

Augmentation of the Tumbler Ridge Museum Foundation's Dinosaur Discovery Gallery

Organization Legal Name: Tumbler Ridge Museum Foundation
(Appendix 1 – Certificate of Incorporation)

Address: 128 Commercial Park; Box 1348; Tumbler Ridge, British Columbia; V0C 2W0

Website: www.tumblerridgemuseum.com & www.prprc.com

Registered Charity Number: 863295853 RR0001
(Appendix 2 – Financial Statements 2006)
(Appendix 3 – Proof of Director's Insurance)

Names of principal officer: Dr. Charles Helm, Past President, Tumbler Ridge Museum Foundation

Chief Contact: Richard T. McCrea, (Project Coordinator) Curator of Palaeontology,
Peace Region Palaeontology Research Centre; Ph.:(250) 242-4051; Fax.: (250)
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Location of Project: Tumbler Ridge, British Columbia

Name of Project: Augmentation of the Tumbler Ridge Museum Foundation's
Dinosaur Discovery Gallery

Project Address: 128 Commercial Park; Box 1348; Tumbler Ridge, British Columbia;
V0C 2W0

PROJECT DESCRIPTION

Augmentation of the Tumbler Ridge Museum Foundation's "Dinosaur Discovery Gallery"
The main objective is to increase the number and quality of interpretive displays
(interactive displays, full-size dinosaur reconstruction displays, cabinet displays, custom
interpretive artwork, and informative posters as well as the production of a DVD on the
various aspects of the museum's field and research projects) related to British
Columbia's palaeontological heritage in the public accessible Dinosaur Discovery
Gallery. This expansion of interpretive offerings will make the Dinosaur Discovery
Gallery a more attractive tourist destination within the Peace Region of British Columbia.

DETAILED PROJECT DESCRIPTION

The purpose of this project is to increase the interpretive offerings within the public
accessible Dinosaur Discovery Gallery, and create new and unique fossil exhibits within
the displays of the Dinosaur Discovery Gallery which showcases the palaeontology of
the Peace Region of British Columbia based on past and current palaeontology

research projects (**Appendix 4**). This proposed expansion of our interpretive displays represents another significant step toward our goal of a regional/provincial museum with a very strong interpretive/educational component to realize the tourism potential that would be a benefit to the host town of Tumbler Ridge, the Peace Region and the province of British Columbia (**Appendix 5**). This project has advocates from all levels of government beginning with strong municipal support through the District of Tumbler Ridge, as well as advocate support from provincial (MLA Blair Lekstrom) and federal representatives (MP Jay Hill).

The association of this project with an active and aggressive palaeontological research program will ensure that new materials will be added to the interpretive displays and that these will be scientifically accurate, on the cutting-edge of palaeontological research, and their significance be put into a global context for the enjoyment and education of all visitors. Currently there is no admission fee for visitors to the Dinosaur Discovery Gallery, however upon completion of the proposed expansion of the interpretive displays outlined in this proposal admission fees would be instituted and the revenue generated would help the sustainability of this project.

1 Interactive Displays and Promotional DVD

Several new interactive displays will help enhance the visitor experience while educating them on the impressive palaeontological resources in the Peace Region and across the province and in western Canada (**Appendix 6**). Two large interactive displays are planned along with several smaller displays and the utilization of high-end 3D graphics software (**Appendix 7**).

i) Large Custom Base Cabinet Mounted Interactive Displays

British Columbia's Dinosaur Excavations - Until the discovery of the dinosaur bone site near Tumbler Ridge in 2002 British Columbia was known for having only a handful of dinosaur bones. The Tumbler Ridge Museum Foundation (T.R.M.F.) was formed in 2002 as a result of a desire to retain the fruits of this palaeontological resource in British Columbia. This interactive display will tell this fascinating story of how the discovery of these bones helped form the T.R.M.F. and how this led to further important dinosaur bone discoveries in British Columbia. This themed interactive display will also highlight the research on these important palaeontological resources, their significance, and how excavation operations were begun within difficult, but beautiful settings.

Western Canada's Fossil Track Sites - The second interactive display will be themed towards western Canada's fossil track sites, including several from eastern British Columbia. The vertebrate track record spans almost 90 million years and contains records of animals that we do not know from bones in western Canada. There are several excellent track sites in western Canada, including some new and important sites in the Peace Region. Many of these sites are inaccessible to the general public due to their vertical nature, and their location in remote alpine and wilderness areas or within active coal mines. This interactive

display will make these eye-catching and interesting sites accessible to the public.

ii) Multiple Mini-LCD Displays - Several smaller LCD monitors will be used to help interpret actual fossil material on display in cabinets in the Dinosaur Discovery Gallery. These smaller monitor displays will include stunning and informative photo vignettes and short movie clips that cycle continuously for the enjoyment and education of the public.

iii) Promotional DVD – To help realize the T.R.M.F.'s main objective of establishing a large-scale museum in the region the T.R.M.F. desires to create a DVD which will highlight the four themes of the T.R.M.F. including the main palaeontological theme. This DVD will be informative and educational and will demonstrate the need for a regional/provincial museum based primarily on the virtually untouched palaeontological resources in the Peace Region.

iv) Filming and Production - New high-quality footage and photographic stills must be taken to develop these interactive displays and DVD. This film and photographic record will begin to be developed early in the spring when P.R.P.R.C. field operations begin. A high-quality, DVD ready camera will ensure that the best film record possible is collected from the remote fossil field areas. Once the necessary footage has been taken it must be adapted to an appropriate format for the interactive displays and the promotional DVD. The T.R.M.F. will engage the services of a competent video production company to render the raw footage into its final, usable formats. The involvement of a professional production company will give the final product the necessary quality and polish that is expected of interactive displays.

v) Interactive Displays With 3D Graphics – In addition to the 2D film format mentioned above there will also be a number of 3D composite graphics which will give the viewers control over a 3D virtual tour of fossil track sites, footprints, excavation sites and fossil bone beds in the region (**Appendix 7**). This is a technology that is definitely cutting-edge and one that our palaeontologists have been getting familiar with over the past several years.

vi) Public Theatre - An approximately 30-40 seat capacity room will be converted into a small theatre area complete with a large LCD screen and audio system. This theatre will be used to play introductory material showcasing the T.R.M.F.'s four main themes including short clips on this region's natural areas including hiking trails, parks and waterfalls. The display content that is offered will be updated from time to time and as we acquire new footage. Once the promotional DVD has been completed this will become the main feature of the theatre.

II Dinosaur Skeletal Mount and Display

While the Dinosaur Discovery Gallery already boasts several dinosaur skeletal mounts (2 large herbivorous ankylosaurs and 2 small carnivorous theropods –

Appendix 8) it is lacking a large, meat-eating dinosaur mount which are the most popular types of dinosaur mounts at palaeontological museums. We have a number of interpretive options that can utilize mounts for a variety of large theropods. British Columbia has some of the largest theropod footprints in the world (1 metre long) from the Jurassic/Cretaceous boundary (~140 million years old) which are likely the product of a large allosaurid dinosaur. Similar, but somewhat smaller (45-65 cm length) allosaurid prints are also found in rock layers that are up to 100 million years old (“middle” Cretaceous) with some trackways showing interesting behaviors of the track-makers. British Columbia has one of the few large tyrannosaurid tracks in the world, and possibly the only one that has skin impressions. For this proposal a large allosaurid mount will be constructed with the purpose of interpreting one of our globally unique theropod trackways and **(Appendix 9)**. The combination of a large theropod mount placed on a reconstructed trackway will serve to breathe life into the bones and will make for a jaw-dropping main exhibit.

