

# Nanton Chamber and Town of Nanton - Strategic Support Pilot Deliverables – 2024 Report\*



\*Note that this report does not include everything the Chamber engaged in during the year but primarily reports on the deliverables outlined in the MOU between the Chamber and the Town

With the funds – and to increase our capacity to expand our work – we hired Dana Zielke as a part time administrator effective in late May, working 20 hours on average per week.

## Goals and 2024 deliverables:

### Deliverable #1: Event coordination (primarily but not strictly limited to Nanton Round Up Days and Nanton Lights the Way)

Four meet and greet events for the business community, one in each quarter and at different businesses:

March 27 at The Hive

June 13 at Anna-Lynn's Tea House

Aug 29 at Ageless Strength

Oct 17 Inclusion Foothills at the Nanton Quality of Life Foundation.

All were well attended, and they gave new businesses an opportunity to promote themselves and to network with others in the community.



Encourage and facilitate a cohesive business community

**Round Up Days (Aug 2-5)**

As in previous years, the Chamber put together promotional materials, a list of events, social media content, and a landing page at [visitnanton.com](http://visitnanton.com) to promote the four days of activities to encourage visitors and residents to get out and celebrate Round Up Days. We participated with a float in the parade and organized the Chili Cook-off event on Aug 4. Main Street was closed (and packed), with 17 businesses and others (including Silver Willow Lodge) entering the event, and vendors set up as well.



Almost 200 photos were taken of the parade and posted on the Chamber's Facebook page, pancake breakfasts and weekend events were posted to Visit Nanton Instagram; all activities of the weekend were documented with photographs, which means we now have a more extensive archive.



**NANTON ROUND-UP DAYS  
AUG 2 - 5, 2024**

\*ALL EVENTS SUBJECT TO CHANGE WITHOUT NOTICE

- Fri, Aug 2nd**
  - 9 am Nanton Promoters Mixed Scramble Golf Tournament, registration deadline July 28
  - 1-3 pm 65+ and up: Beat the Heat NQLF Free Seniors' Ice Cream Social, Silver Willow Lodge
  - 10 am - 4 pm Nanton Grain Elevators open for tours by donation
  - 10 pm-midnight Glow Swim, Tom Hornecker Rec Centre, 18<sup>th</sup> Street
- Sat, Aug 3rd**
  - 9 am - 1 pm: United Church Farmers' Market, Hwy 2 S church parking lot
  - 10 am Nanton Grain Elevators Fence Ribbon Cutting and Celebration, open until 4pm for tours by donation
  - 11 am - 3 pm Nanton Children's Festival, Centennial Park 18<sup>th</sup> St, free to attend, food options available for purchase
  - 1- 5pm Wibit Open Swim (THRC)
  - 5 pm Nanton Nite Rodeo #5, Nanton Ag Grounds, Hwy 533 E
- Sun, Aug 4th**
  - 8-10 am FREE Lions Pancake Breakfast sponsored by Raffin Transit Mix, Southern Alberta Towing and South Central Welding, Nanton Community Centre
  - 10 am - 3 pm Main Street Festival
  - 10 am - 4 pm Nanton Grain Elevators open for tours by donation
  - 11 am Ministerial Assoc. Worship Service, Centennial Park, bring chair
  - 1-3 pm Chamber of Commerce Chili Cook-Off, various locations
  - 6:30-8:30 pm The Hub Radio Station Community Dance, Nanton Community Centre, 18th Street
  - 5 pm Fireworks at the Hive event (200 seats available w/ all proceeds going to the Promoters and Boosters for the fireworks show)
  - 9:45 pm or later (dusk) Nanton Boosters and Promoters Fireworks Display at Lions Grove Park/Boomer's Hill, Hwy 2 S
- Mon, Aug 5th**
  - 7 - 9 am FREE Lions Pancake Breakfast sponsored by Raffin Transit Mix, Southern Alberta Towing and South Central Welding, Nanton Community Centre
  - 10 am Nanton Boosters Parade: Salute to the Nanton Grain Elevators
  - 12 noon - 4 pm Nanton Grain Elevators open for tours by donation
  - 1 pm Nanton Promoters Duck Race, Mosquito Creek at Nanton Campground, Hwy 533 E
  - 2 pm Bomber Command Museum of Canada Engine Run
  - 1-8 pm ConnectFirst Credit Union FREE Swim, THRC
  - 3 pm NANTON Nite Rodeo FINALS, Nanton Ag Grounds, Hwy 533E

