



10 May 2021

RE: Steering Committee Participation  
Downtown Revitalization Project

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The Town of Slave Lake is commencing with a **Downtown Revitalization Project** as part of our work to stimulate economic growth and activity on Main Street at the downtown core. This project stems from the 2017 “Rennie Hall Plaza” improvement plan and efforts of the local business community and Green Space Alliance design group at that time.

Reinvigorating the downtown core supports locally owned small businesses, sparks local entrepreneurship, and beautifies the area. It helps attract people to Main Street as they gather for activities, entertainment and unique shopping and eating experiences. A vibrant Main Street serves as a commerce destination for residents and visitors alike.

Green Space Alliance (GSA) has been retained to lead this project and a small Project Management Committee (PMC) has been established to lead an engagement process, direct GSA, report to Town Administration, and review and monitor the project throughout its duration.

So we want to hear from our downtown business community and local residents through an engagement process. As such, a Steering Committee will be created to share ideas and offer feedback to the PMC. The Steering Committee will be comprised of approximately 10 members and will represent a variety of stakeholders so that an inclusive and complete downtown revitalization plan is created.

If you are interested in becoming a volunteer on the Steering Committee and contributing to the revitalization of the downtown core on Main Street, please contact Leah Jones, the Economic Development Officer at [Leah.jones@slavelake.ca](mailto:Leah.jones@slavelake.ca).

The first session involving the Steering Committee will be scheduled for April 2021. We foresee a couple Steering Committee sessions taking place before construction starts late spring/early summer.

Thank you for your consideration and if you have any questions, please feel free to connect.

Kind regards,

*Leah Jones*

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