

**1992 Bicentennial
Project**

Elk Point, AB



**Bicentennial
Economic
Development
through
Heritage Tourism**

July 15, 1990 - December 31, 1992

prepared by

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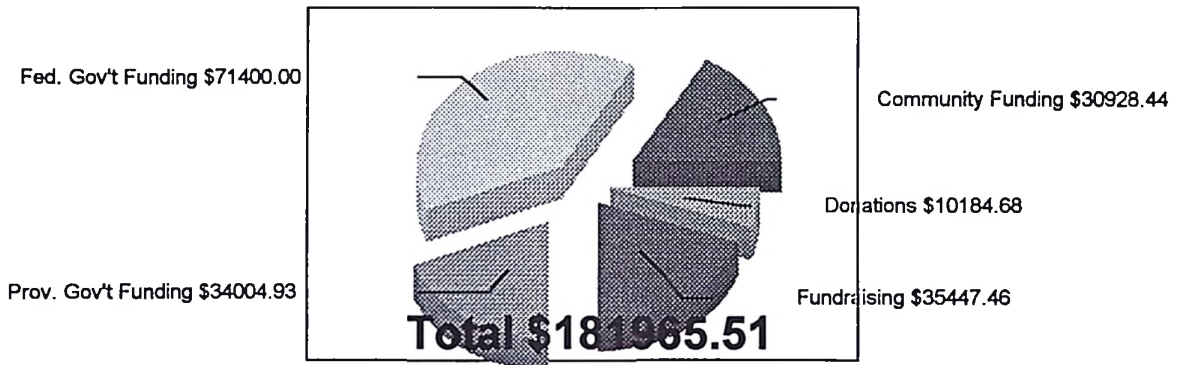
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1992 Bicentennial Project Elk Point, AB Economic Development through Heritage Tourism

Bicentennial Project Income



BACKGROUND

After at least 35 years of lobbying, the first phase of the rebuilding of Fort George/Buckingham House was realized through funding by the Canada Alberta Northern Development Subsidiary Agreement. In 1990, with construction of the Fort George/ Buckingham House Interpretive Centre scheduled to begin, a handful of people interested in exploring community tourism opportunities, formed a sub-committee under the Town of Elk Point Celebrations Committee. The sub-committee knew that a limited number of tourists would visit the Historic Site when the centre was

completed, but they wanted to discover how to increase the

number of tourists and how to encourage those tourists to include Elk Point in their visit. They also wanted to explore what could be done to increase tourist interest in Heritage Tourism in the northeast region as a whole. The committee was aware, from their various involvements in tourism, that the passive "If-We-Build-It-They-Will-Come" philosophy resulted in disappointment for other communities, therefore they wanted to investigate proactive solutions to attracting tourists to a Heritage Tourism destination. The exercise of

creating a CTAP (Community Tourism Action Plan) made it apparent that Elk Point was in the very early stages of tourism awareness and development. It was obvious that it would take more than just CTAP funds to achieve an understanding of the role of Tourism in a small northern rural community, far away from the big attractions of mountains & malls.

The 200th anniversary of two fur trade forts seemed to be the perfect opportunity for Elk Point to explore and experiment with Heritage Tourism development. One of the most innovative aspects of the Bicentennial Project was the way that funding was approached. From the beginning, the project was committed to stringent cost efficiency to ensure that every cent possible, of public or donated funds, would go directly to events, promotions or education rather than indirectly into administration. The people involved in the Project were so committed to that principle, that they went as far as collecting and reusing envelopes of all sizes, for mailing cookbooks, envelopes & coins, using all sheets of paper on both sides and re-using plastic grocery bags as garbage liners. All possible economies were executed to minimize office and administrative costs.

Initially the Bicentennial Project had zero dollars. Goals & Objectives and a time-line of events were developed but there was no money in the bank. It was obvious that no event could be undertaken unless it could pay for itself. It was understood that without a full-time Director the Project could not proceed at all. Using a PEP position with the Town of Elk Point, the committee was able to lay the first groundwork for their vision.

BIAC GRANT

ALBERTA ECONOMIC DEVELOPMENT & TRADE

\$12,500.00

Walter DeSilva with Alberta Economic Development & Trade saw the long range economic possibilities in the committee's plan and assisted in obtaining BIAC funding to kick start the project. The condition of this Grant was that it be used PRIMARILY for a CONTRACT EMPLOYEE. It was NOT a Capital Grant. It had to be matched dollar for dollar and could be used only to explore the economic potential of the Bicentennial Celebrations. When this was done to the satisfaction of the Government of Alberta, a full plan of economic development was in place. Next, the project required working capital to realize its ambitious plan.

COMMUNITY INITIATIVES FUND (CIF GRANT) EMPLOYMENT & IMMIGRATION CANADA

\$70,000.00

Jean Champagne with St. Paul/Smoky Lake Community Futures understood the implications of the tourism exercise planned by the committee and lent his considerable expertise to help the committee travel through the paper jungles that were necessary in order to qualify for a CIF grant. This funding source was granted over an 18 month period and was designed to help communities generate PERMANENT EMPLOYMENT. It could NOT be spent on capital projects BUT rather on WAGES and DIRECT OVERHEAD COSTS, and also had to be matched dollar for dollar through fundraising and contributions-in-kind. As well, it had to be shown that the project could

develop a foundation for lasting employment in the Community. With dollar - for - dollar matching requirements for both of our major grant sources, fundraising became a constant focus for the project so that we could ensure that as many events as possible could take place. Over the space of two and one half years, the Bicentennial Project was able to inject **\$180,000.** into the community. As was required to access this funding, the 1992 Bicentennial Society was certified in July, 1991 and out of their explorations this report outlines the extent of their discoveries. This report encapsulizes

two and a half years of effort and answers the reporting requests from many & varied government departments, private and public interest groups.



1992 BICENTENNIAL COMMITTEE MAIN GOAL

THAT the 1992 Bicentennial Celebration will encourage Economic Development Opportunities in Elk Point.

1.1 Objective

TO TAKE ADVANTAGE OF EXISTING TOURIST POTENTIAL.

- 1.1.1. By supporting the re-facing & re-locating of the existing Elk Point Tourist Facility.
- 1.1.2. By insuring that the tourist facility has adequate festival & historical information.

1.2 Objective

TO DEVELOP NEW TOURISM OPPORTUNITIES.

- 1.2.1. By supporting the Fort Gates project, planned for the south entrance of Elk Point.
- 1.2.2. By making Fur Trade information available to local entrepreneurs to inspire them to develop new tourist opportunities.

1.3 Objective

TO ENCOURAGE REPEAT VISITORS.

- 1.3.1 By insuring that the Bicentennial Celebrations are exciting, unique and appealing to a wide audience.
- 1.3.2. By leaving a strong framework so that the main Bicentennial Events can be continued as annual events.

1.4 Objective

TO INCREASE COMMUNITY SPIRIT & IMPROVE COMMUNITY HISTORICAL IMAGE.

- 1.4.1 By raising public awareness of local history through media releases and promotional presentations.
- 1.4.2 By establishing Peter Fidler as a local hero.
- 1.4.3. By insuring maximum community support and participation in the 1992 Bicentennial Celebrations.

1992 BICENTENNIAL PROJECT MEMBERS

Vicki Brooker, *Elk Point* - Newspaper Editor

Dan Cyr, *Elk Point* - RCMP Officer.