**ALL WEEKEND**  
Open 10 am - 5 pm daily, Bomber Command Museum of Canada  
Daily 10 am - 5 pm or later, many amazing local shops and services open all around town  
For more information and last-minute updates, check out the Nanton Round-Up Days Facebook page or [visitnanton.com](http://visitnanton.com)

Sunday, August 4th  
1 pm - 3 pm Downtown

## Nanton Days CHILI COOKOFF

15 entries with 17 chilis are competing! Come support, taste, vote and have fun! Entrant, name of chili, and location on 19th or 20th St:

- Deb Spence, Smoky Trail Chili, location TBC
- Flow Energy, Now and Zen @ Mosaic Art & Gift Gallery
- Kevin Todd, Pure Chaos's Hot Mess @ Tap Town Books
- The Baron's Authentic Texas Chili @ Baron Home Design
- Anna Lynn's Rustic Chili @ Anna Lynn's Tea Room
- Brianna & Spencer Hayes, Spicy Texas/Hayes Homestead @ Georgie's Cafe
- Mama Mosaic @ Mosaic Art & Gift Gallery
- Because I Said Mambo @ Because I Said So
- Jen Handley/Simon Hunt & Brisket Case, Hot Properties @ Re/Max Nanton
- Scorching Savings & Sizzling Loans Chili @ CIBC
- Senior Spice/Veggie Spice Chili @ Silver Willow Lodge
- Nanton Grain Elevators, Dusty Binns' Elevated Chili @ Because I Said So
- Stephen Corcoran, Heatwave Chili @ Ageless Strength
- Boutique Sweet Chili @ The Promenade
- The Palominos, Chicken Palomino's Chili, location TBC

Spoons can be purchased by donation at: Nanton Candy, Because I Said So, and CIBC. Brought to you by the: **NANTON** Chamber of Commerce

Encourage community participation, raise town profile



Attract visitors, increase traffic at businesses

## Western Street Festival in conjunction with the Nanton Ag Society Pro Rodeo (Aug 24)

We were approached by the Ag Society to partner on some activities the weekend of the Pro Rodeo. Some businesses displayed western-themed items in their windows/stores and a vendor market and hockey game with the Cowboys versus Palominos were organized. The latter occurred but unfortunately due to extreme winds that day, many vendors did not set up, cancelled, or we directed them to the Farmers' Market which was a bit more sheltered than Main Street. Photos were again documented for archival. Although this was a first-time event for the Chamber, if the Ag Society continues to host a pro rodeo at that time, we believe capacity for a bigger event is possible if we have the volunteer support. It was fun to promote the community through coordination of an event with the Nanton Ag Society and Palomino Hockey organization to give a wider scope of recognition.



**NANTON STREET FESTIVALS**

# VENDORS WANTED

We are seeking vendors and crafters to participate in our street festivals.

Sunday, August 4th  
Time: 10:00am - 3:00pm  
During Nanton Days, this runs with the Chili Cook Off which brings a big crowd to our town.

Saturday August 24th -  
Time - 10 am to 3 pm. A western theme festival to run during the day with the Clark Schlosser Memorial Pro Rodeo running in the evening.

Purchase a spot for \$30  
Pop-up tent & tables are not provided

For more information:  
**Call Lorraine at 403-601-1614**  
**Email: lorhjalte@gmail.com**



# main STREET FESTIVAL

**Saturday, August 24**  
**10-3**

KIDS RODEO GAMES,  
STREET HOCKEY TOURNAMENT FEATURING  
COWBOYS VS HOCKEY PLAYERS  
LIVE MUSIC WITH MOSQUITO CREEK MUSIC  
COME CHECK OUT THE LOCAL BUSINESSES  
ALL OVER TOWN AND ALL THE VENDORS ON  
20TH STREET!  
DON'T FORGET TO GET YOUR CLARK  
SCHLOSSER MEMORIAL PRO RODEO TICKETS!