III Palaeontology Display Cabinets

With an ever increasing amount of fossil material being collected by our researchers and volunteers each year with more material thus being available for interpretation and display it is desirable to increase the number of palaeontology display cabinets in the Dinosaur Discovery Gallery. These secure display cabinets will contain a variety of real fossils and high-quality replicas with full interpretive information included. Currently the Dinosaur Discovery Gallery has five display cabinets with two cabinets being used to showcase the fossil footprint finds in the region, one to display material from our dinosaur bone excavations **(Appendix 10)**, and two others to exhibit Triassic marine vertebrates (fossil marine reptiles and fish respectively) which is a huge palaeontological resource in British Columbia.

Less than 1% of palaeontological materials in our collections are currently on display, primarily due to the lack of appropriate cabinetry available for this purpose. Five new cabinets would be added with this project and would allow us to exhibit aspects of British Columbia palaeontology that we have not been able to display as yet. Three cabinets of a similar design to the ones already in the Dinosaur Discovery Gallery **(Appendix 10)** would be used to expand the display of the Triassic marine vertebrates (1 cabinet) and another to show off our dinosaur bones, as well as adding a new display category of Paleozoic invertebrates (corals, trilobites, brachiopods, bryozoans, crinoids, blastoids, etc.). Two upright cabinets would be specially designed and constructed to house a display of specimens of fossil plants (gingkoes, cycads, ferns, conifers, Horsetails, etc.) along with a separate housing of their living descendents and a backlit glass front to place interpretive graphics and text **(Appendix 11)**.

IV Interpretive Posters

The Dinosaur Discovery Gallery has a small number of banner-style posters associated with some of the cabinet displays (Triassic marine reptiles and fish) which tell the story of discovery, cooperation, and recovery of these amazing specimens supplemented with breath-taking graphics (**Appendix 12**). The developing of several new banners (~20) on high-quality canvas-like paper will complement existing and planned interpretive materials within the Dinosaur Discovery Gallery.

V Security Upgrade

The fossil specimens on display in the Dinosaur Discovery Gallery are priceless from heritage resource, scientific, educational and tourism points of view. The thousands of hours devoted to the discovery, recovery and preparation of these fossils by our professional staff and volunteers almost defies assessment. The current value of the cabinets, mounts and displays we already possess in the gallery, plus the value of the assets of this current project would be worth several hundred thousand dollars. Overall, we feel that an additional investment in the security of our facility is well justified in order to protect these resources that are in our care and to live up to the security standards seen at other museums that house similar collections.

VI Custom Palaeontological Artwork (Appendix 13)

Custom-designed artistic images have a long history with palaeontological research and interpretation as these images form a necessary bridge between palaeontologists and the public. Artists and palaeontologists usually collaborate extensively on artistic projects with the artist taking input on the scientific correctness of the image and the palaeontologist getting advice on the aesthetic presentation of scientific material. The resultant product is a work of art that provides a rare glimpse into the past that is accurate from the scientist's point of view and accessible and interesting for the layperson. Many museums either have an artist or two in residence or contract out to various established and reputable artists in order to enhance their museum exhibits, websites, brochures, etc.

DESCRIPTION OF ORGANIZATION

THE TUMBLER RIDGE MUSEUM FOUNDATION AND THE PEACE REGION PALAEONTOLOGY RESEARCH CENTRE

The Tumbler Ridge Museum Foundation (T.R.M.F.) is a registered charity (863295853 RR0001), and a not-for-profit organization established by a volunteer board of directors. The T.R.M.F.'s primary goal is the building of a regional/provincial museum to interpret and exhibit British Columbia's rich palaeontological heritage with the primary focus being vertebrate fossils including British Columbia's first two dinosaur bone sites, multiple

dinosaur track sites, as well as the massive record of Triassic marine fish and reptiles. The T.R.M.F. recognized the need for collaboration of professional palaeontologists in the face of such wealth of fossil heritage in the Peace Region and in 2004 established the Peace Region Paleontology Research Centre (P.R.P.R.C.). The P.R.P.R.C. is the centre of exploration, collection, preparation, and research of the region's fossil material, but has research projects that extend all over British Columbia, from the Elk Valley Coal District in the southeast, to the Fraser River near Lillooet in the southwest to the Bowser Basin to the northwest.

Mission

The *purpose* of the Society is to raise funds to build and operate the Peace Region Museum of Natural History.

The *mission* is to:

- develop and help maintain a Peace Region Museum of Natural History for the benefit of residents and visitors, highlighting the unique historical, palaeontological, mining, geographic and other features of the greater Tumbler Ridge area,
- maintain a repository for archival records pertaining to the Tumbler Ridge area,
- provide an organization through which all those interested in local museum and archives work may meet and exchange information,
- stimulate research into local museum-related fields,
- develop and promote the highest possible standards of policies, procedures and ethics.
- Over time, this vision has expanded to encompass a regional facility.

Goals

The T.R.M.F. developed a long-term goal toward the creation of a “purpose-built” regional/provincial museum facility for the town of Tumbler Ridge showcasing a number of themes including archaeology, natural history, pioneer history, town and industry, with paleontology leading the way.

Objectives

The development of a museum based on palaeontological and other resources from the Peace region requires a considerable amount of research and pre-development planning. The T.R.M.F. has developed a Code of Ethics regarding fossil finds, which is arguably the strictest developed by any organization in the Province. The following objectives are meant to guide the organization and the community from the initial stages of discovery to the subsequent stages of preservation and interpretation, and ultimately, a museum facility.

T.R.M.F. Objectives

Objective	Progress to Date
<p>1. Undertake field programs assuring that all paleontology finds in the region are investigated, secured and researched.</p>	<ul style="list-style-type: none"> ▪ The end of summer 2007 saw the recovery of over 500 fossil fish and marine reptile specimens from the Triassic marine as well as the discovery of B.C.'s second dinosaur excavation site (excavation to commence summer 2008) ▪ By the end of 2006, over 200 bones had been removed from Quality Canyon to the P.R.P.R.C., and two further dinosaur bone sites had been discovered, yielding another 200 bones. ▪ Collections of dinosaur footprints, fossil corals, fish, marine reptiles, plants and invertebrates are accumulating. ▪ Excavated and recovered material and molds are being removed to the P.R.P.R.C. where they are being prepared, researched and described, and some will be exhibited.
<p>2. Establish the Peace Region Paleontology Research Centre (P.R.P.R.C.).</p>	<ul style="list-style-type: none"> ▪ The P.R.P.R.C. was formed in 2003. Vertebrate paleontologists Richard T. McCreia and Lisa Buckley assumed research and curatorial positions in May, 2004. ▪ At present, the P.R.P.R.C. resides in a warehouse until proper facilities are built to meet the standards necessary for the long-term curation of the province's valuable fossil resources. ▪ The P.R.P.R.C. plays a regional and provincial role, assisting communities in the Peace Region with their fossil finds and exhibits, and has served as a catalyst for the Northern Dino Tour.
<p>3. Conduct educational programming and outreach.</p>	<ul style="list-style-type: none"> ▪ A five-day children's Dinosaur-Camp commenced in the summer of 2003 with multiple tiers allowing registrants to progress through the program over several summers. Trackway tours began in 2004. ▪ Further expansion of programs will include a series of wilderness-oriented camps (piloted in 2006), a curriculum for the fall and winter and adult-oriented paleontology and wilderness educational programs and outreach programs.
<p>4. Develop galleries, exhibits and tours to house, promote and share the findings in Tumbler Ridge and B.C.</p>	<ul style="list-style-type: none"> ▪ Trails built to dinosaur footprint field sites. ▪ Dinosaur track-site tours were established in 2004. ▪ Dinosaur Camp, established in 2003, is hosted annually. In 2007, each week of the summer offered a variety of educational day camps for children (ages 8-13). ▪ Displays on the natural, paleontology, archaeological and pioneer history of Tumbler Ridge were established at the Tumbler Ridge Community Centre. ▪ Plans and associated funding are underway for a professional quality Dinosaur Discovery Gallery to be opened in the winter of 2006/07.

