

The Heart of Lacombe

2023 Community Planning
Association of Alberta

Community Achievement
Award



Heart of Lacombe Highlights

- Photo-friendly and social
- Spearheaded by the Downtown Area Redevelopment Plan (DARP) Committee, with support provided by City Administration in an advisory capacity



DARP Connections

The 2013 Vision of the DARP states that:

- By 2032, Downtown Lacombe will emerge as the symbolic “Heart of Lacombe” celebrating rich historic roots while embracing complementary contemporary architecture”
- Downtown Lacombe will be celebrated as a vibrant year-round destination for all to enjoy



Heart of Lacombe's Ongoing Benefits

- Shows value in Council's \$1.7 million investment in DARP Capital Projects
- Spearheads a Downtown Lacombe brand
- Allows for the projects included in the DARP Committee Capital Plan to have further room to succeed
- Investments aim to provide residents with economic, social, and recreational payoffs



Going Forward

- The Heart of Lacombe brand is a tourism, residential and commercial development tool.
- Helping to build a modern identity for residents and business owners
- The Heart's distinct colours allow a communal experience, supporting social and local initiatives
- Committee is now an ideal collaboration model for other City projects



**Thank you for supporting the Heart of
Lacombe and the vision of DARP**

