

Steve Woolrich
Rethink Urban
October 2016



To whom it may concern

Please accept this letter as a reference from the Red Deer Downtown Business Association (Business Improvement Area) for Steve Woolrich.

Over the past 3 years, we have worked closely with Steve on several projects, all focusing on revitalizing the Downtown using a number of different methods to address different challenges.

As a Crime Prevention Through Environmental Design (CPTED) expert, Steve has been a valuable asset when discussing with the business community the social challenges experienced on a daily basis and the impact it has on doing business. We formed a partnership and Steve provided CPTED reviews for the business owner and we combined this with a grant available for businesses to encourage implementation and adoption of the recommended best practices.

We have just completed year 3 of a project entitled Art Alley for which Steve was the Project Manager. This project, funded by the Downtown Business Association, involved Steve recommending back alleys that were regularly seeing negative social activity. Steve recruited local street artists and created murals in each location to alter the use of space. This campaign has received much press attention over the past few years and is now a local attraction.

Steve has played a very active role in the formation of a Downtown Community Development Committee. It was originally formed by a group of like minded individuals who were keen to affect change in our Downtown Community. 2 years on, this is now a Council recognised committee that receives funding for grass roots ideas that collectively, have a large impact – including addressing needle debris, public art and street recreation that is available to ALL users of the Downtown.

Steve has also conducted a number of Lunch and Learns with our business membership focusing on CPTED solutions and community inclusion. Much appreciated by our business community.

Steve has been very connected with the all members of the Downtown community. He is skilled in his areas of expertise and passionate about Downtown. I have no hesitation in recommending him.

Should you require any further information or more details on any of the above, please feel free to call me at the number below or email me amanda@downtownreddeer.com.

Warm regards

Amanda Gould
Executive Director

