



TOWN PROCEDURE

PROCEDURE NUMBER: 6201-01

REFERENCE:
Council 327.11.14

ADOPTED BY:
Town Council
5 November 2014

PREPARED BY: Administration

DATE: November 5, 2014

TITLE: New Business Welcome to Town Procedure

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1.0 APPLICATION TO THE PROGRAM:

- 1.1 Applications for the New Business Welcome to Town Program will be provided when a new business applies for a Business License.
- 1.2 All applications for the program must be received in the prescribed form as attached in "Schedule A".
- 1.3 Applications to the program will be received by the Administration Department and approved by the Chief Administrative Officer.
- 1.4 All applications shall be recorded and filed.

2.0 SERVICES OFFERED UNDER THE NEW BUSINESS WELCOME TO TOWN PROGRAM:

- 2.1 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, Councillors, and local newspapers.
 - 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.
- 2.2 Every New Applicant that is a Home Based Business will be offered a “New Business Profile” on the Town of Strathmore website.

3.0 RIBBON CUTTING CEREMONIES

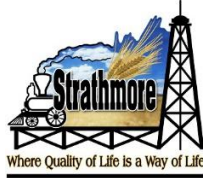
- 3.1 All new businesses requesting a ribbon cutting ceremony must provide the Town of Strathmore with the date and time of the ceremony.
- 3.2 All supplies (e.g. scissors, ribbon) will be provided by the new business.
- 3.3 The Town of Strathmore will arrange for the attendance of the Mayor, Councillors, and local newspapers.

4.0 WELCOME/INFORMATION PACKAGES

- 4.1 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

5.0 END OF PROCEDURE

SCHEDULE “A”



NEW BUSINESS WELCOME TO TOWN PROGRAM APPLICATION

Business Name: _____
Business Location: _____
Owner Name: _____
Mailing Address: _____
Town: _____
Postal Code: _____
Phone: _____ Cell: _____

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
(The Town of Strathmore will arrange for attendance by the Mayor, Council, and the Local Press) (You are responsible for the supplies of the ribbon cutting)

Date and Time of Ribbon Cutting Ceremony: _____

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

Home Based Businesses:

New Business Profile on the Town of Strathmore Website
(Please fill out the Profile Section of this Application)

Business Profile:

(To be filled out only if you chose the Business Profile Options above)

Short Biography of the New Owner:

Description of Services Provided at Your Business:

Location of Your Business:

Business Hours:

Contact Information for the Public:

Other Important Information You Would Like Included:

Signature: _____

Date: _____