Media exposure has been generated by this activity via international (BBC, Discover Magazine, Discovery Channel, SETI radio), national (Vicky Gabereau Show, Canadian Geographic, The Beaver, Globe and Mail, CBC Radio) and provincial (Knowledge Network) outlets.

The first book has been written on the finds. Entitled "Daniel's Dinosaurs", and written for kids aged 6-12, it takes readers through the events that began with the initial discovery by Daniel Helm and Mark Turner. Author Charles Helm, the father of Daniel, is a local physician and T.R.M.F. President. Proceeds from book sales support T.R.M.F. projects.

Vertebrate palaeontologists Richard T. McCrea (B.Sc., B.Ed., M.Sc., & Ph.D. [in progress]) Canada's authority on fossil [including dinosaur] footprints and trackways, has been P.R.P.R.C.'s Curator of Palaeontology since May, 2004 (**Appendix 14**). British Columbia-born Lisa Buckley's (B.Sc., & M.Sc. [in progress]), current area of expertise is dinosaurs, especially dinosaur teeth, assumed the role of P.R.P.R.C. Collections Manager also in May, 2004 (**Appendix 15**). Our two palaeontologists (British Columbia's only two vertebrate palaeontologists) have been hard at work since, creating a modern palaeontology research, collections, education and interpretive facility which is the only one of its kind in British Columbia. As a result of the success to date there have been two additions to the permanent staff including a Curatorial Assistant (Tammy Pigeon) and a Gallery Host/Fund-Raiser (Tyler Shaw). A number of seasonal positions have been created including two full-time Educational Program Coordinators, one full-time Dinosaur Tracksite Tour Guide and several part time positions (Assistant Gallery Host, Assistant Tour Guides, etc.). The T.R.M.F. is considering adding several new permanent as well as full and part-time seasonal positions in the next few years once the P.R.P.R.C. is able to move into a larger facility.

Compared with other initiatives which have been fortunate to have major government backing from the outset, the T.R.M.F. and the development of the P.R.P.R.C. are the result of local passion and drive, with enthusiastic volunteers coming up with any fundraising initiative they can think of to keep this dream alive.

The federal Softwood Industry Community Economic Adjustment Initiative (S.I.C.E.A.I.), designed to compensate communities hard hit by the softwood lumber crisis, provided significant funding in 2004, with matching funds contributed from the private, corporate and municipal sectors. The S.I.C.E.A.I. program provided the initial funds needed to begin outfitting the P.R.P.R.C., with preparation, storage, and field equipment, including necessary ventilation devices. A further W.D. assisted project involved the development of the current Dinosaur Discovery Gallery which has been open to the public for some time. The District of Tumbler Ridge has recognized the potential of this project for economic diversification and has provided generous and reliable funding for operations. The T.R.M.F. has been very successful in soliciting numerous monetary and in-kind donations from private industry that has assisted with our aggressive field research operations as well as our ambitious educational programs which are being run in Tumbler Ridge, Hudson's Hope and Grande Prairie, Alberta.

Thousands of visitors and dignitaries have been conducted through the P.R.P.R.C. since it was established. Following one such visit in 2004, the Lieutenant Governor of B.C., Her Honour the Honourable Iona Campagnolo, agreed to become Honorary Patron of the T.R.M.F. This patronage has been renewed in 2007 by Her Honour's successor His Honour the Honourable Steven Point.

Palaeontological research has been proceeding at a steady pace with scientific papers being published from the P.R.P.R.C. and our palaeontological staff presenting this research at regional, provincial, national and international palaeontology conferences and symposia. Fossil specimens in collections at the P.R.P.R.C. number in the thousands and are the largest collection of fossil vertebrate material in British Columbia. These collections are accessible to researchers from other institutions including the Royal Tyrrell Museum of Palaeontology, the University of Calgary, the University of Alberta, the University of Colorado at Denver, the University of Western Ontario, the Indiana University, etc.

Partnerships are being forged with regional educational institutions to incorporate the discoveries into the science curriculum, thereby fulfilling the enormous educational potential of paleontology. Between 2003-2005 the T.R.M.F. worked with the Northern Lights College to run Dinosaur Camp, a series of week-long summer camps for kids aged 7-12. The T.R.M.F. and its staff at the P.R.P.R.C. have been solely responsible running this program since 2006 and as a result several innovations have taken place including the startup of a new educational program called Northern Wilderness Camp. As a result of the T.R.M.F.'s funding success as of summer 2007 there are no registration fees attached to these educational programs.

As a result, tourism statistics for 2002 and 2003 revealed that Tumbler Ridge enjoyed the largest proportional increase in visits in Canada a trend that seems to be continuing up to present (see Table below)

Tumbler Ridge Visitor Statistics

Year	# of Visitors	Change fr/Previous Yr.	%age Change	% Change Northern BC	% Change Provincial
2004	4349				
2005	4557	208	4.8%	8.1%	3.8%
2006	5025	468	10.3%	-12.0%	-2.4%
2007	5596	571	11.4%	7.0%	-3.7%

Provided by Ray Proulx, B.Sc., Ec.D.; Economic Development Officer; District of Tumbler Ridge;
(250) 242-4242 ext.225; www.TumblerRidge.ca

Note: As of December 12, 2007 the Dinosaur Discovery Gallery has had 2, 802 registered visitors since its official opening on March 28, 2007 and 3,177 registered visitors in total.

The policy of developing the "product" in a scientifically responsible manner has been vindicated. Partly as a result of all this work, Tumbler Ridge was presented with the United Nations International Year of Fresh Water Community Futures Award in 2004.

The District of Tumbler Ridge has already shown wonderful support for the T.R.M.F.'s projects (underwriting up to \$128,000 in 2004/05 to the SICEAI project and \$200,000 for operational expenses for 2006 and 2007), and this has been echoed with private and

corporate donations and thousands of hours of volunteer time and in-kind donations. Provincial and federal support could now move this project forward to the levels it deserves.

The Dinosaur Discovery Gallery

The Dinosaur Discovery Gallery was established through a W.D. assisted project. Since the opening of this facility we have had several thousands of visitors. There was a much-publicized Grande Opening early in the summer of 2007 which MP Jay Hill, MLA Blair Lekstrom, Tumbler Ridge Mayor Mike Caisley and Community Futures General Manager Sue Kenny attended. Since the official opening date we have had nearly 3,000 visitors sign our guest book. With a planned increase in signage and marketing for spring and summer 2008 and the installation of a people-counter we expect the visitation numbers to increase significantly. Currently the P.R.P.R.C. occupies approximately 5000 square feet of warehouse space on the outskirts of Tumbler Ridge. This space is divided into research, preparation and collections areas, as well as the public accessible Dinosaur Discovery Gallery and adjacent gift shop. It has not taken long to fill and outgrow this space. This small area has always been viewed as a temporary measure and efforts are currently underway to relocate to a larger, intermediate facility with close to 30,000 square feet of space. This would effectively triple and eventually quadruple the space we would have for interpretive exhibits and thus increase the tourism potential and marketability of the Dinosaur Discovery Gallery.

