

Winterfest x The BIG JIG Business Involvement Opportunities

Sylvan Lake's highly successful Winterfest and The BIG JIG events are BACK! They're joining forces to become one super-charged mega-festival celebrating winter at the lake. Featuring outdoor winter activities, ice fishing tournament, Pass-the-Poutine contest, kids activity zone, ice slide, ice maze, and so much more. It's the biggest winter event of the year!

There are so many ways for businesses to get involved at any dollar amount. Leverage the event to benefit your business!

> BECOME A BIG JIG PRIZE SPONSOR

- **Cash Prizes:** Cash prize sponsorships are available for amounts between \$300-\$3000! BIG JIG cash prizes are awarded for:
 - Longest Catch Overall
 - Longest of each Species: Perch, Burbot, Whitefish, and Walleye
 - First Catch of the Day: on Saturday, Sunday, and Monday
 - Cash Prize Draws
- **Random Prize Draws:** Ice fishing tournament participants will be randomly drawn as winners throughout the weekend. Random Prize winners will receive tangible products or gift cards of a minimum value of \$50. Random Prizes help keep tournament participants engaged and encourage them to stay and fish longer throughout the weekend.

Sponsors will receive name recognition on visitsylvanlake.ca/BIGJIG and across event social media on Visit Sylvan Lake. For more information and to sponsor a cash prize or a random prize contact nyoung@sylvanlake.ca or 403 887 1192 ext 512 by **January 21, 2022**

> FOR RESTAURANTS: PASS-THE-POUTINE CONTEST

Enter your restaurant's most creative deliciousness-on-top-of-fries creation into the Pass-the-Poutine contest! Event guests will follow the poutine route, tasting poutines from each participating restaurant and vote for their favourite. Your restaurant could be crowned winner of the Best Poutine in Town! Congratulations to last year's winner, Bamboo Hut for their Spicy Pad Thai Poutine

Sponsors will receive name recognition on visitsylvanlake.ca/winterfest and across event social media on Visit Sylvan Lake. Enter the contest online at visitsylvanlake.ca/poutinecontest by **February 11, 2022**

> SPONSOR A WINTERFEST ACTIVITY

Winterfest is jam-packed with fun winter activities. Your business can get its name out there and be recognized as part of the event by sponsoring one of the Winterfest activities or an activity zone!

Sponsors will receive name recognition on visitsylvanlake.ca/winterfest and across event social media on Visit Sylvan Lake. Sponsor logos will be featured on in-person signage at the event activity. For more information and to sponsor a Winterfest activity contact nyoung@sylvanlake.ca or 403 887 1192 ext 512 by **January 21, 2022**

> **FOR TOURISM PARTNERS ONLY: HOST A BAND**

The Town of Sylvan Lake is looking for three restaurants or bars to host a band on Friday, Saturday, or Sunday evenings as part of the event. Live music is a great way to finish off a day of chilly winter activities paired with a warm meal and a good drink!

The Town of Sylvan Lake will reimburse accepted restaurants up to 50% of the cost of the band up to a maximum of \$400. Restaurants must be Tourism Partners before applying to host a band, and host a minimum 2 hour performance beginning between the hours of 7pm-11pm. Accepted restaurants must host a different band on a different night from other accepted restaurants. Band choice is at the option of the restaurant. First come first served. Accepted restaurants must receive a Confirmation Email specifying acceptance prior to booking a band.

Hosts will receive name recognition on visitsylvanlake.ca/winterfest and across event social media on Visit Sylvan Lake. **Registration at visitsylvanlake.ca/bandhost or by calling 403 887 1192 ext 527. Closes January 21, 2022.**

> **HOST YOUR OWN THEMED EVENT**

Host your own Winterfest x The BIG JIG-themed event in your business! Your event will be included in the Winterfest x The BIG JIG event marketing, helping to drive customers to your location. Please note that single business sales events are not eligible, this opportunity is suited for activities and experiences. Reach out if you're looking for help with your event idea at nbhola@sylvanlake.ca or 403 887 1192 ext 527.

Events will be posted on visitsylvanlake.ca/winterfest and across event social media on Visit Sylvan Lake. Submit your event online at visitsylvanlake.ca/shareevent by **January 21, 2022**

Updated 2021-12-10

Posted 2021-12-09

Family Skate and Sled Party Sponsorship Opportunities

Sylvan Lake families are invited to Leader Field on January 30th sled, skate, cook some s'mores, roast hot dogs, and enjoy winter activities with Elsa, Anna, Kristoff, and Olaf from Frozen. The event typically draws about 300 people.

