Town Bylaws that will impact the New Business.
- Town Profile including business cards for staff relevant to the business.
- Copy of the Town Brochure
- Copy of the Town Resource Guide
- Complimentary Family Skate Pass
- Complimentary Family Swim Pass
- Town of Strathmore Pin & Coffee Mug



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## NEW BUSINESS WELCOME TO TOWN PROGRAM APPLICATION

Business Name: \_\_\_\_\_

Owner Name: \_\_\_\_\_

Business Location:

Street Address: \_\_\_\_\_

Mailing Address if different from above: \_\_\_\_\_

Town: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Please select the following services that you would like from the Town of Strathmore  
(Please note that all of these services are provided to you at no charge):

- Ribbon Cutting Ceremony  
(You are responsible for the supplies of the ribbon cutting)  
Date and Time of Ribbon Cutting Ceremony:  
  
Date: \_\_\_\_\_ Time: \_\_\_\_\_
- Introduction of You and Your Business at a Regular Council Meeting
- New Business Profile on the Town of Strathmore Website  
(Please fill out the Profile Section of this Application)
- New Business Profile on the Town of Strathmore Page of the Local Newspaper.  
(Please fill out the Profile Section of this Application)
- Tour of the Town of Strathmore
- Business Profile:  
(To be filled out only if you chose the Business Profile Options above)
- Home Based Businesses:
  - New Business Profile on the Town of Strathmore Website  
(Please fill out the Profile Section of this Application)



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**Information required:**

Short Biography of the New Owner:

Description of Services/Products Provided at Your Business:

Location of Business for Ribbon Cutting: \_\_\_\_\_

Business Hours:



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Contact Information for the Public:

Phone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Website: \_\_\_\_\_

Other Important Information You Would Like to be Included:

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