Francis Defrasne, *Fishing Lake* - Elder

Ken & Kathy Foster, *Derwent* - Wagon Train Enthusiasts

Carole Hellquist, *Elk Point* - Artisan

Vern King, *Elk Point* - Businessman

Sharon Kuhn, *Elk Point* - Artisan & Bicentennial Society

PRESIDENT

Barry Kutryk, *Elk Point* - RCMP Officer

Dorothy Malinowski, *Elk Point* - Retired

Vic Malinowski, *Elk Point* - Retired

Adele Mandryk, *Elk Point* - Town Councillor - Bicentennial Society **TREASURER** & Financial Advisor

Bille Milholland, *Elk Point* - Artist, Author, Historian &

PROJECT DIRECTOR

Mike O'Neill, *Elk Point* - High School Teacher

Diane Parenteau, *Fishing Lake* - Community Services

Sherry Pelech, *Lindbergh* - Cookbook Author & Caterer

Marjorie Robinson, *St. Brides* - W. Can. History Interpreter

Roy Scott, *Lindbergh* - Wheelwright

Sharon Smith, *Elk Point* - Restaurateur

Al Stockley, *Elk Point* - RCMP Officer

John Tilton, *Elk Point* - Woodworker

Louis Verhagen, *Elk Point* - Town Councillor, genealogist & Bicentennial Society **VICE-PRESIDENT**

Peggy Zaraska, *St. Paul* - Peter Fidler descendant.

COMMUNITY PROJECTS

The Bicentennial Project believed that in order for Elk Point to take economic advantage of the Heritage Tourism opportunity of the proximity of the Fort George/Buckingham House sites, the new interpretive centre would have to have a high profile to the general public, one that would go beyond a stack of full colour lure brochures in every tourist information centre. This introduction would have to be unique enough to create a tourist base to build on for future promotions of Elk Point & area. The committee believed that groups, organizations and businesses could learn to use the authentic Heritage Tourism experience at

the Fort Sites, if they had access to a broad based education in early western Canadian history and its Tourism potential. The committee believed that one way to increase the local economic benefit from tourists visiting the forts site would be a fur trade & early Western Canadian Historical theme integrated into tourism related services in Elk Point, e.g. souvenirs, food, events and complimentary attractions. Since very little early Western Canadian History was familiar to people in the community, it was felt that, increasing this awareness had to be achieved through designing a multi-media approach.

Fort Model Project

All that is visible of the forts are faint depressions in the ground and with a paucity of accessible literature and graphic renderings of early fur trade forts, it was felt that a model of one or both of the forts on public display would be a catalyst for public dialogue about the forts. Model builder, Betty Schaap of Vilna, Alberta took up the challenge to create a model for the Project. Complete historical accuracy was not a realistic goal for this undertaking due to incomplete information about the construction of either fort. Using information from Bob Kidd's Fort George And The Early Fur Trade In Alberta, Betty created an artist's rendition of Fort George and in September 1991 presented it to the Bicentennial Project for permanent display. Arlene Lagimodiere and Kathy Thrasher of Elk Point crafted the small figures in the display. Groups and individuals were able to view it at the Bicentennial Headquarters during 1991 and the Toronto Dominion Bank displayed it during the 1992

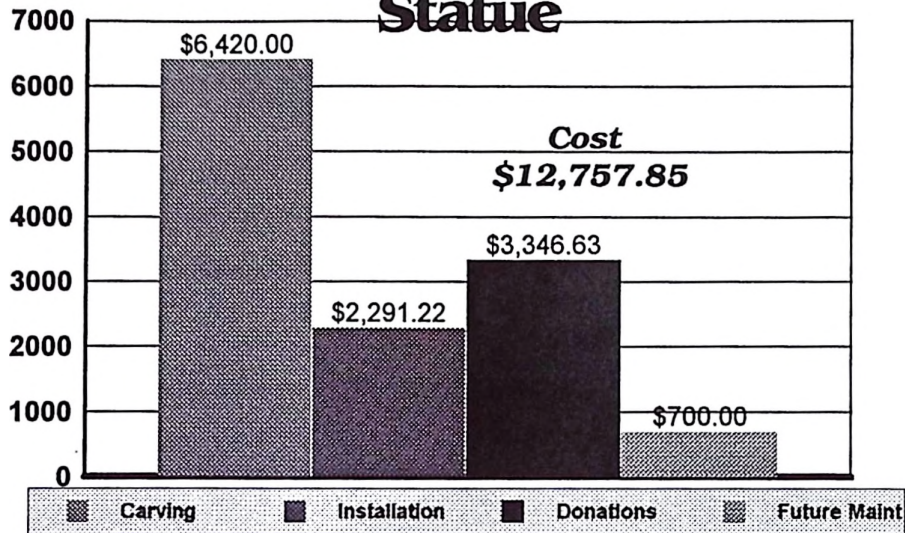
celebration year. The Bicentennial Project then donated the model to the Fort George/Buckingham House Interpretive Centre. The Fort Model proved to be an excellent tool for precipitating questions and discussions about the early fur trade. It also inspired theme development in the schools, community groups & businesses. In the six months that it was displayed at the Bicentennial Headquarters it received over 300 visitors.

Great Pumpkin Challenge

(see also Pumpkin Cookbook)

In order to set the stage for selling the Pumpkin Cookbook and interesting local people in promoting the Bicentennial at another community's event, the Bicentennial Project encouraged citizens to attempt to grow competition pumpkins in the summer of 1991. Good humored newspaper columns and informal citizen's pumpkin gossip reports convinced 13 people to plant the great pumpkin. Four good-sized pumpkins resulted, enough to make an Elk Point presence at the Smoky Lake event. As a result of this cross-promotion, the Smoky Lake Town Council agreed to attend the Bicentennial Dog Sled event in February 1992 to issue an official Pumpkin Growing Challenge to the Elk Point Council for the 1992 event. The promotion was enthusiastically received by both Smoky Lake and visitors from all over Alberta. Over 100 cookbooks were sold in Smoky Lake and each cookbook contained pamphlets outlining upcoming Bicentennial events in Elk Point in 1991 & 1992. Over 200 additional brochures were handed out to visitors and media at the Pumpkin event.

Peter Fidler Statue



Fidler Statue & Park

The Fort George/Buckingham House Interpretive Centre is 13 km off the main Highway. It is easy to drive to, but not visible from Highway 41. It was felt that a small attraction in Elk Point, on Highway 41, would catch passing motorists' attention. The committee believed that if they promoted an interesting historical personality who had a connection to the forts, it would open the way for more Heritage Tourism development. After much research, Peter Fidler, a Hudson's Bay surveyor who had been present during the building of Buckingham House and who had led a remarkable and interesting frontier life, was chosen and the Peter Fidler Statue project evolved. Using regional material and expertise, CTAP funding, local & regional volunteers and donations, a 32 foot chainsaw carved statue was created to stand on the North Hill overlooking the town of Elk Point. St. Paul artisan Herman Poulin created the statue from local spruce. The Alberta Land Surveyor's Association donated the oversize sextant, Alberta Power donated poles for a back drop, the

Town of Elk Point provided the land and manpower, local contractors helped set the statue in place, the B.P.O.E. #460 donated benches, signage and trees, the Fort George/Buckingham House Advisory Board donated picnic tables, the 4-H Club and Maryann Kozicky donated and planted shrubs, bushes and trees. The Statue was dedicated on November 8, 1991 and on October 8, 1992 the statue site was dedicated as a Peace Park in conjunction with the Canada 125 Peace Parks Across Canada Project. The BPO Elks Lodge #460 assumed the stewardship of the Peter Fidler Peace Park and with an additional \$700. raised by the Bicentennial Project will give the statue the necessary next coat of preservative .

Promotional Literature

Full color, commercially produced, promotional literature is the norm for promoting even small communities, but it is very costly and, consequently, few small communities are able to afford to up-date their material. The Bicentennial Project experimented with many low budget pamphlet styles to test their effectiveness. A high priority was to update the Town of Elk Point Brochure in such a way that it could be kept current at minimal cost. The resulting Town Brochure features a full color cover with a blank interior where any kind of data can be photocopied. During the Bicentennial, the brochure included a map of the town and lists of attractions & services. Over two years, the project created and distributed promotional literature to inform local, regional and other visitors about relevant early fur trade history and Bicentennial Events. This literature included: Bicentennial Brochures promoting events, Bicentennial Posters, a Peter Fidler informational brochure and an Historical Mural informational brochure.