Investment and Progress to date

Funding toward the realization of the goals set out by the T.R.M.F. has been granted by all levels of government and the private sector, as shown in the Table below.

T.R.M.F. Fund Raising Achievements (2006)

Organization	Amount
Federal Government	303,000
- Western Economic Diversification	
- Community Futures Development Corporation of Peace Liard	
Provincial Government	89,000
Municipal Government	279,000
Corporate	76,000
Private donations	27,000
Other	33,000
Total	\$807,000

Western Diversification understood the importance of this initiative and felt it matched its mandate to support the development and growth of a western Canadian economy that is inclusive, innovative, sustainable and diversified. In 2004, WD granted \$163,650 of Softwood Lumber Initiative Program funding through the Community Futures Development Corporation of the Peace Liard (C.F.D.C.P.L.) to the Tumbler Ridge Museum Foundation (T.R.M.F.). The funding ensured success in the early developmental plans, including the objectives and achievements outlined in the previous table. The funds were also pivotal in securing matching funds contributed from private donations and industry. The District of Tumbler Ridge underwrote the remaining funds

required for these projects. There are and will be other funding allotments solicited from a variety of donors.

The Community Futures Development Corporation also announced an additional contribution of \$75,000 towards the \$93,750.00 required for the creation of the Dinosaur Discovery Gallery. This includes a public display area, administrative offices and development of educational materials. The exhibits will begin the process of presenting an interactive display, dinosaur skeletal displays, replicas of dinosaur trackways on the walls and ceiling and a conservatory to showcase plant specimens like cycads and ginkgo alongside their locally found fossil ancestors.

Volunteers and professional staff have very successfully been working on fundraising to enable T.R.M.F. activities, and provide salaries for the staff, rent for the facility and other operating expenses.

These discoveries and activities have helped create and sustain an interest in the Foundation's long-term goal of a museum facility.

In the spring of 2006 Lions Gate Consulting was contracted to determine the feasibility of, and outline a business plan for development of a purpose build regional/provincial museum (**Appendix 16**). As a result of this study there are plans currently underway to look at the economic potential of building a world-class museum in the Peace Region and begin building design, staffing models, tourism and educational potential, etc.

The Peace Region Museum of Natural History Concept

The ultimate goal of the T.R.M.F. is the development of a large-scale, "purpose-built" 125,000 square foot, regional/provincial museum to begin to be constructed in Tumbler Ridge by 2010, to coincide with the 2010 Olympics. The facility would be a world-class museum and visitor destination.

Four main museum themes will be developed:

- dinosaurs and other fossils;
- natural history including waterfalls;
- fossil fuels and the creation of Tumbler Ridge; and
- human history (archaeology, pioneer and recent history).

The Rationale

The rationale for this project derives from three equally compelling motives:

- **Build a world-class destination attraction** - Tourism remains the least developed of northeast BC's economic base¹ sectors and suffers from a lack of destination attractions that will boost visitor activity and spending.
 - **Showcase northeast B.C.'s palaeontological resources** - Northeast B.C. has a growing inventory of exceptional palaeontological resources due to the efforts
-

of the T.R.M.F. and P.R.P.R.C. that could be the foundation for interpretation and visitor interest.

- **Research and protect B.C.'s palaeontological resources** - B.C. has a major gap in its inability to research, protect and house its palaeontological resources, a problem for which the proposed museum will provide a practical remedy.

Sustainable Economic Development

Economic Diversification - The current economic upswing in commodities is good for the regional economy, but future downturns are inevitable. Coal and natural gas activities are undeniably beneficial to building community wealth, but raising the bar of community economic stability will require diversification into sectors that can provide jobs and incomes opportunities in times of need. The best time to seed diversification is when the regional economy is strong, not when it is weak. To use an analogy taken from home financial planning – an investment portfolio that is spread among different types of investment (e.g. mixing high-yielding investment trusts that carry a high risk with low-yielding GICs or government bonds that have very little risk) is better able to protect a family over the long-term. Similarly, a community that diversifies its economy smartly should be able to reap the windfalls when times are good but also fall back on a secure job and income base when times are not so good.

Mutually Beneficial Relationship Between Resource Extraction Activity and Tourism – There is a finite amount of coal in the area. It will eventually be mined and cannot be expected to sustain the economy forever. Yet as coal mining progresses it will systematically expose dinosaur and other fossil sites and allows the T.R.M.F. collections to expand and improve, leaving a legacy for further economic development as the new “resource” (fossils) takes over.

Anchor Tourism Attraction – The augmentation of the Dinosaur Discovery Gallery will provide further tourism product diversification locally and help strengthen the overall attractiveness of Tumbler Ridge as a tourism market. Year-round operation will give nature-based tourism operators an immediate opportunity to package and market their products for museum visitors.

Other Destination Attractions – Resort areas around the world are moving in increasing numbers to grow and market themselves as multi-activity and multi-interest destinations. Other tourism operators in the Northeast region will be better able to sell themselves to their key markets if they can present a range of flexible activity options and packages. A major attraction such as TRM is one more option that will allow other tourism operators to diversify their packages for their guest parties.

Increased Business Activity – The economic impacts will be realized by businesses in Tumbler Ridge and the region, mainly construction companies and hospitality companies, as they benefit from project development and increased visitor activity. Visitor spending and the employment it generates will be spread among transportation companies, food stores, retail stores, clothing stores as well as accommodation and food and beverage service businesses.

New Tourism Investment – The increased visitor projections attributable to the museum will stimulate investment in tourism services. There is accommodation and food service capacity in the region, but as visits increase, new capital investments will come on stream to develop facilities and amenities. Investment will also be stimulated by interest in the facility as a meeting place for educational, cultural, conference and related community events.

General Business Development - The expanded Dinosaur Discovery Gallery will positively influence the visitor experience in Tumbler Ridge and improve the overall business and investment climate. The museum will be bringing in incremental visitors who otherwise might not have stopped in the community. This will increase the likelihood that some of those visitors will be encouraged to invest locally.

Research and Innovation – The museum has the potential to create a very new learning and education market. Spin-off activities such as on-site research undertaken by visiting scientists, more links with university institutions and a more active relationship with public institutions will evolve.

Sense of Pride and Wonder – It is difficult to quantify the value of evoking a sense of wonder in a child, and what the ultimate expression of this may be. Recognition of this concept explains why governments do support heritage and subsidize museums. The fact that the expanded Dinosaur Discovery Gallery will interpret this past in one of the most beautiful corners of the continent is an obvious benefit.

