

## FORT McMURRAY WOOD BUFFALO

## ECONOMIC DEVELOPMENT & TOURISM

January 5<sup>th</sup>, 2022

Roy Williams, Chair  
Wood Buffalo Downtown Revitalization Committee  
9909 Franklin Ave  
Fort McMurray, AB T9H 2K4

VIA EMAIL

Dear Roy Williams,

On behalf of our board of directors and staff at Fort McMurray Wood Buffalo Economic Development & Tourism, I would like to wish the committee members a Happy New Year. I would also like to commend the work of the Downtown Revitalization Committee. Despite the challenges posed by the COVID-19 pandemic, the committee work has progressed very effectively. We have reviewed your draft recommendations to RMWB Council. Specifically:

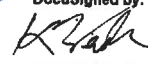
*Identify and recommend ways to update existing placemaking and beautification through continued focus on visual and physical design alignment with the Fort McMurray Wood Buffalo Economic Development and Tourism Regional Place Brand. Ensure a coherent and consistent look and feel downtown.*

*Initiate and complete a wayfinding strategy and plan that includes consideration of regional connections to and from downtown, pedestrian friendliness, and connections to and from the waterfront. Begin plan implementation:*

- *Initiate design and construction of a downtown sign(s) at key entry points.*
- *Support alignments between the waterfront and downtown initiatives.*
- *Also align where possible with Fort McMurray Wood Buffalo Economic Development and Tourism initiatives that support revitalization efforts.*

These recommendations are closely aligned with FMWBEDT's plans and we are pleased to provide our strong support for them. This approach is an excellent example of the region working together to create opportunities and foster vibrancy in our downtown core. Thank you for seeking feedback on your work and we look forward to continuing to work together on these important initiatives.

Sincerely,

DocuSigned by:  
  
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Kevin Weidlich, CD, MBA  
President & CEO