Collaborate with other local not for profits, increase tourism

## Halloween themed shopping (Oct 31)

Another first time event was to coordinate with Chamber businesses all over town to have them decorate and dress for Halloween. There were lots of photos and engagement on social media and judges were chosen to vote on the best décor. CIBC won and received a certificate for Best Halloween Spirit and a 2025 Chamber membership.



Increase profile of Chamber businesses, more events for businesses and community

## Nanton Lights the Way (kick off Nov 30)

For the past several years the Chamber has been moving from a one-day Nanton Lights the Way event the day of the Distinctly Nanton Christmas Market to kicking it off that day with the market, late night shopping, and the resident and business lighting competition on the 30th but promoting from then to Christmas. This extends the shopping and promotions and puts us in a position of not being dependent on the weather cooperating if it's a one-day event. Marketing and promotion of Nanton Lights the Way includes:

Print promotional materials (posters, postcards, coffee/bag stickers) delivered as far afield as Fort Macleod and other municipalities in the Foothills. Unfortunately due to the Canada Post strike we were unable to do a larger postcard maildrop, and were only able to do it to 300 or so residents and businesses in Nanton.



Increase visitor attraction, resident involvement, business sales, community spirit and collaboration

## Nanton Lights the Way (kick off Nov 30)

Landing page for all things Nanton Lights the Way was again available at visitnanton.com. This included the Distinctly Nanton Christmas Market, Late Night Shopping Nov 30th, the lighting up of the Nanton grain elevators, the holiday passport program, the lighting competition on Nov 30, NQLF's Santa Goes Looney, and the Nanton Children Society Hayride.



**In the Spirit of Christmas**  
Concert  
**Dec. 4 at 7 pm** (doors open at 6)  
Nanton Community Centre  
2204 18 St

**\$20 ADMISSION (at the door)**  
All proceeds to the Nanton Foodbank

<b>PAM WOODALL</b>	<b>DANIELLE SEARS</b>	<b>LONNIE ROBLEY</b>
<b>ROB LOREE</b>	<b>CARRIE BELKE</b>	<b>&amp; FAMILY</b>
<b>REX PANOLO</b>	<b>KRIS GOERTZEN</b>	<b>CHARLIE EWING</b>
<b>TERRY MORRISON</b>	<b>CODY HALL</b>	<b>MARK PARSONS</b>
<b>JOHN GORHAM</b>		

NAVIGATION: VISIT NANTON | Nanton Lights the Way | CHAMBER | STORIES  
GET INVOLVED | CONNECT | SHOP LOCAL

WELCOME TO  
**NANTON**  
LIGHTS THE WAY

COME FOR THE DRIVE  
*stay for the magic*

**DISTINCTLY NANTON CHRISTMAS MARKET**

**November 30th, 2024**  
10am-4pm  
Nanton Community Center 2204 18th Street  
**Over 50 Artisan Vendors!**

Free Entry (non perishable food bank d welcome)  
Concession by Stavely Royal Purple

Facebook: Distinctly Nanton Christmas Market  
Instagram: Distinctly Nanton Christmas Market

**Nanton Children Society Presents**  
**5th Annual Hay Ride**  
Saturday, Nov.30th  
Location - A.B Daley School

Scan the QR code to register your family!

Limited spots available!!  
Pre registration is required!

Promote other not for profit organizations and activities, create digital assets for residents and tourists to get information

**Nanton Lights the Way (kick off Nov 30)**

Three radio ads were bought for the lead up to Nov 30th, on Nov 30th, and from Dec 1-Dec 24th promoting Nanton Lights the Way and the unique shopping opportunities available in Nanton as well as the display lighting in town.

17 Chamber businesses are participating in the 2nd annual holiday passport program. Started Nov 30th and running to Nov 24, customers get a stamp for every minimum \$10 purchase and are entered to win a massive gift basket of gift cards and products from the participating businesses. This is a fun way to get residents and visitors to shop local.