RendezVous West Publication (see also Promotions)

Heritage Tourism presentations made to regional schools, Chambers of Commerce and other groups revealed the need for concrete, written-in-non-academic-terms, accessible information on early western Canadian history for the Elk Point area. Even social studies teachers were poorly informed. From this need, the RendezVous West publication was born. Thirty-two pages long, 8 1/2" x 11", newsprint interior, this publication was designed to give a short, interesting overview of early Western Canadian history. With the help of Team Tourism funding and paid advertising, 10,000 copies of the booklet were produced with research, lay-up and ad sales done in-house to keep costs down. Distribution was achieved through Lakeland Tourist Association, Tourist Information Centres, local & regional merchants, schools, seniors groups, historical groups, Alberta Parks and Recreation and Historic Sites. All ages and interest groups received the publication enthusiastically. In order to track the success of the distribution system, on the back page of the publication a mail-back entry form encouraged people to participate and win monthly prizes plus a grand prize. 317 entry forms were returned to the Bicentennial Headquarters indicating that the publication had reached into all the western provinces, Washington State, New York and England. Elk Point and area residents who visited other countries in 1992 were encouraged to take copies of RendesVous West with them to distribute wherever they went.

Community Competitions

Looking for ways to involve seniors and children in the Fur Trade theme, the Bicentennial Project initiated some small competitions to expand the ways that a Heritage theme could be expressed.

Bicentennial Quilt Competition

The St. Paul & Elk Point Treasury Branches agreed to sponsor prizes for and display the winners of this competition which culminated at the annual Agricultural Fair in the fall of 1992. Further Education, the 1991 Agricultural Fair and the Treasury Branches promoted the competition.

Bicentennial Snow Fort Competition

The Recreation, Parks & Wildlife Foundation Lifestyle Grant provided the funding for the Bicentennial Snow Fort Competition for elementary and junior high school as well as prizes for children at the Fur Trapper's Ball. Students constructed their forts over the 1991 Christmas break and their entries were judged in January 1992 by local teachers and Recreation representative.

School History Presentations

During the school year of 1991-92 the Bicentennial Project Director visited elementary and junior high school classes in the region with an early fur trade history presentation and a story telling demonstration. This resulted in a students' model of Fort George being featured in the F.G.Miller High school Science Fair, school art & library displays, School projects with a fur trade theme and Peter Fidler colouring sheets done by elementary students and displayed by local restaurants and businesses.

Elk Point Regional Tourism Marketing Study

Looking for ways to increase regional awareness of Tourism potential and encourage cooperation between communities, the Bicentennial Project with sponsorship and support from the Northern Alberta Development Council and Alberta Tourism, hosted a workshop attended by representatives from NADC, Alberta Tourism, the Town of Elk Point, St. Paul/Smoky Lake Community Futures, Alberta Historic Sites, Lakeland Tourist Association, Whitney Lake Provincial park, 1992 Bicentennial Project and several local business people. The group explored ways to develop multiple strategies for the region. The exercise resulted in a completed study outlining marketing objectives, strategies and potentials as identified by the study group and compiled and organized by Equus Consultants. The importance of the exercise went beyond the actual study; it provided an atmosphere of discussion and idea generation between entities that normally have no reason to formally exchange information but which have many similar concerns. It also helped pave the way for participation in subsequent regional meetings which have resulted in the organization of a Regional Tourism Marketing Plan.

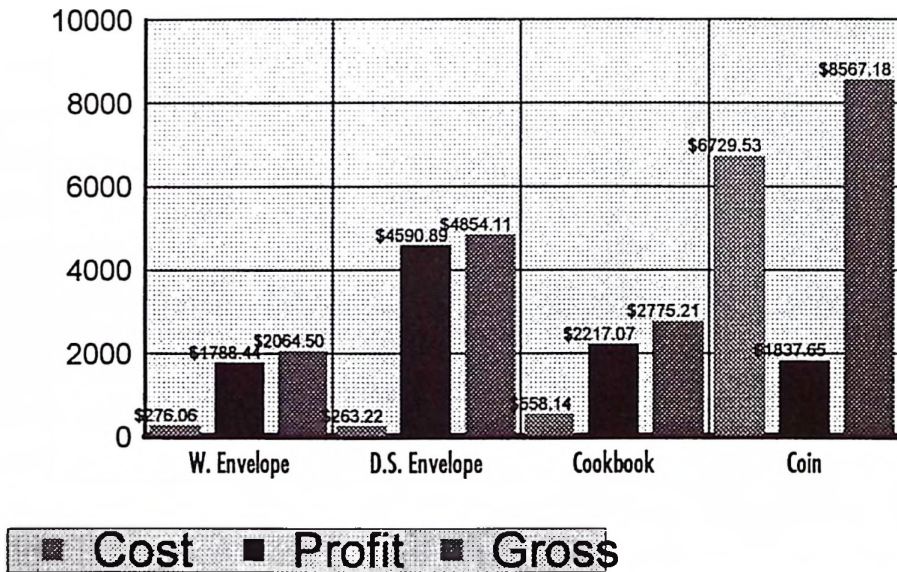
One of the most significant concerns uncovered by the Elk Point Regional Tourism Marketing Study was that while tourism strategy ideas for this region are unlimited, lack of funding and lack of a central coordinating body are serious roadblocks to developing a significant Heritage Tourism focus in Northeastern Alberta.

INTERLOCKING FUNDING PROJECTS

The financial success of all our planned events depended on our fundraising activities. The prime focus of all fundraising activities was to realize the maximum ADVERTISING and PROMOTION potential, to raise the REGIONAL HERITAGE TOURISM PROFILE, as well as make each event financially self-sufficient. The Project Director provided office furniture, word processor, computer, extra phone and fax so that a minimum of hard cost had to be borne by the Project. Funds for telephone, postage, posters, stationary

and hard and soft costs for special events and promotions were identifiable costs to be generated by fundraising. We designed fundraising projects so that each would pay for the expenses of the next. Some early products could have been fundraisers had we had a bigger population base to market them to, but we designed them to break even because it was also important to have visual, tangible symbols of the Bicentennial early in the project. e.g. crest, sashes.

Bicentennial Project *Gross/Net From Projects*



Bicentennial Crests

Crests suitable for hats, jackets and campfire blankets were created early in the project and sold on a cost recovery basis in order to inspire the creation of local souvenirs and call attention to the upcoming Bicentennial Celebration.

Voyageur Sashes

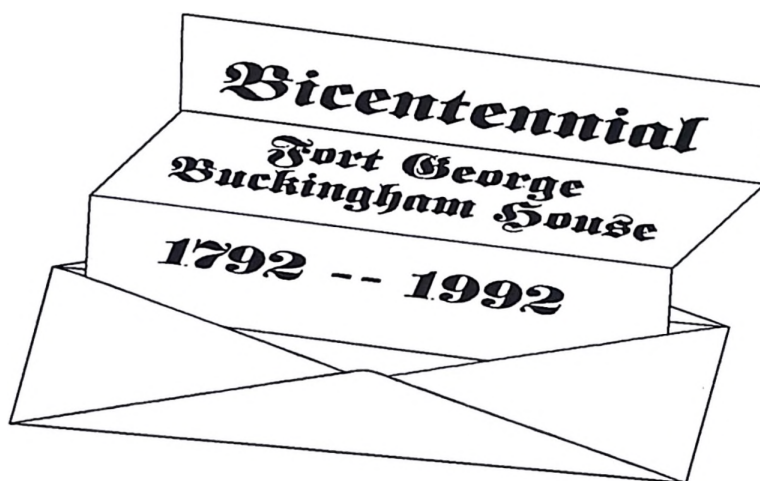
Adopted early in the project as a colorful symbol of the early Fur Trade because of the unique blending of cultures in the design, the Voyageur Sashes were ordered from an Edmonton company and sold at cost. We also used them as one of the honour gifts, presented to guests and supporters throughout the Celebration.