Sponsorship: Opportunities to get involved include sponsoring/donating event supplies including cups, lids, sugar packets, stir sticks, creamer, s'mores kit supplies, and hot dog roasting supplies.

Sponsorship Recognition: Name recognition in the Facebook event and tagged event social media through the Town of Sylvan Lake Recreation page.

For questions and to sponsor, reach out to nyoung@sylvanlake.ca or 403 887 1192 ext 512 by **January 14, 2022**

2021-12-09

Lap the Lake Sponsorship Opportunities

The Lap the Lake Challenge raises awareness for Mental Health issues and raises money for local charities. Participants are encouraged to track their total distance walked from January 24th-February 22nd. At the end of the 30 days, participants will submit proof of their efforts to be entered to win one of three amazing prizes. Last year, Sylvan Lakers walked a total of 4,171 kms and raised just over \$8000!

Sponsorship: Three prize sponsorship opportunities are available! Sponsors are asked to donate gift cards or tangible prizes valued at \$200. Sponsorships are first come first served.

Sponsors will receive:

- Name recognition and tagged in the Facebook Event
- Name recognition on the Lap the Lake pledge forms
- Name recognition and tagged on Lap the Lake social media posts from the Town of Sylvan Lake Recreation page

For more information or to sponsor contact nyoung@sylvanlake.ca or 403 887 1192 ext 512 by **January 6, 2022.**

Updated 2021-12-10

Posted 2021-12-09

Shop Local Campaigns and Holiday Gift Guide

Shopping local matters. Dollars spent in our community have a greater tendency to recirculate, creating jobs, prosperity, attracting investment, and creating economic growth. Check out and be involved in the initiatives below.

From the Chamber of Commerce:

- [Fistfuls of Fall Cash](#): Funded by the WCD Committee, a total of \$3,000 is being given away to downtown shoppers with weekly escalating prizes
- [Our Town](#) video project is out now! Check it out and share

From Visit Sylvan Lake:

- Visit Sylvan Lake will be promoting "Shop Lo-ho-ho-cal" for the second year in a row
- Get on our Gift Guide! When you post on social media about the great gift ideas you have in store, tag @visitsylvanlake. Those posts will be reshared and saved to a Gift Guide Instagram highlight. *Please note this initiative is run over Instagram only



Summer Advertising Assets Unveiled

Photo and Video advertising assets were captured by photographer and videographer Dusty Cressey during the summer of 2021.

Funded by the Travel Alberta Cooperative Investment Grant, these assets will be used to help market Sylvan Lake as a destination for summer tourism.

Businesses used as locations for filming were selected by the videographer to fit the mood of their vision. Thank you to all the businesses who participated!

The Town of Sylvan Lake regularly takes photography and videography to maintain an updated database of imagery for advertisement, website, and social media uses. Opportunities to be involved in similar projects will be posted under the "Business Involvement Opportunities" section of this webpage.

2021-11-19

Winter and Shoulder Season Tourism Toolkit | Tourism Industry Association of Canada

The TIAC has unveiled a Toolkit for thinking about and developing winter and shoulder season tourism products.

Alberta winters are long lasting and present an opportunity to create unique tourism products that celebrate the season.

For assistance with developing off-season activities for your business, check out the Toolkit below or get in touch with us for other resources such as personalized assistance directly from Travel Alberta.

> [Winter and Shoulder Season Tourism Toolkit](#)

2021-10-29

ClearThink Business Coaching Program | Spaces Still Available

The ClearThink Coaching Program connects business owners and managers in the Town of Sylvan Lake with a professional Certified Management Consultant (CMC) for one-on-one business coaching and advice to help businesses take the next best step forward as they navigate forward.

The Program has garnered international attention, winning a National Championship Honors and International Constantinus Award Silver Medal from the International Council of Management Consultants.

