

**Subject: Downtown Revitalization Readiness Report****APPROVALS:****Annette Antoniak**\_\_\_\_\_  
Director\_\_\_\_\_  
Chief Administrative Officer**Recommended Motion:**

THAT the Downtown Revitalization Readiness Report be accepted as information.

**Summary:**

The Regional Municipality of Wood Buffalo (the Municipality) pursues the vision of a vibrant, sustainable region we are proud to call home and has identified Downtown Revitalization (DTR) as a priority that contributes to achieving this vision.

As part of ongoing progress towards downtown revitalization, Administration has worked interdepartmentally to review and understand past and present Council approved guiding documents created or completed from 2009-2018 and progress that has been made on any identified implementation plans related to downtown. The information has served as a foundation for understanding where we have been, where we are now and our readiness to move forward.

**Background:**

The community has invested a significant amount of volunteer time and the Municipality has invested a significant amount of funds in preparation for a refreshed, revitalized downtown area. Investment to date has often been guided by Council approved guiding documents and bylaws and, in some instances, created during different economic times, prior to the Horse River Wildfire and need to be updated.

However, following a review of recommended actions within guiding documents, approximately 80% of 200+ recommended actions within 11 Council documents have been identified as in progress, ongoing or complete and contribute to revitalization both directly and indirectly. Council approved 2018-2021 Strategic Plan is the most current plan that outlines priority actions specific to DTR. Quarterly strategic plan updates are posted on the Municipalities website and highlight ongoing progress towards DTR initiatives. The 2019 operating and capital budgets also support a range of projects, events, programs, plans, committees and corporations that are currently contributing to

DTR. The Readiness Report (attachment 1) provides an overview of current highlights.

Additionally, and in alignment with Council's direction, next steps include engagement with community stakeholders starting this month and broader community engagement through to early fall.

**Budget/Financial Implications:**

Funding to support initiatives highlighted in the readiness report are included in the approved 2019 budget.

**Rationale for Recommendation:**

This project has been undertaken in alignment with the RMWB Strategic Plan 2018-2021 Strategic Priority; Downtown Revitalization.

**Strategic Priorities:**

Responsible Government  
Downtown Revitalization  
Regional Economic Development

**Attachments:**

**1. Readiness Report**