TIMELINES

	Timeline of project activity	Date of expected completion
1	Banner Displays 1	July 1, 2008
2	Mini-LCD Displays 2	July 1, 2008
3	Filming new footage for Interactive displays	November 1, 2008
4	Dinosaur mount	March 31, 2009
5	Production of interactive displays and promotional DVD	February 15, 2009
6	Construction of cabinetry for interactive displays	November 30, 2008
7	Construction of public theatre	March 31, 2009
8	Construction of palaeontology display cabinets	January 15, 2009
9	Custom Artwork	March 31, 2009
10	Banner Displays 2	March 31, 2009
11	Mini-LCD Displays	March 31, 2009
12	Security Upgrades	March 31, 2009

MANAGEMENT OF THE PROPONANT

The Tumbler Ridge Museum Foundation and its staff at the Peace Region Palaeontology Research Centre have successfully completed two previous W.D. assisted projects (S.I.C.I.E.A. [2004-2005] and the Dinosaur Discovery Gallery [2005-

2006]. The project proposed herein is well within this organization's capacity to complete on time and on budget. The T.R.M.F. has time and again demonstrated itself to be more than competent to manage the finances of such a project and now has recently hired an experienced bookkeeper to be dedicated to this and other T.R.M.F. funding projects.

The project coordinator (Richard T. McCrea – Curator of Palaeontology, P.R.P.R.C. – see *curriculum vitae* in **Appendix 14**) has overseen the practical components of the T.R.M.F.'s last two (and successfully completed) W.D. assisted projects.

The P.R.P.R.C. staff (see **Appendices 14 and 15**) have many years of experience with the conception, design and construction of museum displays, including the present version of the Dinosaur Discovery Gallery.

GOVERNANCE OF THE PROPONANT

TRMF Directors and Executive (2006-2007)

Executive	Directors
David Price, President	Amanda Battenfelder
Charissa Tonnesen, Vice-President	John Kohlhauser
Dr. Charles Helm, Past-President	Wade Harvey
Bob Norman, Secretary	Charmaine Shirley
Patsy Antle, Treasurer	Jerrilyn Schembri
	Gloria Price
	Rose College, Council Liason

Management and Staff

The Tumbler Ridge Museum Foundation had six employees for the summer of 2006, thanks to funding support from such agencies as H.R.D.C., 2010 Legacies Now, the Direct Access Program Grant and the Target Work Subsidy Program. Currently the T.R.M.F. has four permanent staff at the Peace Region Palaeontology Research Centre.

Our Professional Staff includes:

Richard T. McCrea, B.Sc., B.Ed., M.Sc., PhD (in progress) Curator of Palaeontology

Lisa G. Buckley, B. Sc Zoology, M. Sc (in progress) Collections Manager/Researcher

P.R.P.R.C. Support Staff includes:

Tyler Shaw (B.Sc.) Dinosaur Discovery Gallery Host/Fund-Raiser/Educational Coordinator

Tammy Pigeon, Technical Assistant

The twelve members of the volunteer Board of Directors and the Curator meet monthly, and oversee the T.R.M.F. activities, still focused on the long term goal of building a facility of an international standard in Tumbler Ridge. The T.R.M.F. Executive is responsible for the day to day management of the T.R.M.F.'s finances.

Rich McCrea (Curator of Palaeontology) as the Manager for the proposed project will be responsible for overseeing all aspects of this project including hiring of the contractors mentioned in this proposal and meeting project objectives within the stated timeline. Rich McCrea, Lisa Buckley and Tammy Pigeon have a great deal of experience in assembling dinosaur mounts from the last W.D. assisted project (Dinosaur Discovery Gallery) where they assembled two large and two small dinosaur mounts. Rich McCrea has put together a mini-LCD display which is currently on exhibit in the D.G.G. Tammy Pigeon is a talented graphic designer who has designed and produced over a score of the T.R.M.F.'s graphic displays including four banner-type displays which are currently in the D.G.G.

Ridge Digital is a local company that has produced the two excellent interactive displays currently in use. Toolbelt Jobs Inc. is a local company that assembled the cabinetry for the most recent interactive display in the D.G.G. as well as the custom backlit display cabinet for the artistic panel in the D.G.G. Custom Showcases & Schadebo Showcases (Ontario) designed and built the five palaeontological display cases that are currently in the D.G.G. Mr. Michael Skrepnick is one of the world's top dinosaur artists and through the last W.D. assisted project (Dinosaur Discovery Gallery) was contracted to create a custom painting focusing on the dinosaurs of the Peace Region under the guidance of our palaeontologists. In addition, Michael Skrepnick created the current logos for the T.R.M.F. and P.R.P.R.C. as well as four unique pen and ink designs which we have used on T-shirts for our gift shop and for Dinosaur Camp. Chubb Security designed and installed our current security system at the P.R.P.R.C.

In short, the projects proposed herein, are well within the capabilities of our organization and contractors and do not call upon our volunteers and staff to learn new skills, but rather to exercise skills and capabilities they already possess towards the completion of this project.

FINANCIAL SUSTAINABILITY OF THE TUMBLER RIDGE MUSEUM FOUNDATION

The Tumbler Ridge Museum Foundation has been successful in obtaining current funding and the creation of the Dinosaur Discovery Gallery and Dinosaur Camps and tours due to the willingness of volunteers and the administration efforts of the T.R.M.F. board of directors. The results to date were achieved mainly through part time efforts by volunteers who already work full time at their regular occupations. P.R.P.R.C. Professional Staff Rich McCrea (Curator) and Lisa Buckley (Collections Manager) have been diligent in exploration, collection and cataloging of the many finds and delivering presentations to industry and the science community as well as managing staff and organizing Dinosaur Camps for the past four years. Much of the professional staffs current work time is taken up in administration and fundraising, in addition to their crucial scientific and interpretive work.

The District of Tumbler Ridge has been a solid supporter of the T.R.M.F. since 2004 and provides the core funding for this organization. In addition to the core funding provided by the district the T.R.M.F. has been fortunate in obtaining other government funding

through applications through the Gaming Commission and Services Canada for assistance with projects or sharing of staffing costs.

The T.R.M.F. and its projects have an increasingly high profile with local and regional industry who have contributed substantial cash and in kind donations that have also increased through the years. Currently the T.R.M.F. is working with provincial and federal elected officials and various ministries for help with building and operating the Peace Region Museum of Natural History. Thanks to previous W.D. assistance, and to the hard work of the T.R.M.F. volunteers and staff, the generous support of the District of Tumbler Ridge, and numerous private donations that helped develop the current Peace Region Palaeontology Research Centre and Dinosaur Discovery Gallery our vision of a regional/provincial museum is being taken very seriously. We believe that this is due to our responsible development of the palaeontological resources in the region and the incremental steps we have taken to get to where we are today in realizing their scientific, educational and tourism potential. This proposed project will, along with concurrent initiatives of the T.R.M.F., will take our museum concept to the next level which will help us make as strong a case as possible towards the regional/provincial museum. We hope that the next five years will see solid steps towards this goal.