Ongoing social media posts have been and continue to happen through the holidays and will be adjusted for the post Christmas season as well.



participating businesses

- AGELESS STRENGTH
- ANNALYNN'S TEA ROOM
- BARON HOME DESIGN
- BECAUSE I SAID SO
- BRISKET CASE
- CIBC
- COWBOY COUNTRY CLOTHING
- DEJA VIEW EYECARE
- FLOW ENERGY WORK
- GCS AUTOMOTIVE REPAIRS
- MOSAIC ART & GIFT GALLERY
- NANTON CANDY
- NANTON HOME BUILDING CENTRE
- NANTON GOLF CLUB
- SADDLE MOUNTAIN TIRE
- TAP TOWN BOOKS
- THE HIVE NANTON

**fill the card and enter to win!**

Each \$10 purchase at a participating business gets you a stamp, plus one "freebie" stamp from the Distinctly Nanton Christmas Market Nov. 30 or from Nanton's Thelma Fanning Library. Completed passports can be returned to any participating business. Draw will be made December 24, 2024 and winner will be notified.

**nanton lights the way passport**  
 Each \$10 purchase at a participating business gets you a stamp and every full card gets you another chance to win a basket filled with gift certificates and prizes!

From distinctly nanton christmas market on nov 30 or from nanton's thelma fanning library

NAME: \_\_\_\_\_

CONTACT #: \_\_\_\_\_

nanton lights the way november 30 - december 24 2024

**Encourage Nanton and Foothills residents to shop local**

## Nanton Lights the Way (kick off Nov 30)

The Chamber has been working with the Foothills Tourism Association and their Winter is Better in the Foothills campaign by tagging @explorefoothills, encouraging businesses to submit promotions for widespread recognition and blog posts by the FTA and their agency Freshly Pressed. All done in an effort to raise the profile of Nanton and the businesses here as a great place for holiday shopping.



## Nanton

Turning east to Highway 2, the town of Nanton, located about an hour south of Calgary, has a wonderfully eclectic selection of local businesses, museums, attractions and a scenic and walkable downtown core that is well worth the visit.

[The Distinctly Nanton Christmas Market](#), held on **November 30th**, is a marvelous non-profit event in support of a number of amazing local causes. Vendor table fees cover the venue costs, with any additional vendor table fees going to local charities and youth groups.



Partner with Foothills Tourism Association to encourage local shopping

## Seasonal visitor information services and partnerships

Applied for and received funding from the federal Canada Summer Jobs grant to hire one person for the summer; Brandon Canfield worked on average 30 hours a week from May 27 to July 28. The Chamber hired him on contract from Aug 3 to September 2 (after the CSJ funded position) so we would have someone at the Visitor Information Centre until the long weekend.



**719 individual visitors (increase of 13% over 2023)**

**People from all over the world including Brazil, Germany, The Netherlands, New Zealand, Australia, Italy, Montana, Louisiana, Washington, New York and Philadelphia.**

**People want print materials; many not on Wifi on their phones while travelling**

**New Project: On-going Community Art Project** - encourage participation from local businesses and residents in the community. Several communities in the US and a few in Alberta have a “rock snake” project with their museums and libraries in which businesses and residents of the community paint colourful rocks and add them to the “body” of the “snake”. You paint a rock like the head of a snake, find a location – like the south side of the visitor centre, and then all the community has to do is paint a rock (or two) and add it to the line and see how big the “snake” grows. The object is to create joy, bring smiles to faces, business and community involvement, can go on for several years, recognizable community-based project, more exposure for Nanton Chamber of Commerce and the MacEwan School House Visitor Centre within the community.

Once Dana was hired and the VIC was open, she worked out of there two days a week so we had coverage when Brandon wasn't available and she oversaw his work and provided information to travellers coming through. As the Town knows there is an ongoing issue with Wifi reception in that space which has made it challenging for Dana and Brandon to do some work online as well as for visitors who are trying to get coverage on their phones.

Promote town, tourism, drive traffic to businesses and attractions

Seasonal visitor information services and partnerships

Approached businesses to sponsor the three planters outside the Visitor Information Centre (JEI Tech sponsored these in 2024).