[> Read more about the ClearThink Program here](#)

Register for ClearThink Coaching today - space still available! Contact Economic Development Officer, Amanda Mercer, at amercer@sylvanlake.ca or 403 887 2141

2021-10-13

Twinkle Tours | Decorate for the Holidays

Twinkle Tours is back for the second year in a row with an interactive online map of all the best holiday lights and displays across Sylvan Lake! Join in in the holiday fun by decorating the outside of your business with lights, wreaths, Christmas trees, ornaments, logs, or anything else that will draw attention from passersby, and register on the Twinkle Tour map! The complete map will be available online throughout the holidays.

Decorating your storefront also lets people know that your store is a holiday shopping destination they can't miss!

The Twinkle Tour Map will be live from Dec 15 - Jan 15.

> Register your decorated storefront to be on the Twinkle Tour Map at sylvanlake.ca/twinkletours by December 9!

2021-11-02

Winter Village Sponsorships

The 2021 official Lighting of the Winter Village will take place on November 27 during Light up the Lake!

The Winter Village is put together by a committee of volunteers and dedicated sponsors. The Pier is lit up annually from December to March, attracting traffic to the downtown area and complementing winter and holiday activities at the lake, creating a unique winter attraction.

Businesses can get involved through sponsorships! For as little as \$100, sponsor a winter weekend bonfire night in the Winter Village.

> For more info on sponsoring, see facebook.com/sylvanlakewintervillage

2021-11-02

Register a Float for the Santa Claus Parade

The Santa Claus Parade is part of the Light Up the Lake holiday festivities taking place on Saturday, November 27.

The parade starts at 5pm, winding its way from 47 Avenue into downtown ending at Lakeshore Drive and 46 Street. Followed by fireworks and the Lighting of the Winter Village, it's a can't miss holiday event in Sylvan Lake.

All parade entry types (vehicles, towed floats, walking groups, etc.) must pre-register for the parade **by November 24 at 4pm** via online form or by contacting the NexSource Centre reception desk at 403 887 1192.

> **Register your float online at visitsylvanlake.ca/paraderegistration**

2021-11-01

What We Heard | Q3 2021 Partnership Survey

Feedback from Tourism Partners provides input into Town of Sylvan Lake tourism initiatives and strategies. Here's what we heard from Tourism Partners from the Q3 2021 Survey:

- Centennial Street businesses are taking initiative to connect together. Low Centennial Street traffic; businesses benefit from events that take place on Centennial or nearby streets.
- suggested creation of a shopping/dining map
- trends in the market include a decline in traffic as the off-season sets in
- seeing an uptick in ladies outings – shopping and dining, golfing trips, sporting events, etc. with most coming from the Calgary and Edmonton area
- greater clarification on how to access being involved in Town initiatives is needed, particularly as it relates to events
- businesses are finding value in Visit Sylvan Lake re-sharing their content

> **the next survey for Q4 2021 will be made available at the end of the year on this page**

2021-10-20

Share Your Feedback | Q3 Partnership Survey (July – September 2021):

Let us know how your business experienced the last quarter, what you'd like to see in future and share feedback on Town of Sylvan Lake tourism initiatives. This brief survey lets you share your thoughts from the July 1 – September 30 2021 quarter. The online **survey closes on October 17**. [Click here to take the online survey](#)

2021-10-05

Downtown and Fall Décor

As a result of suggestions provided in the Q2 2021 Quarterly Survey by Tourism Partners, the Town of Sylvan Lake was able to install "downtown" district flags on the light poles on Centennial Street in early August.

Fall décor will be back starting late September to mid-November with straw bales and cornstalks along the downtown streets.

Keep an eye out for the Pumpkin House to reappear in Lions Park for the second year in early October, and the Pumpkin Trail starting November 1!

Be a part of the magic! Decorate your storefront's windows, doors, and exteriors with fall items like leaves, wreaths, pinecones, pumpkins and squash, and more!

2021-08-20

Town of Sylvan Lake receives Travel Alberta Cooperative Investment Grant

The Town of Sylvan Lake applied for Travel Alberta's spring intake of the Cooperative Investment Program grant and was awarded \$40,000 towards marketing initiatives.

Between July 2021 - March 2022, the funds will be used for destination marketing activities which may include all or some of the following: creative agency expertise, seasonal videography assets, seasonal photography, featured activity videography assets, influencer campaigns, social media advertising dollars, radio advertising campaigns.

2021-08-20

CulinART! | Here's how it went

UPDATE: The previously reported \$4,933 spent by CulinART! guests has been updated to \$5,379

Thank you to all the restaurants and artists who made CulinART! so fantastic.

