

Town of Slave Lake

Economic Development & Tourism

QUARTERLY UPDATE

The Town of Slave Lake Economic Development & Tourism Update highlights some of the activities undertaken to improve and bolster the Town's economy and make Slave Lake an attractive place to conduct business. The Q4 2022 update covers the months of October, November, and December 2022. This report will be available on a quarterly basis on SlaveLake.ca.

January, 2023

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, developing and sharing a consistent and compelling regional message in market, and working to support and align the efforts of the region's economic development entities and organizations through strategic partnerships and collaboration to deliver tangible results and impact for Slave Lake.

SLED works in three key areas:

- + Attracting business, investment, and labour
- + Strengthen and support local business
- + Driving tourism through the attraction of visitors

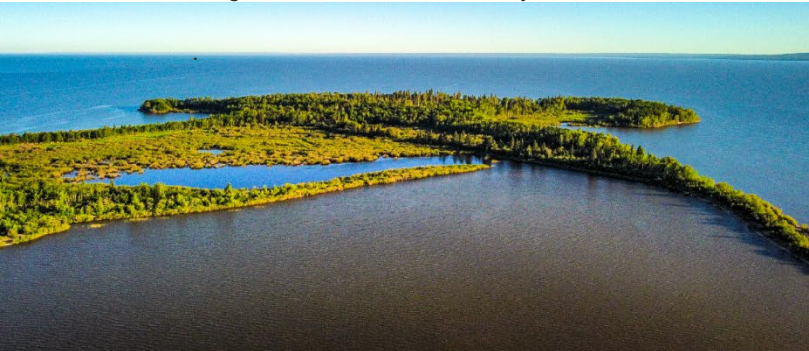
New and Noteworthy in Q4 2022:

- + **Rural Renewal Immigration Stream** – The Economic Development Department has received direction from Council to proceed with the drafting and submission of the Rural Renewal Stream Community Designation Application. The Rural Renewal Stream supports the attraction and retention of newcomers to rural Alberta through a community-driven approach that supports local economic development needs and contributes to the growth of the community. The Rural Renewal Stream empowers rural communities to recruit and retain foreign nationals to live, work, and settle in their communities. Submission is expected in January 2023.
- + **Engagement HQ** – As part of its ongoing commitment to community engagement, the Town of Slave Lake has selected EngagementHQ as its new platform to connect with residents. The platform builds online community through meaningful relationships and on-going interactions. EngagementHQ offers many features designed to increase engagement and encourage two-way communication. The tool allows the Town to administer surveys, post virtual notes, pin locations, apply polls, share information, and develop petitions. Most importantly, the tool fosters engagement with the community by creating a managed space for sharing information and collecting feedback.

PRIORITIES FOR Q1 2023:

We have heard clearly from leadership (Mayor and Council) and community members that Economic Development is a top priority for Town Administration. Moving forward into Q1 of 2023, the Economic Development Department will be advancing the following priorities:

- + **Economic Development Advisory Committee** – The Town of Slave Lake has heard clearly from local and regional businesses that they would like to see additional opportunities for providing input and feedback on the economic future of Slave Lake. The Economic Development Advisory Committee (EDAC) will assist the Town of Slave Lake in supporting, enhancing, and promoting business and economic activity within Slave Lake. The EDAC's role is to review, advise, and support Slave Lake Economic Development on local matters relating to the economy, tourism, and business community, and to act as a liaison between the Town and the business community. Preliminary Terms of Reference have been developed with the first meeting happening in Q1 2023.
- + **Labour Attraction and Retention** – The Town of Slave Lake has also heard from local and regional businesses that labour attraction and retention remains a problem. In response to this, the Town will be submitting its application for Community Designation as part of the Rural Renewal Immigration Stream that allows qualified foreign nationals to apply for job vacancies in Slave Lake and obtain their permanent resident status. More information on the program will be released once and if Slave Lake is approved for Community Designation.
- + **State of the Lake Luncheon** – Postponed from Q4 2022, The Town of Slave Lake will be hosting its inaugural State of the Lake luncheon in partnership with the Slave Lake and District Chamber of Commerce. The luncheon will provide the opportunity for local and regional business leaders, community organizations, and residents to come together and discuss Slave Lake's economic strategy and future, share insights, and identify opportunities and challenges for growth in the local economy. The State of the Lake Luncheon is currently scheduled for March 1, 2023.



NEW BUSINESSES

- + Marko Electric
- + Bing Hotshot Pilot Truck & Cleaning Services Ltd.
- + PRAKM Ventures Ltd.
- + Prologic Construction Ltd.
- + Byte Hub
- + Little Bitty Welding
- + Diana's Catering
- + Classic Taxi
- + Jade Lucina Photography
- + Soul Full
- + Slave Lake Laundromat
- + Westside Village
- + Wholistic Counselling and Wellness

UPCOMING EVENTS

- + January 14 | North Shore Trail Clean-Up
- + January 17 + 18 | Mural Mosaic Painting
- + February 11 - 20 | Frost Fest
- + February 24 | Stage North – Tim Tamashiro
- + March 1 | State of the Lake Luncheon
- + March 4 + 5 | Oilmen's Bonspiel
- + March 18 | Stage North – The Nervous Flirts
- + March 25 | Brooms N' Brew Bonspiel
- + TBD | Inaugural Meeting of Economic Development Advisory Committee