Pumpkin Cookbook

(see also Great Pumpkin Challenge)

The creation of the Great Pumpkin Cookbook was the Bicentennial Project's first real fundraising effort after its existence was assured. The cookbook evolved out of a commitment to integrate a regional tourism focus with all fundraising efforts. The community of Smoky Lake had established a very successful annual event centered around weighing giant pumpkins in a world-wide competition. Smoky Lake's World Pumpkin Weigh-off in October attracts sizable Edmonton crowds which are made up of people who could also easily travel to Elk Point to attend Bicentennial Events. In order to keep within the pumpkin theme, develop a fundraiser for Bicentennial Celebrations and use another community's event to promote Elk Point events, the Great Pumpkin Cookbook was conceived. A light-hearted, tourist oriented publication, the cookbook was developed, compiled, published and bound in-house, which kept the production costs down. We were able to develop the book at a very low cost and therefore the potential for profit was very good. So good, in fact, that we were able to pass on a \$2.00 per book profit to the Elk Point Public Library, in return for handling the processing of mail orders. The resulting cookbook made its debut at Smoky Lake's Pumpkin Weigh-off, October 3, 1991. It was offered for sale by Bicentennial promoters in period costume.

The cookbook received exceptional media coverage (Edmonton Journal, Edmonton Sun, Saskatoon Star-Phoenix, Alberta Farm & Ranch Magazine, C.B.C. Radio & and all regional newspapers & radio stations). All the cookbooks created for sale were sold resulting in a profit of \$2200.00 for the Project. This money helped defray office costs and paid for the next fund-raiser, the Dog Sled Commemorative Envelope.



Dog sled Commemorative Envelope

One of the Project's early ideas was to have Canada Post issue a Bicentennial Stamp but a 3 or 4 year lead time is needed for such a request to be considered & we were too late. Research, however, showed that commemorative envelopes were popular, inexpensive souvenirs for Historical Events and actually became collectable if sent as genuine mail. Richard & Diane Smith of Rocky Mountain House who had agreed to re-enact the old dog sled route from the original site of Edmonton House to the site of Buckingham House were amenable to carry commemorative mail. Canada Post agreed to create a special cancellation and provide a 1 cent stamp to accompany each envelope, and so the Dog Sled Commemorative Envelope evolved. 1000 numbered

envelopes were printed and most of them sold for \$5.00 each. Some, of course, had to be reserved as prizes and gifts but the

Dog Sled Envelope Profit was still \$4600.00. This money offset the costs of the Fur Trapper's Ball and the entire Dog Sled event and allowed us to have a Bicentennial Coin struck.



Bicentennial Commemorative Coin

This Fundraiser did not have as much potential for profit as the others, but the committee felt it was important to produce a unique Souvenir. The Coin was designed in-house, to reduce costs. 5,000 nickel alloy \$3.00 trade tokens were struck by the Sherritt Gordon Mint in Fort Saskatchewan, as well as, 200 silver coins and 2 gold coins. The Elk Point Lion's Club raffled the gold coins, the silver coins were used as VIP gifts and sold as souvenirs, the nickel coins were accepted as legal tender in Elk Point until December 31, 1992, sold as souvenirs, used as gifts for VIP's and volunteers and given to elementary school children in the region. Coin profit was \$1800.00, not an efficient fundraiser but very successful as a promotional tool. It gained us media mention in Alberta, in Canadian Coin News and in the Derbyshire News, Derbyshire, England -- Peter Fidler's Home Town.

Team Tourism

All of the preceding fundraisers contributed in some way to the matching money used to access Team Tourism funding to help pay for production and distribution of the RendezVous West publication and for the required paid advertising for the main Bicentennial Event on August 1, 2, 3, 1992. The Town of Elk Point also contributed towards the paid advertising and promotion.

Wagon Train Envelopes

When it became apparent that a Wagon Train was forming to travel the overland route from Edmonton House to Buckingham House it was obvious that a wagon train commemorative envelope, to create a set with the dog sled envelope, could continue our fundraising in order to enhance our promotions and events. Wagon Train Envelope Profit was \$1800.00

Design & Printing Services

Early in the project a Bicentennial logo was chosen and made available to anyone in the community who wanted to use it in their promotions. In order to provide short term money for minor postage and stationary supplies as well as encourage groups, organizations and businesses to use the Bicentennial theme in their promotions, we did small design & lay-up jobs for brochures, posters, programs and catalogues in the community for a minimal charge throughout the Bicentennial Project. Some examples are the 1992 Hockey program cover, Trade Fair brochure cover, 4-H Rodeo posters, Fort George Motel Brochure, Empress Cafe Menus, Further Education fall & winter catalogue, Agriculture Fair book, a diaper service brochure, anniversary invitations, RCMP Ball tickets, and posters & announcements for the Pioneer Circle.

EVENTS

**NOTE: 100 people attending an Elk Point event is about 7% of the population.
In Edmonton, if 7% of the population attended an event there would be 45,500 people.**

During the Bicentennial Project we tried to create events which were new and different, which were consistent with an early Western Canadian Fur Trade Theme and which could become an annual event if community interest & resources allowed. We also promoted the Bicentennial at events created by other groups and organizations in the region. We have recorded the number of people attending events, if known, to indicate

how important special events are to the economy of a small town. A portion of people attending every event will also leave dollars behind in the community, especially at garages & restaurants. It is also important to remember that even when only the front line Tourism businesses (e.g. garages, restaurants, convenience outlets.) benefit directly from visitors, everyone benefits indirectly as the money circulates through the community.

RCMP Musical Ride

September 24, 1991 -- the RCMP Musical ride was sponsored by the Town of Elk Point and the Agricultural Society. The Bicentennial Project participated in this event by providing a Black Powder group from Fort Edmonton to give a black powder salute as part of the activities to introduce the audience to the up-coming Bicentennial events.

This event was attended by 3000 people from Elk Point, Heinsburgh, Vermilion, Marwayne, St. Paul, Bonnyville, Cold Lake, Grande Centre & Fort Kent.

Opening of Bicentennial Headquarters

September 27, 1991 -- Mayor Kleeburger, using a hunting knife courtesy of Ready Gun Works, cut a shaganappi strip to mark the official opening of the Bicentennial Headquarters. M.P. Deborah Grey & the Mayor of St. Paul brought greetings. Ross Fielding exhibited art from his Braeneuk Gallery. Herman Poulin, artist & woodcarver from St. Paul exhibited his macquette of the Peter Fidler statue. The Elk Point Public Library sent its Bicentennial mascot, the Bookalo. Varieties of bannock & wild berry jellies were served.

65 people attended the opening – a total of 211 people plus 7 school groups visited the art show over the next week from Elk Point, Vermilion, Derwent, Ashmont, Glendon, St. Paul, Bonnyville & Heinsburgh.

Pumpkin Cross Promotion (see Pumpkin Cookbook & Pumpkin Challenge)

Smoky Lake October 13, 1991

20 people from Elk Point attended this event to promote Elk Point & the Bicentennial to 1,500 people from Smoky Lake, Edmonton, Red Deer, Vilna, Andrew, Mundare, Bruderheim, Fort Saskatchewan.

Dedication of Peter Fidler Statue

November 8, 1991 -- A Statue of Peter Fidler, Hudson's Bay Surveyor, was dedicated exactly 199 years to the day that he left Buckingham House for his historic journey south to southern Alberta. A Sweet Grass ceremony, led by Eugene Cardinal, of Kehewin, accompanied by Louis Fiddler of Frog Lake, a direct descendant of Peter Fidler, sanctified the dedication. Mayor Kleeburger served as M.C., MLA John Drobot & the Mayor of St. Paul, brought greetings. The Project Director told the story of Peter Fidler. Darrel May of Ready Gun Works & Russ Whitford of the Edmonton House Brigade shot black powder cannons. Direct descendants of Peter Fidler, Peggy Zaraska, Elk Point & Malvina & Richard Sansregret, Grand Centre were also present.

200 people attended this event from Elk Point, Frog Lake, Kehewin, Vermilion, St. Paul, Bonnyville, Cold Lake & Grand Centre.