- 5 local artists exhibited at CulinART!
- 11 local restaurants on the downtown walking route participated
- 27 unique culinary items were created for guests to sample
- Approximately 140 guests attended CulinART!
- \$5,379 was spent by CulinART! guests on food samples
- Julie of @calgary.foodie on Instagram was able to attend and post about her experience. See her [social media post](#) here and her [Instagram reel here](#)

We'd love to hear from you! Share your feedback:

Share your feedback on CulinART! and what worked and didn't work so well for your business. Feedback helps the Town of Sylvan Lake improve the event for the next year

> **Click here to share your feedback with us**

2021-09-20

Updated 2021-10-04

Inventures OutBound Conference Live Stream | Sept 22-24 | 10am -1:30pm

UPDATE: The Inventures OutBound Conference has been cancelled by conference organizers. both the live event in Calgary and the streaming in Sylvan Lake will not be taking place

Join us for #InventuresOutbound2021 September 22 - 24! Come together at the NexSource Centre Viewpoint Lounge for this exciting networking and training event. Together, watch live streams of the best of Inventures Outbound 2021 direct from the conference floor in Calgary. Don't miss the opportunity to share, learn and be inspired by global thought leaders. The Town of Sylvan Lake Economic Development is proud to offer this curated selection of sessions from the conference for free!

For speaker schedule and more info, [click here](#)

2021-09-15

Updated: 2021-09-20

September Business Involvement Opportunities

Fall is coming up fast! We're excited for our regular line-up of special events return, along with new opportunities for businesses to be involved with Town of Sylvan Lake tourism initiatives. Download the full list of September Involvement Opportunities here 2021-08-17

Lakeshore Drive Beachfront Dining Experience Video

This video project aimed to show the unique beachfront dining experience and "patio life" of Sylvan Lake. To maximize the value of this project, influencer Roxanne of Red Deer Eats and Jonah and Graham of Local Jems participated in creating social media buzz and producing a video in June 2021. This project was funded as part of the awarded Travel Alberta Cooperative Investment Program grant.

Red Deer Eats posted about each restaurant on her social media feeds and shared the posts to her stories on July and August long weekends. Visit Sylvan Lake reposted her posts on its own channels. [See the posts here](#)

Local Jems created an experience video that will be used to advertise the destination in future through paid social media advertising. [See the videos here](#)

Visit Sylvan Lake will share the video again in time for September long weekend on its social media feeds.

1.

Local Jems also conducted long-form interviews beyond the deliverables of the project. This content is an excellent fit for CulinART! and will be released in September in conjunction with the event.

Creatives always maintain a degree of independence with the exact content that is created. Both Red Dere Eats and Local Jems went above and beyond in creating awesome content that represented the unique beachfront patio experience in Sylvan Lake!

The Travel Alberta Cooperative Investment Grant will fund additional video asset projects for destination marketing.

2021-08-30

Tourism Relief Grant | Government of Canada

The Tourism Relief Fund, supports tourism businesses and organizations in adapting their operations to meet public health requirements while investing in products and services to facilitate their future growth.

With a budget of \$500 million over two years (ending March 31, 2023), including \$50 million specifically dedicated to Indigenous tourism initiatives, and \$15 million for national initiatives, this fund aims to position Canada as a destination of choice when domestic and international travel is once again safe by:

- empowering tourism operators to create new or enhance existing tourism experiences and products to attract more local and domestic visitors
- helping the sector reposition itself to welcome international visitors by offering the best Canadian tourism experiences we have to offer the world

For more information, please see the [Tourism Relief Fund \(TRF\) Application Guide](#)

Local Area Office for questions about your project or idea related to the grant: Reach out to Kelly Kierluk, General Manager of [Community Futures Central Alberta](#) at 403 342 2055

We're here to help! The Town of Sylvan Lake is available to chat with you about your application and would love to see some of these funds supporting our community. The Town of Sylvan Lake may be able to provide letters of support for your application or assistance with describing the economic benefit your project could bring to Sylvan Lake. Reach out to [Amanda Mercer, Economic Development Officer](#).

2021-07-13

Quarterly Partnership Survey for Q2

You're invited to participate in the Quarterly Partnership Survey and take this opportunity to share with us what things look like from your business' perspective and how your business is being impacted. Your responses help us have an eye on the tourism industry from the business perspective in Sylvan Lake.