Partnering with HUB Radio to promote events, provide material for welcome bags and promote events and other activities the Chamber is spearheading.



Enhance town beautification, increase business sponsorship opportunities, community partnerships

## General community marketing and use of the authorized Nanton community branding for promotion, ideally in tandem with Foothills Tourism Association where relevant

- re-introduced the Nanton bookmark (with Lori Fitzgerald's graphic on one side and a list of events spring to fall on the other)
- working with FTA on Winter Foothills campaign to drive traffic here through Nanton Lights the Way and from January to March
- created a promotional card for new resident welcome bags, VIC, and other general purposes



### Welcome from the Nanton & District Chamber of Commerce



Nanton is home to over 200 businesses, from retail and manufacturing to home-based and online. The Nanton & District Chamber of Commerce has been around for over 40 years, supporting local businesses and providing resources to help them flourish. Whether you plan to operate a business here, work elsewhere, raise a family here, or are retired, we encourage you to support local. Nanton's shops and services are operated by neighbours who appreciate your business, making for a thriving community for both residents and visitors.

For more information on Nanton businesses, go to [www.visitnanton.com](http://www.visitnanton.com). If you would like more information on getting involved with the Chamber, email [info@nantonchamber.com](mailto:info@nantonchamber.com).



Create print assets to promote town and events + welcome new residents

# Social media/ internet promotion of the community and events

Newsletters – January, March, June, July, October, November; sent to newsletter list and posted on Facebook pages  
268 recipients, average 65% open rate

Instagram – 63x posts as of Dec 7, 2024 and 671x followers; increase in followers of ???

Facebook – Chamber FB page 752 members, 430 posts from Chamber and member businesses

Website (www.visitnanton.com) – posted 81 events on events calendar



Thanks to everyone who participated in Nanton Lights the Way activities and supported local with our passport program this past holiday season.

Congratulations go to **Andrea Yeung** for winning the fabulous passport prize, which included two baskets of gifts and over \$500 in gift cards from 17 participating businesses including Baron Home Design, Because I Said So, Cattlemen's Corner, Cowboy Country Clothing, Deja View Eyecare, GCS Automotive, Mosaic Art & Gift Gallery, Nanton Candy, Nanton Golf Club, Nanton Home Building Supply, Primal Soul, Rural Roots Bliss & Gifts, Sandstone Pharmacy, Simply Stitches & Curiosities, Tap Town Books, The Hive, and The Promenade.

**NANTON CHAMBER OF COMMERCE**

**Meet and Greet** At **The HIVE**

Wednesday  
March 27th  
5-7 pm

Refreshments & Snacks Provided

RSVP to info@nantonchamber.com

Ethan Kuzek, the Chamber's advisor on insurance programs will be speaking about the different insurance benefits one can access as a Chamber member at the Meet & Greet.

Join us for the next meet and greet at The Hive! These events at Chamber member businesses are an opportunity for new and established businesses (employees are welcome, not just owners!) to have an informal chance to connect and network, and for the host to show off their business. Hope to see you there!

**NANTON CHAMBER OF COMMERCE**

**Meet and Greet** At **AnnaLynn's TEA HOUSE**

Thursday  
June 13th  
5-7 pm

Refreshments & Snacks Provided

RSVP to info@nantonchamber.com

Join us for the next meet and greet at AnnaLynn's Tea House on Main Street. These events at Chamber member businesses are an opportunity for new and established businesses to connect and network, and for hosts to show off their business. Hope to see you there!

**NANTON ROUND-UP DAYS AUG 2-5**

There are lots of activities going on for next week's Round-Up Days; the most recent schedule is within the newsletter and at visitnanton.com. Get out and have fun and support Nanton's businesses and organizations for a fantastic few days!

\*mark your calendars for our next Chamber Meet and Greet on Aug 29 5-7 at Ageless Strength, one of Nanton's newest businesses

**October is deam** INCLUDING ALL!

**Inclusion Foothills Association celebrates Inclusive Businesses!**

You're invited to join us at the Chamber Meet & Greet!