Bicentennial Kick-off event

December 6, 1991 -- Held in conjunction with the Chamber of Commerce annual Christmas Extravaganza -- 5 dog teams brought Beaver River MP Deborah Grey, Minister of Parks & Recreation Steve West, MLA John Drobot, Elk Point Mayor Bruce Kleeburger and Elk Point Town Councillor Adele Mandryk down mainstreet to Bicentennial Headquarters for a fur trade reception of Bannock, Spruce Punch, Smoked Fish, Buffalo Wings and Quail's Eggs on black bread. Minister of Culture & Multiculturalism Doug Main then led a parade of dignitaries including the Mayors of Glendon, Cold Lake, Vermilion, Deputy Mayors of St. Paul and Grand Centre, Chiefs & Councillors of Frog Lake and Kehewin, President of Fishing Lake Metis Settlement and local Elk Point leaders of groups and organizations to a great outdoor bonfire which he ceremonially lit to herald the beginning of the Bicentennial Year. Darrel May from Ready Gun Works and Russ Whitford of the Edmonton House Brigade sounded their black powder cannons and the parade then followed the Minister to the Elks Hall where the Boy Scouts served a Fur Trapper's Supper. A fur trade fiddler escorted by a local RCMP played fur trade jigs. A farmer's market/craft fair added to the evening. The five dog teams gave rides to young and old into the night beside another big bonfire.

Over 800 people attended from Elk Point, St. Paul, Glendon, Vilna, Spedden, Bonnyville, Cold Lake, Grand Centre, Vermilion, Lloydminster, Frog Lake, Fishing Lake, Heinsburg, Kehewin, Edmonton, Vegreville.

Dog sled Commemorative Mail Delivery Re-enactment

Official Send-Off

February 15, 1992 -- in Bruderheim, AB.

Richard & Diane Smith of Rocky Mountain House, AB with two teams of Huskies received 1000 commemorative

envelopes from the Bruderheim Post Master and after a pancake breakfast hosted by the Bruderheim Firefighters, speeches, songs and a parade down Main Street, left Bruderheim for the first leg of their 9 day journey on the frozen North Saskatchewan River from Edmonton House to Buckingham House. Members of the Edmonton House Brigade gave them a black powder send off. Officials from Canada Post were in attendance as well as MLA Steve Zaruski, Elk Island MP Brian O'Kurley, Dr. Larry Wang, the inventor of the Cold Buster Bar which was included in the survival rations of the mushers, the Bicentennial Brigade & the Elk Point & Bruderheim Scout Troops.

About 300 people attended from Elk Point, Bruderheim, Edmonton, Fort Saskatchewan, Smoky Lake, Vegreville, Sherwood Park, Lamont, Chipman.

Fur Trapper's Ball

February 21, 1992 -- Elk Point. To celebrate the arrival of the Dog sled Mail, the Bicentennial Project hosted a Fur Trapper's Banquet & Ball, sponsored by Canada Post, Amoco Canada and the Bicentennial Project. VIP Attendance -- MP Deborah Grey, MLA's John Drobot & Steve Zaruski, Mayors from Vermilion, St. Paul, Bonnyville, Cold Lake, Smoky Lake, Glendon, Lac La Biche, Bruderheim, Chiefs & councillors from Kehewin, Frog Lake, Saddle Lake, President & councillors from Fishing Lake Metis Settlement, representatives from Canada Post, Amoco Canada, Alberta Culture Historic Sites, BIAC, RCMP, Lloydminster Tourism Authority, Frenchman Butte Historical Society, St.Paul/Smoky Lake Community Futures, Bonnyville Community Futures, Edmonton House Brigade and descendants of Peter Fidler. The first 20 numbered envelopes were auctioned off by auctioneer Buffalo Skolarchuck. The Mayor & Councillors from Smoky Lake issued an official Pumpkin challenge to the Elk Point Mayor & Council. The Mayor of Lac La Biche informed people of

concerns at Lac La Biche Mission and its need to become a historic site and the director of Lac La Biche Mission sang a fur trade ballad that she had written to honour David Thompson's wife Charlotte, who had honeymooned at Fort George during its decline. Rob Holliday's Voyageur Song had its debut at the ball, sung by Voyageurs Rob, Sam Donaldson, Dennis Heffernan, & Ed Poulin. Gaby Bayduza accompanied them on accordian. Fur Trade Hors D'oeuvres were served by a local caterer and a Fur trade banquet by another caterer. The McDade Family Band from Edmonton entertained with old time music.

This event served to further define the Fur Trade Theme for the region and offer an opportunity to visiting community leaders to experiment with cross-promotions.

Over 300 attended from Edmonton, Sherwood Park, Red Deer, Stony Plain, Fort Saskatchewan, Bruderheim, Vegreville, Smoky Lake, Lac La Biche, St. Paul, Bonnyville, Cold Lake, Vermilion, Lloydminster & Frenchman's Butte, SASK.

Arrival of Mail

February 23 1992 -- The mushers & dog teams arrived at Fort George/Buckingham House Interpretive Centre at sunset. They were met by Canada Post, MLA John Drobot, Elk Point Municipal Town Councilors, the Bicentennial Project members & director, the Chief of Frog Lake & the Mayor of Vermilion & interested members of the public.

70 people attended from Elk Point, Vermilion, Bonnyville, St. Paul, Lloydminster, Bruderheim, Frog Lake & Heinsburg.

This 9 day event received excellent media coverage from all major daily newspapers in Alberta, all regional weeklys, Regina Leader Post in Saskatchewan, Alberta Report, regional radio stations, CBC radio, regional TV (CITL).

Elk Point Skating Club Ice Show

March 13, 1992 - The Elk Point Skating Club used their annual Figure Skating Show to salute the Bicentennial. The Precision Skating Team carried the Bicentennial Banner into the arena and tiny skaters performed in Voyageur costumes to a score that included Red River jig music and the Davey Crockett song.

The fact that the only popular music illustrating the early Western Canadian Fur Trade era is an American song about an Indian Fighter from Kentucky underlines the need for a continuation of Heritage education in Western Canada as a whole.

350 people attended from the immediate region.

Elk Point Trade Fair

April 24-25 1992 -- Elk Point Agricultural Society held their annual Trade Fair with a Fur Trade Bicentennial Theme. The Bicentennial focus of the trade fair did not change its over-all format but allowed for extensive promotion of the Bicentennial to all participants and attendees. Shamrock Valley Enterprises sponsored booth space for the Bicentennial Project to allow for a large fur trade display, an opportunity to promote Heritage Tourism of the region, Bicentennial events and the pending opening of the Fort George/Buckingham House Interpretive Centre in May, as well as an outlet for the Lion's Club to sell their tickets for the gold coin. The Bicentennial commemorative coin made its debut at this event & homemade ice cream was served all weekend.

1500 people attended from Edmonton, Fort Saskatchewan, Red Deer, Lloydminster, Bonnyville, Grande Centre, St. Paul, Derwent, Clandonald, Heinsburg.

Yellowhead Caravan

May 19, 1992 - A 100 vehicle caravan going from Lloydminster to Jasper to celebrate the completion of twinning Hwy 16 across Alberta, stopped in Vermilion on the first leg of its journey. Bicentennial Promoters in period costume handed out over 300 Elk Point brochures and pamphlets promoting the Bicentennial events. For this event we weren't able to afford the 300 new town Peter Fidler pins that were needed in order to participate in a promotion with other communities involved. We didn't want to miss this opportunity so we designed a bright red Bicentennial bookmark to be included in the promotions package that promised a Bicentennial Coin to anyone presenting it in Elk Point during the Bicentennial.

Over 300 people attended from Saskatchewan and Alberta.

Elk Point & District Choral Society Spring Concert

May 27, 1992 -- A two hour concert where a number of performers saluted the Bicentennial, including the full choir performing the Voyageur's Song written by choir member Rob Holliday and arranged by choir member Gaby Bayduza. The choir received a standing ovation for this selection.

300 people attended from the region.

Fort George Museum Display

June 26 - 27, 1992 -- The Elk Point Public Library invited Steve Andrishak from the well-known privately owned Fort George Museum to display some of his exceptional fur trade artifacts. The popularity of this event has encouraged the Library to plan similar displays over the next few years.

70 people attended from Elk Point & immediate area.