Share your feedback in the Q2 Partnership Survey (April – June 2021):

Let us know how your business experienced the last quarter, what you'd like to see in future and share feedback on Town of Sylvan Lake tourism initiatives. This brief survey lets you share your thoughts from the April 1 – June 30 2021 quarter. The online survey closes on July 30. Use this link to [take the online survey](#)

What we heard from businesses in the Q1 Partnership Survey (January – March 2021):

- businesses continued to face significant difficulties related to provincial health restrictions and closures
- transportation/parking concerns and ideas, particularly in downtown
- trends in the market included more families and an increase in out of town customers

2021-07-07

Mystery Towns Downtown Scavenger Hunt

The Town of Sylvan Lake is working with company, Mystery Towns, to put together a scavenger hunt around Sylvan Lake's downtown! The hunt will incorporate some of Sylvan's best sights, stories, and monuments for players to explore. Businesses can be involved by offering a deal or discount of some type during the game to encourage players to take a break and grab a bite or do an activity along the way.

The game is played by mobile phone and can be multi-player or teams can play against each other to solve the mystery of the 'Lost Regatta' by finding clues along the route. The game is family-friendly and likely suitable for ages 10+. Adults will enjoy the game as well and still find the clues challenging. The game route goes down Lakeshore Drive, Centennial Street, and 46 Street. For more info on Mystery Towns please see [this video](#)

We are reaching out directly to Tourism Partners along the scavenger hunt route directly to be involved.

2021-06-25

Restaurant Guides

We've created printable restaurant guides! A stack of Guides has been delivered free of charge to each hotel and campground business in Sylvan Lake to help connect visitors with restaurant providers.

Download and print your own copies [here](#)

2021-06-07

Destination Brand and Website Redevelopment Complete!

Have you noticed our new look on visitsylvanlake.ca?

A newly developed destination brand was accepted by Town Council in April with input from tourism operators, Town of Sylvan lake administration, and A/B testing in main visitor markets.

This unique brand, applied to Visit Sylvan Lake, allows Sylvan Lake to grow as a destination and develop it's own identity in Alberta's tourism landscape.

Further style updates to social media sites and visitor marketing will be coming soon!

Visit Sylvan Lake continues to be operated by the Town of Sylvan Lake, performing destination marketing, providing visitor information, and tourism development.

2021-05-31

Alberta On the Plate

Restaurants involved in agritourism and culinary tourism can now apply to be a part of Alberta on the Plate! This province-wide event showcases businesses that use Alberta ingredients in their dishes. Foodies delight at the opportunity to travel across the province, trying each dish and connecting to each dish's unique "food story."

This opportunity is free for businesses to participate. Application close June 30. The event runs August 6-15, 2021.

For more information and to participate, visit albertaontheplate.com

2021-05-14

Summer 2021 Patio Program

The Town of Sylvan Lake is currently expediting patio development approvals.

Businesses interested in developing patios should reach out directly to the Planning department at 403 887 2141 for application requirements.

2021-05-05

1913 Days

Update: As a result of new pandemic restrictions implemented by the province in May, 1913 Days will take place on the weekend of June 18-20 only.

Celebrating the founding of our town with 1913 days is a beloved tradition!

Our team is still in the process of planning the event activities.

Businesses are encouraged to host events to add to the the festival! Please submit your event information to the events calendar by May 21, 2021 to be included as part of the event schedule.

[Submit Event Information Here](#)

Posted: 2021-03-17

Updated: 2021-03-29

***Cancelled* Summer Window Painting**

Due to budgetary changes this program has been postponed to a later date

Register by June 14, 2021. First come, first served. Registration opens June 1, 2021.

Transform your storefront with hand painted seasonal window art. Lead by local visual artist, Jamie Cooney, we are excited to offer more complimentary window painting to our Tourism Partners! Please apply to have your storefront windows painted in a 'Sylvan Lake Summer' theme by entering your information via [online form](#)

Capacity is very limited and applications will be processed on a first come, first served basis.

2021-05-31

New In Town Campaign has pushed back

Originally designed for release before the May long weekend to kick off summer and give the audience things to add to their to-do list, this campaign has been pushed back to just before July long weekend to allow for provincial restrictions to hopefully let up.