FINANCIAL ANALYSIS OF PROJECT

TRMF PROJECTED REVENUES 2007-09

	2008	2009
District of Tumbler Ridge	200,000	200,000
Direct Access Program Grant	45,000	45,000
Industry Donations	50,000	75,179
Membership, Souvenirs	15,000	20,000
Book sales	35,000	75,000
In kind administration	25,000	20,000
In kind field work	50,000	50,182
In kind classroom Dinosaur Camp	8,000	10,000
In kind volunteer hours	10,000	9,183
Service Canada	10,000	10,000
Programs (Dinosaur Camp, Tours)	10,000	10,000
Dinosaur Discovery Gallery	40,000	61,756
TOTAL REVENUES	698,000	686300

TRMF PROJECTED EXPENSES 2008-10

	2008	2009
Salaries	300,000	310,000
Capital items	60,000	60,000
Field Operations	60,000	60,179
Travel, outreach	15,000	14,183
Programs (Dinosaur Camp, Tours)	20,000	15,106
New Exhibits	10,000	10650
Monkman Pass book	30,000	0
NE BC fossil book	30,000	0

Archiving project	4,000	3,000
Administration	20,000	20,000
Museum site, design, EIA etc	109,000	109,000
Lease of PRPRC, DDG	36,000	36,182
TOTAL EXPENSES	694,000	638300

The T.R.M.F. has met funding requirements to run the many operations and projects of the P.R.P.R.C., including the steady increase in permanent staff since spring, 2004. The T.R.M.F. has demonstrated the capacity to continue and expand these operations upon completion of the proposed W.D. assisted project. No further W.D. funding will be required for continuance at the termination point of this agreement. Once the proposed exhibit expansion is in place there will be no additional requirements for staff or other services, but the benefit will be to have increased the tourism attraction of our museum's public display area which will generate more funds through admissions to the gallery and our gift shop and take our museum another step towards being financially sustainable. We expect that with the anticipated increase in visitation to our museum (gallery and educational programs) that there will be a concurrent economic increase for the District of Tumbler Ridge and its developing tourism infrastructure (hotels, bed and breakfasts, tour operators, restaurants, golf courses, etc.) and that this will also hold true for the region as our museum expands into the regional/provincial facility that is our goal.

PLANNED PROJECT START DATE: April 15, 2008

PROJECT CANCELLATION DATE: April 30, 2008

PROJECT COMPLETION DATE: March 31, 2009

PROJECT FINAL REPORT DATE: March 31, 2009

PROJECT COSTS:

1) Multi-Media Displays and Public Theatre **\$86,126.00**

i) Two Large Custom Base Cabinet Mounted Interactive Displays

JVC 32" HDTV LCD Panels @ \$2900.00 ea

Dell Dimension™ 9200C CPU @ \$2145.00 ea

Power Supplies, Surge Protector, UPS, Cables \$830.00 ea

Secret Sound SS30CB @ \$950.00 ea

Virtual Interface Peripheral @ \$900.00 ea

Total Hardware \$15,450.00 (Appendix 17)

ii) Two Custom-Built Interactive Displays Cabinets **\$1,696.00**
(Appendix 18)

iii) Multiple (10) Mini-LCD Displays \$4,000.00 – (Appendix 19)

iv) Hardware for Creating Promotional DVD

DVD ready videocamera and accessories: HD Digital Video Camera;
Panasonic AG-HVX200 1/3" 3-CCD 16:9 HD/DVCPRO/DV Cinema P2
16GB P2 Card, Extra Battery Hard Case
Total Hardware \$10,000.00 (Appendix 20)

v) *Filming and Production* **\$23,000.00**

Filming costs (filmographer's time est. \$10,000.00)

Production costs for content for 2 interactive displays, promotional DVD
and 1 Year Service Warranty **\$13,000.00 (Appendix 17)**

vi) *Interactive Displays With 3D Graphics* **\$16,000.00 USD (Appendix 21)**
3Dsoftware, training and design

vii) *Public Theatre* **\$15,980.00**

Renovations (est. **\$3,500.00**)

Theatre Hardware

Sony Complete 80" Home Theatre Package includes a VPLAW15
BRAVIA® Home Theater Front Projector & a VPS80DS DynaClear
Screen™ Axiom Epic 60/350 Theater Sound System Denon AVR-4308CI
Receive Power Supply ,Surge Protection, Cables and Wire Tray and
Installation

Total Hardware \$12,480.00 (Appendix 17)

2) Dinosaur skeletal mount and display **\$130,000.00**

Acrocanthasaurus atokensis (Large Theropod 12 metres long): **\$120,000** USD
assembled and delivered. Quote from the Black Hills Institute of Geologic
Research Inc. P.O. Box 643; Hill City, South Dakota; 57745 USA (Ph. 1-605-574-
4289)

<http://www.blackhillsinstitute.com/store/product.php?productid=61&cat=28>

Postscript: Negotiations for the purchase of an unassembled kit = **\$60,000.00** are
underway. If negotiations are successful **\$60,000.00** for labour for assembling the
mount on site will be covered by the T.R.M.F., mostly through existing staff
payroll.

Fabrication Supplies for Dinosaur skeletal mount and associated display:
Silicone, epoxy resins, steel frame material, and wood and paint for main exhibit
surface: **(estimated \$10,000.00)**

3) Palaeontology Display Cabinets

5 Customized Display Cabinets **\$21,000.00 (Appendix 22)**

4) Interpretive Posters

Banner-style displays interpreting our many palaeontology field research projects
(\$5,000.00 materials, est. \$25,000.00 graphic design and production)
(Appendix 23)

- 5) Security upgrade and installation for Dinosaur Discovery Gallery estimated
\$10,000.00 (Appendix 24)
- 6) Custom artwork and use of image "Baby Ankylosaurs" Includes main panel painting in full colour for backlit display in gallery, a modified colour image for mural applications and pen and ink image design **(Appendix 25)**.
Total artwork and rights of use \$13,000.00
- 7) Administration/Bookkeeping **est. \$10,000.00**

Assisted Non-Capital
\$13,000.00 Custom Artwork

Non-Assisted Non-Capital
\$36,000.00 Multi-Media filming and production costs
\$60,000.00 Dinosaur Mount Assembly
\$25,000.00 Graphic Design and Production of Display Banners
\$10,000.00 Administration & Bookkeeping

Assisted Capital Costs
\$46,126.00 Multi-media hardware and custom cabinetry
\$70,000.00 Dinosaur Mount and Assembly Equipment and Supplies
\$21,000.00 Palaeontology Display Cases

Non-Assisted Capital Costs
\$4000.00 LCD Monitors
\$5,000.00 Print Media, Plotter Ink and Supplies for Display Banners
\$10,000.00 Security Upgrade

Total Assisted Costs: \$150,126.00
Total Unassisted Costs: \$150,000.00

ANALYSIS OF SOURCE OF FUNDS

<u>Total Project Budget Costs:</u>	
Multi Media Displays	\$86,126.00
Dinosaur Skeletal Displays:	\$130,000.00
Custom Display Cabinets:	\$21,000.00
Interpretive Posters	\$30,000.00
Security Upgrades:	\$10,000.00
Custom Artwork	\$13,000.00
Admin/Bookkeeping:	\$10,000.00
Total Project Cost:	\$300,126.00
<u>Total Assisted Project Cost:</u>	<u>\$200,126.00</u>
WD 75%	\$150,126.00 (grant)
Private Industry 25%	\$25,000.00 (pending)

District of Tumbler Ridge 25% \$25,000.00 (pending)

Total Assisted Costs: \$200,126.00

We have begun approaching key reliable sources in private industry regarding partnering with us on this project. At this early stage and due also to the proximity to the holiday season funding from private industry is unconfirmed, but we expect confirmation early in the New Year. Our budget request to the District of Tumbler Ridge for 2008 has been submitted and included an increase to cover the stated contribution to this project. Our 2008 budget will be discussed and decided by Tumbler Ridge Council in the New Year.