Grand Opening of

Fort George/Buckingham House Interpretive Centre

June 27, 1992 -- The Bicentennial Project played a small part in the organization of this event. We had one representative on the sub-committee responsible for the Grand Opening and several volunteers helping on site. Our biggest contribution was the continual promotion done directly for the event and indirectly through all Bicentennial activities. The Elk Point & District Community Choir sang their Voyageur Song on the site that inspired the Bicentennial Celebration. With sponsorship from Norcen the Bicentennial Project was able to give the RendezVous West publication to all people in attendance, *to further advance the notion that Northeastern Alberta is a fascinating Heritage Tourism destination.*

1,000 people attended from Edmonton, Calgary, Lethbridge, Red Deer, Rocky Mountain House, Wetaskiwin, Lloydminster, Saskatchewan.

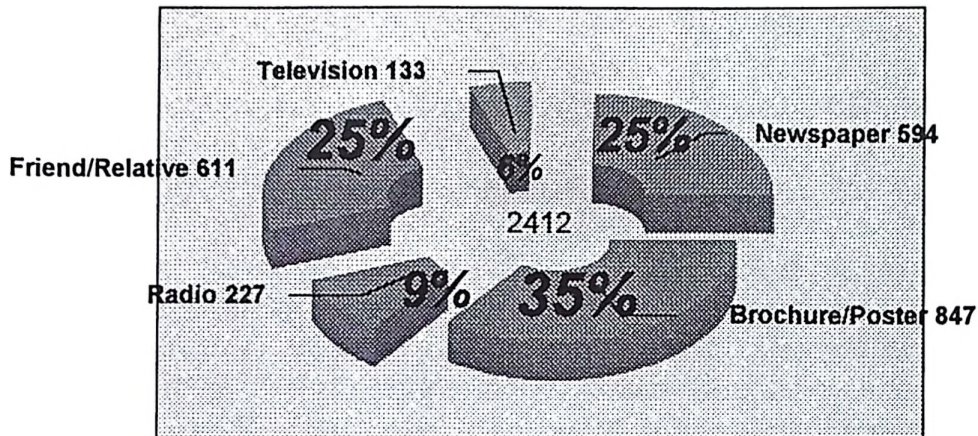
RCMP Ball & Homecoming

June 27, 1992 -- The Bicentennial Project encouraged the local RCMP to hold their RCMP Ball & Homecoming during the weekend of the Interpretive Centre Grand Opening. The wine goblets which the ticket holders took home with them were marked with the RCMP logo on one side and the Bicentennial logo on the other.

200 people attended this event.

Bicentennial Project

Event Survey



How people knew about the August Event

HOW PEOPLE KNEW ABOUT THE AUG. EVENT

Two thousand four hundred & twelve people were surveyed using an entry form prize draw at the Artisan Festival during the main Bicentennial Event on the August 1992 long weekend. Although Radio & Television were our costliest promotions they proved minimal in attracting people to the event. Brochures and posters brought more people to town than we predicted, however, this statistic is most likely accurate, since we were very aggressive in their distribution. Brochures & posters could have contributed somewhat to the word-of-mouth promotions since we made certain that brochures were accessible throughout the community in businesses, schools and other events during the year. The success of newspaper as a promotions tool includes both paid advertising and event & Bicentennial theme articles by very cooperative local & regional newspaper coverage.

Official Bicentennial Celebration

August 1, 2, 3, 1992

Great Canadian Wagon Train Mail Delivery

July 22, 1992 -- Bicentennial promoters, Louise Crane, Director of Visitor Services at Fort George/Buckingham House Interpretive Centre, and representatives of Canada Post participated in a ceremony delivering the bags of commemorative envelopes to Wagon Train organizer Dennis Jonkers & Trail Boss Roy Scott at Vinca Bridge as the wagon train prepared to leave. The 10 day, 200 km over-land wagon train ride was designed to retrace the old trail between Edmonton House and Buckingham House. The Bicentennial Project was officially represented on the Wagon Train by Town Councillor Adele Mandryk, who, with her two oldest children were full working members of the historic trek. Other Bicentennial Project members on the trek were Marjorie Robinson, and, of course, Roy Scott.

July 24 - 25 -- Wagon Train arrived at Victoria Settlement for a two day lay-over. They entertained visitors with a horse shoe tournament, old time dance workshop & fire-side songs and stories, outdoor dance & Sunday morning outdoor Church Service.

July 27 -- The Wagon Train, hosted by Saddle Lake First Nations camped on the old Pow-Wow grounds. The Saddle Lake band treated the wagoneers & visitors to a moving pipe ceremony, dance, drum demonstration and a sumptuous feast of soup, stew, bannock, raspberry juice and blueberries.

July 28 - 29 -- Wagon Train rested at Brosseau where the community treated them to hot showers, a fiddle contest, dance and old time French dance demonstration by Les Turbillons of St. Paul.

Aug. 1 -- Wagon Train paraded down main street Elk Point and delivered commemorative mail to The Elk Post Office where the 1000 numbered envelopes were hand cancelled by Post Master Bill Curry. The Wagon Train pitched camp in the Agricultural Society Rodeo grounds and after a pancake breakfast the next morning, sponsored by the St. Paul & District Co-op & Elk Point Agricultural Society took the short jaunt out to the Fort George/Buckingham House Interpretive Center for pioneer demonstrations with the Edmonton House Brigade Bicentennial Rendezvous & Black Powder Shoot.

Over **100** people took part in the Wagon Train ride directly as participants or indirectly as campsite visitors and errand runners. **1,700** people visited the Interpretive Center this weekend.

Fidler Family Reunion

August 1,2,3 1992 -- In answer to invitations received from the Bicentennial Project, direct descendants of the Hudson's Bay Surveyor Peter Fidler gathered in Elk Point for the first extensive family re-union of this fur trade explorer. Town Councillor Louis Verhagen coordinated the event. Deputy Prime Minister Don Mazankowski presented a plaque to Descendant Walter Roland & adopted Fidler Louis Verhagen to commemorate the first Peter Fidler Family Reunion. The Town of Elk Point donated the use of the old senior citizens' centre for displaying fur trade family memorabilia and genealogical information. It was re-named **The Peter Fidler Centre** for the occasion and has remained so.

Over 500 people attended the family re-union, about 60% from Saskatchewan, 10% from Manitoba and the rest from B.C., Yukon, Alberta, New York.

This event served to spread the word about the rich early fur trade history to be experienced in Northeastern Alberta by involving the people who have a direct stake in fur trade promotion.

Great Western Canadian Artisan Festival

Aug. 1,2,3 -- Artisans from Alberta, Saskatchewan and Manitoba in 40 booths displayed and sold unique, high quality, truly Canadian arts to an enthusiastic crowd. Bannock, Indian tacos and Buffalo Burgers were available as well as old time sodas. Vermilion & Bonnyville Museums used the occasion to promote their displays and attractions. Special Guest Geoff Burtonshaw, genealogist from Calgary was on hand to demonstrate voyageur/Metis hand sash weaving.