Our hope is that pushing back the Campaign will allow more businesses to be open when the Campaign is released and enhanced its effectiveness.

2021-05-13

Be Involved! May and June Opportunities for Businesses

Businesses can be involved in Town of Sylvan Lake tourism initiatives and strategies throughout May and June by registering to participate below!

- **Be Featured! New In Town Campaign | May 15-22 > New Dates: June 21-30**
 - We're showcasing businesses who are NEW or have REVAMPED over 2020/2021 just in time for the May long weekend! Up to ten businesses will be featured on Visit Sylvan Lake social media. Register by May 5 at visitsylvanlake.ca/newintown
- **Share Your Best Campfire Stories and Recipes | All Summer**
 - Summer was made for nights around the fire. Connect your business to visitors by sharing your best stories or recipes. A great opportunity for restaurants! Your stories and recipes will be featured alongside your business on visitsylvanlake.ca. Share your stories and recipes at visitsylvanlake.ca/campfirestories

1913 Days

Update: As a result of new pandemic restrictions implemented by the province in May, 1913 will take place on the **weekend of June 18-19 only**.

- **Meet Me On Main Street Campaign | June 7-11 > New dates: June 14-18**
 - 1913 Days is all about heritage and our small town! As we gear up for the event, we want to feature up to ten Main Street businesses (Centennial/50 Street) over Visit Sylvan Lake social media in connection to the sidewalk sale activity. Register by May 21 at visitsylvanlake.ca/meetmeonmain
- **Host Your Own 1913 Days Event | June 11-13 > New dates: June 18-19 only**
 - Be a part of 1913 Days by hosting your own event or activity at your business to draw people in. Let us know the details, and be added to the official event schedule to be marketed as part of the 1913 Days event! Make your event fun,

simple, and easy to host! Register by May 21 at visitsylvanlake.ca/1913-days-submit-event

- **1913 Days Downtown Sidewalk Sale | All Day June 12 > New date: June 19 only**
 - Put out a rack of your products on the sidewalk, prop open your door, and invite passersby in for a boutique shopping experience! Centennial Street will be decorated for the event to add a festive feel. Registration is not required. For questions, ask our Special Events Coordinator at pmcarthur@sylvanlake.ca or 403 887 2199

Updated: 2021-05-05

Share Your Feedback With Us | Q1 2021 Partnership Survey

Take this short online survey to share your feedback from the period of January 1 - March 31, 2021. Let us know how your business was affected, what you'd like to see in the future, and give feedback on Town of Sylvan Lake tourism initiatives.

[Take the online survey](#)

Survey closes May 15, 2021. We'd love to hear from you!

2021-04-16

Travel Alberta Cooperative Investment Program grant | Travel Alberta

Travel Alberta's Cooperative Investment Program grant launches April 1 accepting applications until April 30. The cooperative investment program requires no matched funding component (no financial contribution from the applicant). This grant focuses on recovery from Covid-19 and measurable return on investment. For more information:

<https://industry.travelalberta.com/programs-tools/coop-investment>

Posted: 2021-03-25

Experience Development Coaching

In partnership with Travel Alberta, the Town of Sylvan Lake has put together one-on-one experience development coaching opportunities for experience development. Experience

development is a way to create new opportunities that enhance products and attract new customers.

It means shifting the mindset from selling products to providing experiences. For example, a business that sells spun wool might enhance their business strategy by providing tours of their workshop, farm tours, instructional workshops on wool dyeing or spinning, knitting events, and find new ways to tell their story of why wool is so important to them.

Interested businesses should [email us](#) to find out more and will be invited to attend an online group introductory meeting to see if they would like to continue with one-on-one coaching.

2021-03-31

April Tourism Sector Trainings

Choose webinars that fit with your business needs! These trainings are hosted externally. See a list of trainings below in the Tourism Sector Trainings section.

- [April 8: Balancing Challenging Customer Interactions with Positive Guest Experiences in the Era of Covid-19 - Travel Alberta](#)
- [April 15: 10-Minute Tourism: Creating Local Destinations Through Placemaking](#)
- [April 22: One Year Later: How has Covid-19 Re-Defined the Experience Economy in Alberta?](#)
- [April 29: How Tourism Businesses Use Content and Social Media to Market](#)

Posted: 2021-03-29

Updates 2020-04-14

Be sponsored by the Town of Sylvan Lake for the Rumble Alberta Challenge!