PROJECT CASH FLOWS BY GOVERNMENT FISCAL YEAR

\$70,000.00 April 15, 2008
\$46,126.00 August 30, 2008
\$13,000.00 March 31, 2008

PROJECT INDICATORS

	Indicator	Start Date For Indicator	Benefit measurement date	Target Number
1	Banner Displays	April 15, 2008	July 1, 2008	5
2	Mini-LCD Displays	April 15, 2008	July 1, 2008	5
3	Filming new footage for Interactive displays	April 15, 2008	November 1, 2008	n/a
4	Dinosaur mount	April 15, 2008	March 31, 2009	1
5	Production of interactive displays and promotional DVD	August 30, 2008	February 15, 2009	3
6	Construction of cabinetry for interactive displays	August 30, 2008	November 30, 2008	2
7	Construction of public theatre	January 15, 2009	March 31, 2009	1
8	Construction of palaeontology display cabinets	August 30, 2008	January 15, 2009	5
9	Custom Artwork	April 15, 2008	March 31, 2009	3
10	Banner Displays 2	September 30, 2008	March 31, 2009	15
11	Mini-LCD Displays	September 30, 2008	March 31, 2009	5
12	Security Upgrades	March 1, 2009	March 31, 2009	1

MEASUREMENT AND METHODOLOGY

Our main indicator of results and benefits will be records of increased visitation (and therefore revenue) to our museum gallery & gift shop as well as increased registration in our educational programs. Currently we use a guest book to track numbers of visitors to the Dinosaur Discovery Gallery, though we will be adding an automated person counter early in the New Year. We have had 2,802 visitors sign our guest book between March 28, 2007 – December 12, 2007, (our first partial year of being officially open to the public) and expect these numbers to increase for 2008 and 2009 as a result of the proposed expansion. Our souvenir sales for 2006 were \$2,524.00 (pg. 4 of 2006 Auditor's Report – **Appendix 2**). As of December 12, 2007 our unofficial sales for 2007 are \$7,468.50 (**Appendix 26**), a nearly 300% increase in sales revenue. With the expected increase in visitation we anticipate a proportional increase in gift shop sales.

CONTEXT OF PROJECT IN RELATION TO T.R.M.F.'S REGULAR ACTIVITIES

Tumbler Ridge's economic well-being is currently reliant on resource-based industries including forestry, mining and oil and gas. Just a short few years ago when the coal mining shut down due to a downturn in the market Tumbler Ridge suffered from the removal of tax revenue and a massive cut to its population as people moved on to greener pastures. Logging projects in the area provided some locals with work, but with the ravages of the Pine Beetle becoming more and more evident with each new year it is doubtful that any further positive economic results from logging operations will ever be realized. Tumbler Ridge is the centre of major hiking trails and scenic destinations, though it seems that this too will be negatively impacted due to the pine beetle's effects on the forests.

The T.R.M.F./P.R.P.R.C. museum project is independent of commodity prices and can provide some economic diversity in the town and in the region. The T.R.M.F. has been increasing the scope and scale of this project incrementally and brings in local and regional partnerships as it does. The employment potential for the museum itself is of significance to the economics of Tumbler Ridge, while the tourism potential for the region is also encouraging. There are already many businesses and operators dedicated to tourism in this region, many of which we are or will be partnering with to make a combined tourism draw to the region.

Present Tourism Inventory that would support a tourist destination:

Tourism Products and Services Inventory

Tourism Products

Tumbler Ridge lies on the eastern foothills of the northern Rocky Mountains, an area of outstanding natural beauty that supports a wide range of winter and summer outdoor activities. Some of the more popular activities include the following:

- **Hiking trails** - Over the past six years the Tumbler Ridge's non-profit non-mechanized outdoors group, Wolverine Nordic and Mountain Society, has developed twenty-two hiking trails that lead to area highlights including mountain

summits, caves, canyons, waterfalls, and dinosaur tracks. The Tumbler Ridge Museum Foundation is partnering with the group to create the Monkman Memorial Trail, which will transect the Rocky Mountains along this historic route through superb scenery. These trails provide a tremendous opportunity to engage visitors to explore the magnificent landscapes and features in the region and if marketed properly may certainly be a major attraction.

- **River tours** - The Murray River is suitable for motorized and non-motorized use with the lower reaches identified as non-motorized. The river is noted for multi-day canoe excursions in the summer and fall. Boat tours to Kinuseo Falls are available.
- **Snowmobiling** – Snowmobiling is increasingly popular around the vicinity with over 13 trails and areas attractive to enthusiasts.
- **Nordic Skiing** - Tumbler Ridge has suitable local trails for cross country skiing, but a unique ski touring experience can be found in the areas canyons and creek courses often leading to frozen waterfalls.
- **Waterfalls** - Tumbler Ridge is known as the “waterfall node of the north”. There are dozens of falls with varying degrees of accessibility. Kinuseo Falls has the largest volume and is the region’s best-known waterfall. Bergeron Falls is the highest accessible falls in B.C.’s northeast, at over 300 feet high. The Cascades, in Monkman Provincial Park, are one of the world’s least known scenic treasures. Here the waters of Monkman Creek plunge eight times in a row, separated by lake-like widenings. Trail access was improved in 2004 and 2005, and rustic campsites constructed.
- **Wildlife viewing** - The region has abundant wildlife, with an impressive variety of large mammal species that are often seen, including grizzly and black bear populations. The region is situated at the junction of where eastern and western bird species meet at the extremes of their respective ranges. The bird list is steadily increasing and stands at 227.
- **Caves** - Large parts of the mountain ranges of composed of limestone, and the area has been explored over the past decade for its cave potential. Although no huge caves have yet been discovered, an impressive array of smaller caves has been discovered, up to 200 feet deep.

Tourism Operators

There are a number of tourism operations in Tumbler Ridge, providing accommodation, outdoor and visitor services. Many more businesses cater to visitors, including food, beverage and personal service outlets.

Tourism Operators in Tumbler Ridge

Accommodations	Alpine Executive Suites Twilight Lodge Wilderness Lodge Tumbler Ridge Inn
B&B	Mountain Spirit Bed and Breakfast Golden Aspen Bed & Breakfast Mila's Bed & Breakfast
Motel/Campsite	Mountain Base Camp
RV & Tent	Lions Campground District of Tumbler Ridge Monkman RV Park
Riverboat Tours	Murray River Adventure Tours
Horse	Two Creeks Stable Doonan's Harness and Horses
Golf	Tumbler Ridge Golf & Country
Helicopter services	Ridge Rotors

Recreation and Tourism Associations

Recreation and tourism organizations include the Tumbler Ridge Museum Foundation, Wolverine Nordic & Mountain Society and the RidgeRider Snowmobile Club.

Provincial Parks and Recreation Sites

In addition to area provincial parks such as Bearhole Lake, Gwillim Lake, Wapiti Lake, and One Island Lake, and a number of Forest Recreation sites, there is one particular tourism product that appears particularly compelling, is already well into the development phase, and has the capacity to change the face of tourism in the region: the Monkman Pass Memorial Trail. It comprises two parts: the driving tour leads from Grande Prairie to Kinuseo Falls in Monkman Provincial Park, and the six day hiking trail will extend from Kinuseo Falls over the Rockies to the Herrick River. It incorporates a number of forest recreation sites, waterfalls, historic sections of the old Monkman Trail, other hiking trails, alpine summits, and many palaeontological sites. The driving tour will link the Pipestone Creek museum site (River of Death and Discovery Centre) with the Peace Region Museum of Natural History, creating an international attraction that will unite the two provinces.

Economic Benefits to Tumbler Ridge Surrounding Area:

- Approximately half of visitors to northeast B.C. are destined for Alaska, the addition of an international-caliber museum will help encourage more of these visitors to extend their stay.
- There is a very high interest level among existing travelers to northeast B.C. in visiting museums. These visitors tend to be predominantly from B.C. and the short haul markets of Alberta and Washington State. They are slightly older, better educated and have higher incomes than the

average traveler to this province. They tend to travel without children, although close to a third have children or teenagers in the household. Children in particular will have a high interest level in the proposed museum and will “influence” their parents to participate.