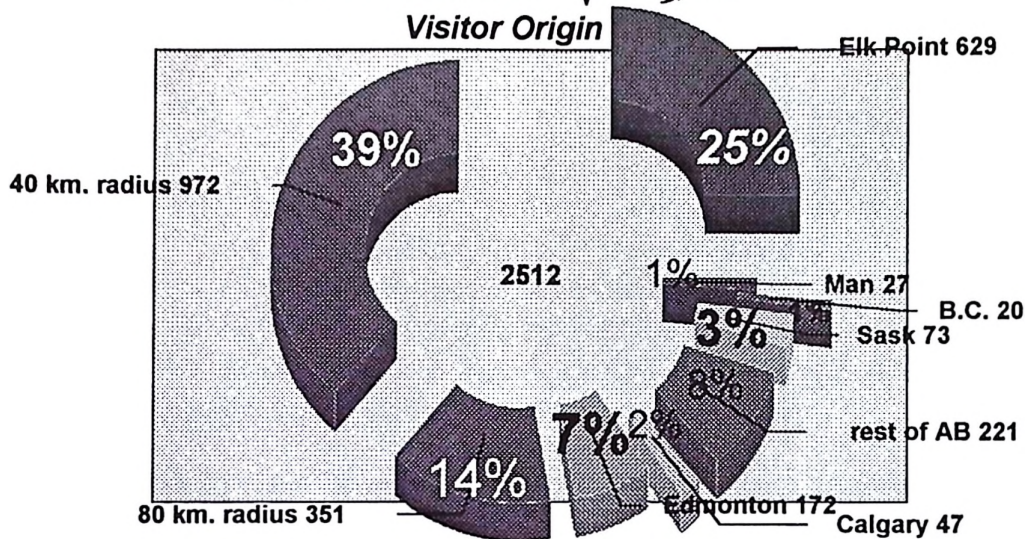
2,200 people attended the craft show from...(a full page of places represented at this event will appear later in the document)

Buffalo BBQ

Aug. 1 - Sponsored by BMW Monarch, Lloydminster Heavy Crude and Silver Spur Game Ranch and hosted by the Elk Point and District Agricultural Society. Held at the Rodeo Grounds prior to the Danny Hooper Show sponsored by Coca-Cola & Elk Point & District Agricultural Society.

500 people attended.

Bicentennial Project



Where people came from to attend the Artisan Festival Aug 1,2,3, 1992

BIGGEST MARKET IS IN OUR OWN BACK

YARD

The Bicentennial Project conducted a survey at the Artisan Festival on the August Long weekend. 2512 people were polled to find out where they had come from to attend this event. The results of the survey indicated that 78% of the respondents lived within an 80 km radius of Elk Point & served to underline the regional nature of our events markets. Edmonton appears to be our second marketing focus with 7% of the visitors coming from this area. Saskatchewan as a Heritage Tourism market is often overlooked in marketing plans & strategies of northeastern Alberta we feel that there is excellent potential for cultivating this market. The Bicentennial Project did some limited marketing in Saskatchewan in a circle route that covered the area encompassing Lloydminster, North Battleford & Meadow Lake. The response from that one day trip to distribute Bicentennial Literature was encouraging and we feel indicates a potential market.

Pancake Breakfast

Aug. 2 - Sponsored by St. Paul & District Coop and hosted by The Agricultural Society at the Rodeo grounds.

300 people attended.

Bicentennial Rendezvous

Aug. 1 - 2 -- Fort George/Buckingham House Interpretive Centre took over the Black Powder Rendezvous that was initiated for this weekend by the Bicentennial Project before the Centre was open. Hosted by the Edmonton House Brigade, the Rendezvous & Shoot was a very popular entertainment for visitors. Prizes were provided by the Bicentennial Project.

1,700 people visited the Fort George/Buckingham House Interpretive Centre on the August long week-end.

Peter Fidler Peace Park Dedication

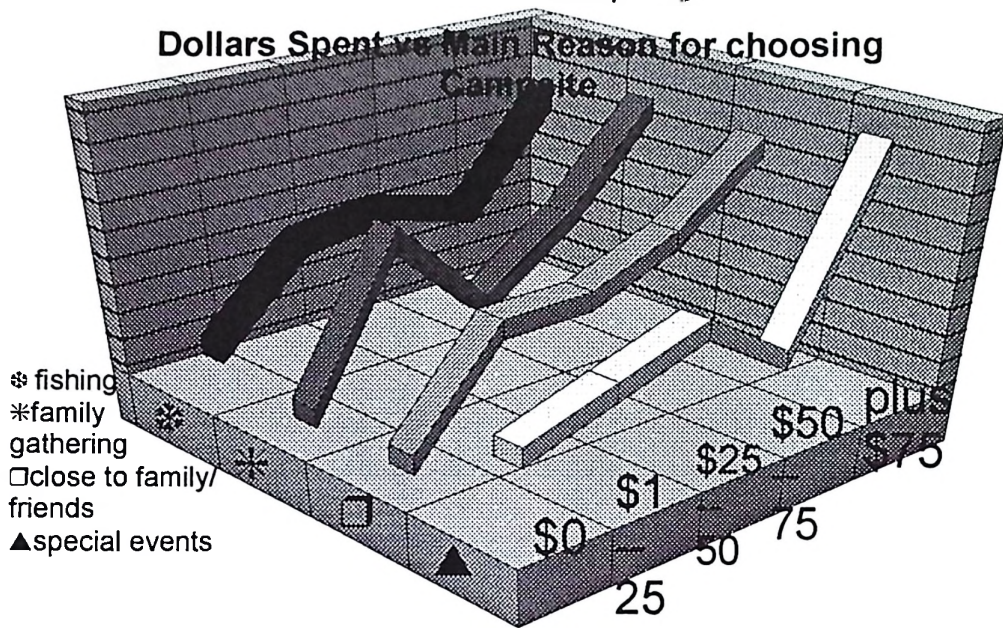
October 8, 1992 -- In response to the Canada 125 Peace Park Project, the Bicentennial Project in cooperation with the Town of Elk Point & the Elk Point Elks BPO #460, took the opportunity to join other communities across Canada in dedicating a National Peace Park. The Project believed it especially fitting that Peter Fidler Park become a Peace Park. Fidler was a non-judgmental man, more than fair in dealings with all people. (e.g. he compassionately gave garden seeds to his enemies when they were in need, even though they had threatened the lives of himself & his family in the previous winter.)

Smoky Lake Pumpkin Challenge

October 1992 -- In answer to the Mayor of Smoky Lake's challenge to the Elk Point Town Council to grow the biggest pumpkin for their World Federation Pumpkin Weigh-in, the Public Works and Bicentennial volunteers created a 5 foot paper mache pumpkin, since not one giant pumpkin in Elk Point had reached any size. The pumpkin was delivered undercover so that no one knew until the last moment that it was a 'reasonable facsimile'. It was weighed and presented to the Mayor of Smoky Lake with appropriate humorous poetry to match the verse used to deliver the challenge back in February. It was good fun, popular with the crowd and another successful cross-promotion.

The ground work is completed now for continued cross-promotion between these two communities should the will exist.

Bicentennial Project

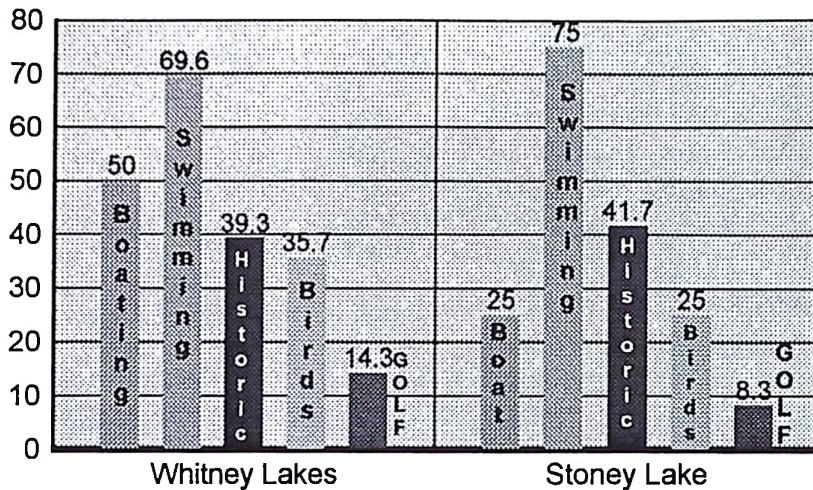


WHAT CAMPERS SPEND

This chart was created from statistics gathered by St. Paul/Smoky Lake Community Futures in their campground survey during the summer of 1992. It shows the spending habits of campers who are camping for the four illustrated reasons. It is encouraging to see, for this project, that the amount spent by people who are camping to attend a special event in the region is relatively high and it is hoped that given this fact plus others contained in this report that communities will be encouraged to increase their focus on holding unique special events.