Oct 17, 2024  
5:00 - 7:00 PM  
1801 21 Ave, Nanton

**CHAMBER MEET & GREET**

Hosted by Inclusion Foothills @ Nanton Quality of Life Fair  
1801 21st Ave, Nanton AB

RSVP to info@nantonchamber.com

Join us for our last Meet & Greet of 2024 hosted by Inclusion Foothills at the NQLF building.

Thurs, Oct 17  
5-7 pm

RSVP to info@nantonchamber.com

**NANTON LIGHTS THE WAY**

COME FOR THE DRIVE stay for the magic

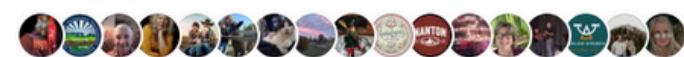
Saturday, November 30th kicks off Nanton Lights the Way with the Distinctly Nanton Christmas Market from 10-4 at the Community Centre, late night shopping and promotions at many businesses, the beginning of the Chamber's promotional passport program, the lighting of the grain elevators, and the return of the residential and business holiday lighting contest.

Read on for details on these programs and more going on in Nanton from the Chamber of Commerce. You can also scan the QR code on the posters and cards about town to get more details at visitnanton.com.



**Nanton & District Chamber of Commerce**

Public group · 752 members



+ Invite Share



visitnanton

Edit profile

View archive

547 posts

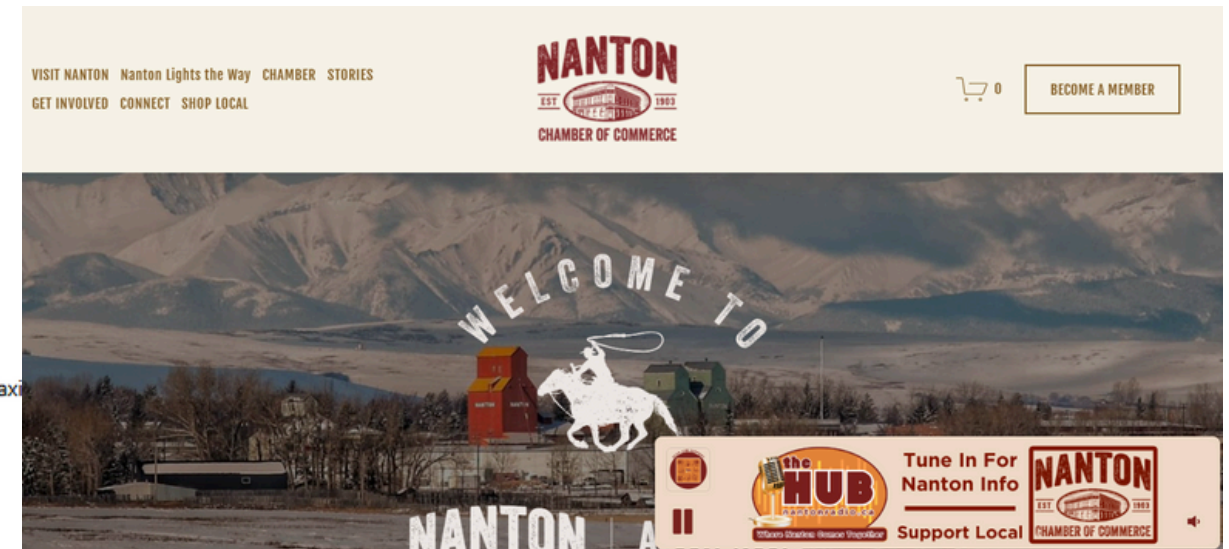
672 followers

234 following

Nanton Chamber of Commerce

Visit Nanton for cool shops, great food, awesome attractions, and a relax... Only 40 mins south... more

communityfutureshighwood.ticketspice.com/business-builders



Increase profile of businesses, Chamber initiatives and other events in community to increase awareness, sales, and participation

## Merchandise acquisition and distribution

We ordered a selection of t-shirts and ballcaps with the Nanton branding; after approaching all Chamber members to see who was interested in carrying, we confirmed that they will be available for sale at the Hive Nanton and Because I Said So. Ordering will also be available from the [www.visitnanton.com](http://www.visitnanton.com) website and at the Visitor Information Centre when it reopens in 2025. Merch sales started at the Distinctly Nanton Christmas Market on November 30.

