



Town of Slave Lake

Economic Development & Tourism

QUARTERLY UPDATE

The Town of Slave Lake Economic Development Update provides an overview of quarterly and annual economic indicators to the town's economy. The Q1 2022 update covers the months of January, February, and March 2022. This report will be available on a quarterly basis on [SlaveLake.ca](https://www.slavelake.ca).

MAY 2022

SLAVE LAKE ECONOMIC DEVELOPMENT PURPOSE

Slave Lake Economic Development (SLED) is a department of the Town of Slave Lake and managed by a dedicated, relationship-focused team. SLED is responsible for providing an integrated approach to economic growth, crafting, and sharing a consistent and compelling regional message in market and working to support and align the efforts of the region's economic development ecosystem to deliver tangible results and impact for Slave Lake.

SLED works in three key areas:

- To attract business, investment, and labour
- Strengthen and support local business
- To drive tourism through the attraction of visitors

New and Noteworthy in Q1 2022:

- **Brand Strategy** – The Town of Slave Lake has approved a brand strategy for both Slave Lake, and Slave Lake Economic Development.
[Click here to view the report.](#)
- **Economic Development Action Plan** – The Town of Slave Lake approved an action plan to move economic development initiatives forward.
[Click here to view the report.](#)
- **Economic Development Officer** – The Town of Slave Lake is hiring an Economic Development Officer (EDO).
[Click here for more details.](#)

WHAT HAPPENED IN Q1 2022:

The Town of Slave Lake has recently engaged Localintel to provide community statistics, helping promote our community's opportunities, strengths, and assets. [Click here for more details.](#)

- **How To** – guides to help businesses and entrepreneurs get the fundamentals they need to start, grow, and prosper
- **Community Profile** – Provide business, investors, and site selectors with valuable economic, resident, household, dwelling and development indicators
- **Market Advantages** – Assist emerging businesses, existing business, franchises, and entrepreneurs with researching their customers, competitors and other market intelligence



NEW BUSINESSES

- East Shore Athletics
- Vietnamz Coffee & Street Food
- Sparks & Shine Cleaning Services
- S&R Candygram
- Boom Eyelashes
- 360 Supply Inc
- Home Quarter Lumber
- YEGPro Realty

EVENTS

- May 27-29 | Oilers Hockey Clinic Presented by ATCO
- May 28 | Ice Breaker Hockey Game
- May 28 | Edmonton Oilers Alumni Hotstove & Duelling Pianos
- June 17-18 | **Canadian Tire Anglers' Cup**
- July 8-10 | Riverboat Daze Carnival & Midway
- July 8-11 | Alberta Power Lifting Union Provincials