UPDATE: Redneck Wear N' Tear, Lakeside Go-Karts and Mini-Golf, and Wood Shed Axe Throwing received sponsorship by random draw. This opportunity has now closed.

The Town of Sylvan Lake is looking for **up to three businesses** to sponsor for the ["Rumble Alberta" Touring Challenge Event!](#) These sponsorships are valued at \$300 each worth a \$550 in marketing value. Three selected businesses will receive FREE participation in the event for the year.

Selected businesses will receive the [Steel Business Sponsorship Package](#) with those costs of participation covered by the Town of Sylvan Lake. Businesses will receive marketing through the Touring Challenge Event throughout the summer, as well as be placed on the Rumble Alberta route map year-round.

Rumble Alberta encourages all types of rubber tire traffic to explore Alberta!

Interested in being sponsored for Rumble Alberta by the Town of Sylvan Lake?

- **Enter your business to win one of three FREE sponsorships:**
 - - Submit an expression of interest by March 22, 2021 using this [online form](#). A maximum of three businesses will be selected by random draw.
- **Choose what “swag” you will donate to the event:**
 - Rumble Alberta asks for 50-100 pieces of donated “swag” per participating business. Swag can be things like coupons, promotional items, or other merchandise, ie. 10% off coupons etc. Swag will be distributed throughout Alberta for challenge participants at the discretion of Rumble Alberta
- **Three businesses will be notified on March 23, 2021 of being selected and accept sponsorship:**
 - If your business is not selected for sponsorship by the Town of Sylvan Lake, you may still choose to participate in Rumble Alberta at your own cost

All businesses must be registered Tourism Partners before March 22, 2021, and appropriately licensed with the Town of Sylvan Lake. Limit of one expression of interest per business.

Posted: 2021-03-17

Updated: 2021-03-25

March Tourism Sector Trainings

Choose webinars that fit with your business needs! These trainings are hosted externally. See a list of trainings below in the Tourism Sector Trainings section.

- [March 4: Social media Deep Dive: Instagram - Travel Alberta](#)
- [March 11: Mental Fitness: How to Thrive in Challenging Times - Travel Alberta](#)
- [March 18: A Click Away: Trends for the Future of E-Commerce in 2021](#)
- [March 25: Destination Inclusiveness: How to Add Value and Make People Feel Valued - Travel Alberta](#)

Posted: 2021-03-03

Lake Skating Rinks and Vehicle Access Closed

Due to warm weather, the Lake Skating Rinks and the vehicle access to the ice from Lakeshore Drive and 49 Street have closed effective March 2 and March 3, respectively.

Posted: 2021-03-03

Sylvan Lake Makes the News!

Our lake town has made the news and we're so excited to see Sylvan Lake represented in the media! The more our destination is heard about, the better for attracting visitors.

Check out these articles:

- [You can fly down three glowing ice slides in this cute Alberta lake town | Curiosity Calgary and Curiosity Edmonton](#)
- [Craving Beach Vibes in Canada? Find them at 6 Under-the-Radar Beach Towns | Marriott Bonvoy Traveler](#)
- [In photos: In Red Deer, hundreds of people take to the ice | Globe and Mail](#)

Posted: 2021-02-22

New Tourism Sector Resources Added

Find resources for tourism startups, using Google for your business, social media marketing for tourism, identify which travelers are your customers, and how to create high quality visitor experiences!

See below in the Tourism Sector Resources section

Posted: 2021-02-22

February Tourism Sector Trainings

Choose webinars that fit with your business needs! These trainings are hosted externally. See a list of trainings below in the Tourism Sector Trainings section.

- [February 4, 2021: Google Guide for Small and Medium Enterprises \(SMEs\) - Travel Alberta](#)
- [February 9 & 16, 2020: Culinary Tourism - TIAC AITC Alberta Online Workshop Series](#)
- [February 11, 2021: Leading Through Uncertainty - Travel Alberta](#)
- [February 18, 2021: Travel Outlook: Factors affecting Recovery - Travel Alberta](#)
- [February 25, 2021: Creating Partnerships with Indigenous Tourism Businesses - Travel Alberta](#)

Posted: 2021-02-01

Short Term Rentals Survey | Town of Sylvan Lake

The Town of Sylvan Lake is seeking feedback through an online survey about short term rentals. Short term rentals, also known as tourist homes, AirBnBs, or VRBOs, provide short term accommodations, typically as a residential home or a part of a residential home.