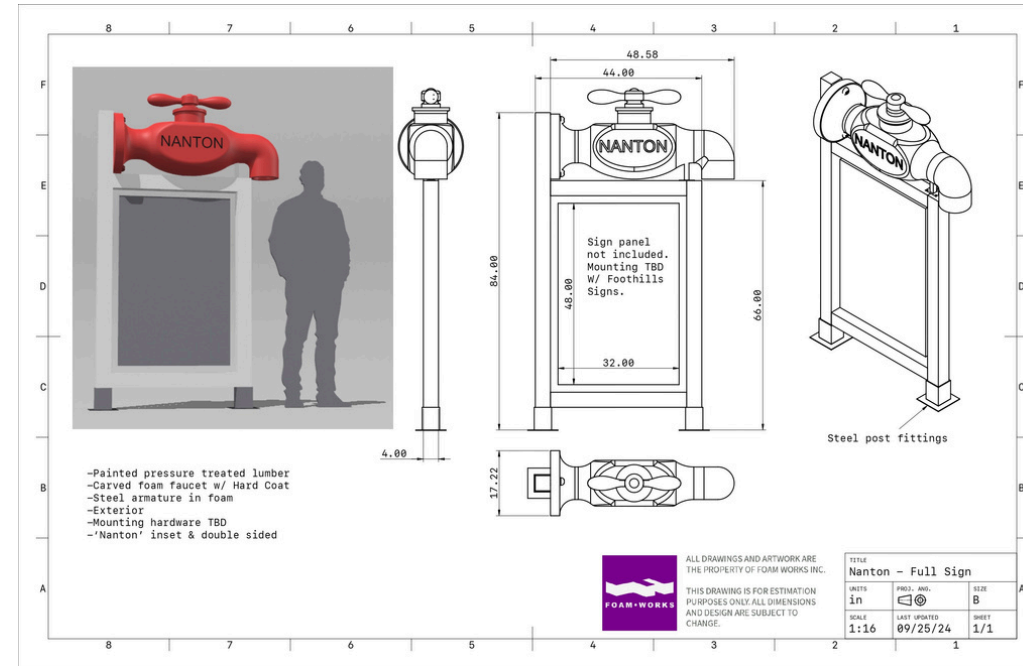


Promote the town through the selling of Nanton-branded merchandise

Application for additional operational or project-based grants with Town consent obtained where required (e.g. capital projects/ projects involving changes to municipal property).

We executed the Healthy Communities Initiative grant, with the 40K spent by the end of September 2024 per the grant requirements. Some install will be happening in 2025.

# CANADA HEALTHY COMMUNITIES INITIATIVE



Small scale infrastructure projects to beautify town, promote the history, events, attractions and businesses and increase communication with residents and visitors

FortisAlberta grant – received \$2500 for community naturalization project, purchased 6 new black planters for Main Street

# FORTIS ALBERTA



Enhance beautification of town

## Other

### Chamber representation at:

Economic Developers Alberta Capacity Building Session in Fort Macleod - Jan 30

RCMP Town Hall - March 11

Inclusion Foothills 25th Anniversary - March 23

Emergency Preparedness Agency Meeting - March 25

The Nanton Quality of Life Foundation Volunteer Fair - April 20

Travel Alberta/Town Meeting - June 3

Alberta Southwest Regional AGM at Head Smashed Buffalo Jump June 5

Southern Alberta Chamber Meet and Greet with MLA Chelsae Petrovic and Premier Danielle Smith at Sheppard Family Park in High River - July 31

Regional Economic Collaboration Meetings - January 25, May 16, October 10, December 4

Alberta SouthWest Manufacturing, Energy, Construction, Ag Processing (MECAP) - October 16

Alberta SouthWest Tourism Experience Development Program via Zoom -

### **Deliverable #2: Presentation (Jan 2025) and Proof of spend - P&L submitted separately**

Raise profile of Nanton and the businesses in it by participating in local, regional, and provincial meetings and roundtables; being a part of economic development opportunities.