- The profile of museum “enthusiasts” (those travelers who have visited two or museum or heritage facilities in Canada in the last two years) have a very similar demographic profile to northeast B.C. visitors, that is slightly above average age, well educated and high income.
- Many visitors to the region are considered “dual-track” because they participate in more than one primary activity. Museum enthusiasts have very high participation rates in outdoor activities and vice versa. In the future, increased visitation and visitor spending can be encouraged by developing products, packages and services that accommodate dual track visitors, and aggressively marketing these.
- Activity measures such as room revenues, road traffic, airport traffic and VIC attendance show regional tourism to be on an uptrend.
- Travel markets in B.C. and northeast B.C. are projected to grow strongly over the next 20-year period at rates above overall national visitation. Similarly, the growth of museum enthusiasts will be above overall visitor growth. The regional population will grow strongly in the next 20 years.
- Tumbler Ridge and area has an exceptional mix of natural and heritage resources that have excellent potential for further development but have yet to be turned into market-ready products and services that are matched and delivered to current visitors. Marketing these products is also a priority.
- One of the major advantages of the proposed museum will be its year-round operating status and the opportunities that holds for operators to package and market through shoulder and winter seasons.
- The region’s tourism infrastructure is slowly expanding as the economy grows, but accommodation, food and beverage, signage and visitor services options will be enhanced to accommodate visitors.

Project Benefits

Tourism Participation and Interest in Activities

Visitors to Northeast BC participated in a variety of activities during their trip. The most popular activities were visiting a provincial/state/national park (89%) and visiting a museum/ heritage/or historic site (85%) followed by walking/hiking/cycling (77%), shopping (72%), and participating in unguided outdoor activities – hunting/fishing/rafting/canoeing/horseback riding and wildlife viewing (61%).

Participation Rates for Trip Activities for Visitors to Northeastern BC

Participated in Activities	Percentage of Respondents			
	Canada	U.S.	Overseas	Overall
Visiting a park (state, provincial or national)	86%	93%	89%	89%
Visiting a museum, heritage or historic site	87%	81%	87%	85%
Walking, hiking or cycling	81%	72%	80%	77%
Shopping	72%	74%	68%	72%
Unguided outdoor activities	58%	63%	72%	61%
Visiting an art gallery or a studio	52%	42%	53%	47%
Take a day cruise or boat trip	37%	57%	58%	47%
Attend an aboriginal or native cultural attraction	37%	42%	53%	40%
Visit an industrial attraction (BC Hydro Dam)	35%	24%	49%	31%
Attend a fair, festival or exhibition	26%	37%	33%	31%
Guided outdoor activities	18%	30%	29%	24%
Visit a family attraction (mini golf, zoo, etc.)	18%	22%	32%	21%
Flight seeing (in an airplane or helicopter)	14%	14%	20%	14%
Participate in or attend a sporting event other than golf	9%	10%	9%	10%
Participate in or attend a golfing event	7%	5%	8%	7%

Activity measures such as room revenues, road traffic, airport traffic and VIC attendance show regional tourism to be on an uptrend.

Travel markets in B.C. and northeast B.C. are projected to grow strongly over the next 20-year period at rates above overall national visitation. Similarly, the growth of museum enthusiasts will be above overall visitor growth. The regional population will grow strongly in the next 20 years.

A large cluster of natural history and dinosaur museums in western Canada and the western United States, primarily in the eastern Rocky Mountain zone, are in close proximity to important field sites. Flagship facilities include the Royal Tyrrell in Drumheller, Alberta and Museum of the Rockies in Bozeman, Montana. There are two important palaeontological exhibits planned for development in B.C. or Alberta over the next few years, including the Pipestone Creek museum in Grande Prairie and the Burgess Shale centre in Golden. This may appear to be a case of increasing competition, but in fact, the Peace region as a whole requires more destination facilities, which will draw in new visitors and allow the development of innovative products such as dinosaur road tours. The Tumbler Ridge and Grande Prairie museums will in fact present complementary products and experiences that will jointly encourage more destination travel.

COMMUNICATIONS OPPORTUNITIES

All public announcements will be conducted through the protocol outlined below.

- a. List the format of public announcement.
- b. List the proposed format of recognition of funding contributions to be posted by the Recipient.
- c. The Recipient will post recognition for the Trusts' contribution in a post project thank-you advertisement which will be published in local newspapers. The Trust will provide an electronic copy of its logo for this purpose.
- d. The Recipient will provide a list of agencies and individuals that attended any events associated with the project.

Tumbler Ridge Museum Foundation Statement – Appendix 27

**Tumbler Ridge Museum Foundation/Peace Region Palaeontology Research
Centre Information Package – Appendix 28**

**Augmentation of the Tumbler Ridge Museum Foundation's Dinosaur Discovery
Gallery
List of Appendices**

- Appendix 1** - Tumbler Ridge Museum Foundation Certificate of Incorporation
- Appendix 2** – Tumbler Ridge Museum Foundation Auditor's Report and Financial Statement, 2006
- Appendix 3** – Statement of Insurance Coverage 2007 – 2008
- Appendix 4** – Dinosaur Discovery Gallery, Present Configuration
- Appendix 5** – Dinosaur Discovery Gallery, Post-Augmentation Configuration
- Appendix 6** – Interactive Display, Dinosaur Discovery Gallery
- Appendix 7** – Sample 2D and 3D interpretive display material
- Appendix 8** – Dinosaur skeletal mounts, Dinosaur Discovery Gallery
- Appendix 9** – Proposed large theropod replica skeleton for addition to existing dinosaur skeletal display
- Appendix 10** – Palaeontology Display Cabinets, Dinosaur Discovery Gallery
- Appendix 11** – Proposed fossil plant display cabinet and adjoining terrarium
- Appendix 12** – Banner-style interpretive posters, Dinosaur Discovery Gallery
- Appendix 13** – Palaeontological Artwork: Main Gallery Artistic Panel
- Appendix 14** – Curriculum Vitae for Richard T. McCrea
- Appendix 15** – Curriculum Vitae for Lisa Buckley
- Appendix 16** – Tumbler Ridge Museum Foundation Feasibility Study/Business Plan by Lion's Gate Consulting, Ltd.
- Appendix 17** - Quote from Ridge Digital for Theatre System, Interactive Displays, and Promotional DVD production
- Appendix 18** – Quote from Toolbelt Jobs, Inc. for Interactive Display cases
- Appendix 19** – Quote for single mini-LCD display monitor
- Appendix 20** – Quote for DVD-ready video recorder and accessories
- Appendix 21** – Quote from ADAM Technology for 3D digital image software
- Appendix 22** – Quote from Custom Showcases for Palaeontological Display Cabinets
- Appendix 23** – Quote from Extreme Media for banner-style interpretive poster media
- Appendix 24** – Quote from Chubb Security Systems for security upgrades
- Appendix 25** – Quote from M. Skrepnick for Palaeontological Artwork
- Appendix 26** – Summary of Dinosaur Discovery Gallery Gift Shop sales to date
- Appendix 27** – Tumbler Ridge Museum Foundation Statement
- Appendix 28** – Press releases, Public Outreach, and Letters of Support for the Tumbler Ridge Museum Foundation and Peace Region Palaeontology Research Centre