Operators of short term rentals, users, and neighbours to short term rentals, are all invited to share their feedback of their experiences through the [online survey](#).

Posted: 2021-01-20

Small and Medium Enterprise Relaunch Grant (SMERG) | Government of Alberta

Apply by March 31, 2021

The Government of Alberta has released a grant for small and medium enterprises affected by Covid-19 that have experienced a revenue reduction of at least 30%.

Businesses, cooperatives and non-profits can use granted funds to help offset the costs of new public health measures, including:

- physical barriers
- purchasing PPE and disinfecting supplies
- rent and employee wages
- replacing inventory and more

For full details and to apply visit www.alberta.ca/sme-relaunch-grant.aspx

Posted: 2021-01-11

The BIG JIG | Town of Sylvan Lake

Event Dates February 13-15, 2021

The Town of Sylvan Lake is hosting The BIG JIG Ice Fishing Derby February 13-15, 2021 over the Family Day long weekend. Check out the event page at visitsylvanlake.ca/bigjig

The event will include an ice fishing derby organized through an online app to ensure social distancing, live music, Pass-the-Poutine Contest for the best poutine in town, Kinabik Discovery Village for indigenous peoples heritage, and Learn to Fish for Beginners!

Here's how your business can be involved:

- Pass-the-Poutine Contest: Can your restaurant create the best, most creative appy-sized poutine? [Fill out the online form to enter your business' poutine](#)
- Equipment Rentals: if your business rents winter equipment let us know! We want to add your business as an Equipment Rentals Provider on the event webpage. Businesses must have a Town of Sylvan Lake business license. [Email us](#)
- Host a complementary activity or event: design your own activity that can add to visitor experiences. Let us know below by submitting to our Upcoming Events Calendar.

This event is subject to Covid-19 restrictions and all public health measures.

Posted: 2021-01-06

January Tourism Sector Trainings

Webinar training opportunities have been collected for January. Choose webinars that fit with your business needs. These trainings are hosted externally. See a list of trainings below in the Tourism Sector Trainings section.

UPCOMING TRAININGS

- [January 14, 2021: Revamping Your Website - Travel Alberta](#)
- [January 21, 2021: Reimagining the Customer Experience \(During and After Covid-19\) - Travel Alberta](#)
- [January 28, 2021: Food for Thought: Leveraging the Value of Culinary Tourism - Travel Alberta](#)

Posted: 2021-01-06

Visitsylvanlake.ca Website Redevelopment | Town of Sylvan Lake

First Quarter of 2021

Visitsylvanlake.ca is the visitor website for the destination of Sylvan Lake and hosts information to attract visitors, help them find things to do, plan their trip, and other important information.

The site is undergoing redevelopment over the first quarter of 2021 for updating, to enhance usability, site architecture, and better support visitor services and Sylvan Lake's tourism economy.

Posted: 2020-12-23

Tourism Industry Partnership Program | Town of Sylvan Lake

The Program launches in January. Here's how you'll hear about it:

- the Sylvan Lake News
- social media @visitsylvanlake
- your business license renewal invoice was accompanied by an info slip and link to register
- we'll be reaching out directly in January
- [register online anytime](#)

Once your business' registration to the Program is approved, we'll be in touch directly to let you know about visitsylvanlake.ca/industry resources! This will be the page for the delivery of the Program.

Posted: 2020-12-23

2021 Winter Village Unveils | Winter Village Committee and Town of Sylvan Lake

Runs December-March with lights from 5-11pm

The Winter Village Committee and the Town of Sylvan Lake staff have done an amazing job at putting together [2020's Winter Village!](#) The Winter Village runs from December - March at nightfall and includes sponsored Christmas Tree Planter Parade and over 304,000 twinkling lights. This year, due to social distancing requirements, there will not be sponsored bonfire nights to prevent potential of crowding around the firepits. For more info see the [Winter Village Facebook page.](#)

The Winter Village has also undertaken the addition of lighting to the Lake Skating Rink, brand new for this winter! Lights run from 5-11pm each night.

Posted: 2020-12-01