



# Town of Sylvan Lake Awarded Festival Street Grant

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The Town of Sylvan Lake is extending Festival Street onto 50A Avenue and developing an outdoor event space for the area, thanks in part to an investment of \$556,194 from the Government of Canada.

Federal funding for this initiative is being provided through the Canada Community Revitalization Fund, which is administered in Alberta by Prairies Economic Development Canada.

## Extending Festival Street

The investment will allow the Town to add space and improve functionality to bring new attractions by:

- Extending the look and feel of Festival Street (50A Street) to 50A Avenue.
- Upgrading roadways and sidewalks:
  - Installing light poles with electrical outlets to support vendors and events.
  - Improving pedestrian access with low-profile curbs and benches for resting places.
  - Expanding event hosting capacity.
  - Celebrating indigenous culture through the installation of an indigenous art piece.

## Supporting Business

Year-round events generate revenue and support the businesses by:

- Directing event traffic to flow onto 50 Street past shops and restaurants.
- Creating and sustaining jobs.
- Increasing parking capacity. Events held in parking lots reduced parking spaces.
- Increasing paid parking revenue.
- Encouraging joint effort with downtown businesses during events.
- Expanding to accommodate larger events.
- Beautifying the area to encourage investment.

## **About the Canada Community Revitalization Fund**

The **Canada Community Revitalization Fund** (CCRF) helps communities rebound from the COVID-19 pandemic. The fund assists non-profit organizations, municipalities, community groups, and Indigenous communities across Canada to build and improve community infrastructure projects. The CCRF is a two-year, \$500 million national infrastructure program to revitalize communities across Canada.

## **Strong Recovery**

The Town of Sylvan Lake is committed to recovering from the pandemic and staying brilliant all year.

“Business resiliency and recovery after COVID is a major priority across all levels of Government. Our intention with the development of this space is to leverage our current and future events to support our downtown shopping area and encourage investment in the community.”

- ***Megan Hanson, Mayor, Town of Sylvan Lake***

“Through the Canada Community Revitalization Fund, the Government of Canada is investing in the revitalization of downtown cores and main streets in communities across our country. Today’s investment to modernize and renew Sylvan Lake’s Festival Street will help support community events and activities that are vital for generating economic growth and maintaining a high quality of life for residents.”

- ***The Honourable Daniel Vandal, Minister of Northern Affairs, Minister responsible for Prairies Economic Development Canada and Minister responsible for the Canadian Northern Economic Development Agency***

“Main streets and downtowns are at the heart of communities across Alberta, bringing people together, supporting countless small businesses and offering memorable touristic experiences. Today’s investment provides a strong foundation for Sylvan Lake’s post-pandemic recovery by creating a vibrant space for residents and visitors to gather for future community events and activities, including the celebration of Indigenous culture.”

- ***The Honourable Randy Boissonnault, Minister of Tourism and Associate Minister of Finance***

## **For more information:**

Jared Waldo, Communication Officer

T 403 887 1185 Ext. 244

OR

Amanda Mercer, Economic Development Officer

T 403 887 2141

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5012 - 48 Avenue, Sylvan Lake, AB, T4S 1G6

T 403 887 2141 | F 403 887 3660 | E [reception@sylvanlake.ca](mailto:reception@sylvanlake.ca)



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