Campground Stats

What Activities do People look for from these Campgrounds



*Regional Campground Study - St. Paul/
Smoky Lake Community Futures Sept.
1992*

WHAT ACTIVITIES CAMPERS SEEK

There was some resistance at the beginning of the Bicentennial Project from local & regional business people who were skeptical about the popularity of Heritage Tourism themes for tourists. Many felt that because northeastern Alberta is known for lakes & outdoor recreation that people wanting a Historical experience would not visit this region. In the summer of 1992 between June 6 and August 6, St. Paul/Smoky Lake Community Futures did an extensive study of eleven campgrounds in its Region. The above chart shows some of the results discovered by this survey from the two Campsites closest to Elk Point. Their study dismisses many myths & legends about camping people, including the one that campers & outdoor people are not interested in history and that golf is a primary focus.

BUSINESS INITIATIVES & JOBS CREATED

The Bicentennial Project provided many different kinds of employment for many people. For some people it resulted in actual salaried work. Some people took advantage of the Bicentennial celebration to experiment with entrepreneurial activities and business initiatives. Others were able to gain valuable work experience through Corrections Fine Options Program and volunteerism. These are the business initiatives that we are aware of:

☆ **The Bicentennial Project** directly provided 2 full time & 5 part-time positions from November 1990 -- December 1992 plus involving 6 other people in Alberta Correction's Fine Options Program which involves individuals working off fines and gaining work experience.

☆ **Prime Cut Caterers, Lindbergh** -- A local caterer used the Bicentennial opportunity to develop a specialized line of catering involving Fur Trade Cuisine.

☆ **Graphica, Elk Point** -- A local sign designer and manufacturer developed a line of special Souvenirs (T-Shirts, License Plates, Bumper Stickers) using the Bicentennial theme.

☆ **Woody's Trophy's & Gifts, Elk Point** -- An enterprising entrepreneur developed a line of Souvenirs (T-Shirts, Hats) using Bicentennial designs & Peter Fidler theme.

☆ **Capitol Drug Mart, Elk Point** -- developed their own line of

souvenirs using the Peter Fidler theme (Spoons, Key Chains, Pins).

☆ **Quality Tools, Elk Point** -- A new & used outlet on Highway 41, developed an exterior design to make the building resemble an old fur trading Post, complete with Hudson's Bay Flag.

☆ **Fort George Motel, Elk Point** -- One of 2 local motels in Elk Point, capitalized on its proximity to the Fidler Statue by developing a brochure featuring this fact. They also created frontier theme signage for entrance to their motel.

☆ **Golden Loaf Bakery, Elk Point** -- They had the carver of the Peter Fidler Statue, design Peter Fidler bread bags for their Sandwich, Homestead & Pioneer bread.

☆ **Vince Behr, Elk Point** built a special Bicentennial paddle wheeler to be used for excursions on lakes & rivers.

☆ **Carol Hellquist & Sharon Kuhn, Elk Point** -- Local Artisans developed Fur trade costuming & crafts for sale at craft fairs & farmers markets.

☆ **Debra Kilby, Elk Point** -- Developed Pen & Ink Historical Sketches and marketed local photography and theme buttons.

☆ **Hub Design, St. Paul** -- They created and marketed Peter Fidler theme buttons. The Fidler Statue resulted in more statue commissions for this sign company, in Bonnyville & St. Paul.

COMMUNITY INVOLVEMENT

✧ **Further Education** -- Featured many workshops during the Bicentennial Year involving Fur Trade topics. e.g. -- A fur trade hors d'oeuvres and buffet display, sampling & talk by local caterer, Sherry Pelech on how to add a fur trade theme to special events. Fur Trade Costume Design workshop by artisans Carol Hellquist & Sharon Kuhn. They also featured Candle making, Soap making and Willow Basket weaving.

✧ **The Elk Point Public Library** -- Adopted a summer reading program with a Fur Trade/Peter Fidler theme, created a Bicentennial Mascot -- the BOOKALO (Book Promoting Buffalo) hosted an Author reading by Diane Meili, Metis writer and featured many fur trade theme displays throughout the celebration.

✧ **Elk Point Historical Society** -- provided the beginning of a fur trade book collection for the Elk Point Public Library which will be continued. They also provided all of the official Bicentennial Pins & Spoons which were distributed during the celebration and cost-shared the glass cover to protect the Fort George Model.

✧ **F.G.Miller High School** - At the F.G.Miller Science Fair, students made and displayed a model of Fort George with a demonstration of fur trade rations at the Forts. They won an award for their efforts. -- **May 1991**

✧ **18 residents** of Elk Point tried to grow the Great Pumpkin in order to participate in the Bicentennial Promotion in Smoky Lake during their Annual Pumpkin Weigh-in. -- **Spring 1991.**

✧ **The Town of Elk Point** offered the use of a PEP position to research the feasibility of the Bicentennial Project, allocated office space, including heat & power costs and photocopying services from April 1991 to December 1992 to assist with moneys-in-kind support to help the committee qualify for BIAC funding and to give the Bicentennial Project a central location. They also provided seed money for the paid advertisement for the main Bicentennial Celebration and through their

contribution to the CTAP budget provided the funds for the promotional coffee break at the Tourism Industry of Alberta conference in **March 1992**. They used the Bicentennial Logo on their letterhead for the duration of the Bicentennial. They also had a playground constructed near the ball diamonds on the recreation land, west of town, designed & built by a local contractor to resemble a fort. They used CTAP funding to erect directional signage at the south entrance to town. The Town of Elk Point redecorated their office entrance to resemble the inside of a trapper's cabin. The Town Public Works Staff were invaluable with their bonfires for every winter occasion, their innovation in positioning the poles for the Peter Fidler backdrop and their ingenious design for the paper mache pumpkin for the Smoky Lake Pumpkin Challenge. The Town of Elk Point Office staff loaned plants big and small to the Bicentennial Headquarters, to help brighten the dingy office space.

✧ **4-S Wheelwright Shop**, Lindbergh constructed & displayed a Red River Cart. -- **June 1992**.

✧ **Ready Gun Works**, Elk Point -- volunteered black powder cannon to major events.

✧ **Tammy Etherington**, Clandonald -- Revived her avocation - painting on Buffalo Skulls. Created paintings of Peter Fidler's Southern Journey on a set of five Skulls and has gone on to expand her creative use of this medium.

✧ **The Scouts** provided the Honour Guard at the Dogsled Mail Delivery send-off in February, the manpower at the Fur Trader's Banquet & Ball, volunteered at the Grand Opening of the Interpretive Centre in June and canoed the river route enhancing the Wagon Train Trek over-land at the end of July .

✧ **The Elk Point & District Agricultural Society** were one of the first local groups to understand the community benefit of the Bicentennial and used the Bicentennial Logo on their letterhead and in their advertising. They also incorporated the Bicentennial theme into the RCMP Musical Ride which they hosted, inot their annual trade fair, Hockey Tournaments and Fort Gate Project which will be completed in the spring of 1993.

- ❖ **The Skating Club** incorporated the Bicentennial Theme into their annual Carnival.
- ❖ **Elk Point Community Choir Society** wrapped their annual concert around the Bicentennial theme, featuring a fur trade song written by one of their members and a fiddle 'n bones demonstration.
- ❖ **The Elk Point & District Chamber of Commerce** supported the Bicentennial Project's efforts with funding to send a representative to the TIIALTA conference in 1991-93, a nomination to have a representative on the LTA Board of Directors and on the Regional Chamber of Commerce committee.
- ❖ **Whitney Lake Provincial Parks** used the Bicentennial theme to add interest to their spring & summer tourist newspaper, during the Bicentennial year they featured fur trade campfire talks for their campers and fur trade activities for children.
- ❖ **The Elk Point Treasury Branch** helped to sponsor the Bicentennial Quilt competition and did an exemplary job of decorating their work space in a fur trade theme for most of 1992.
- ❖ **The Elk Point Toronto Dominion Bank** had several Fur Trade displays throughout 1992 including the Fort George Model.
- ❖ **The Elk Point Elks BPO #460** took an interest in the Peter Fidler Statue site and contributed benches, signage and trees to create an attractive tourist stop.
- ❖ **The Elk Point 4-H Club, Mariann Kozicky and Millie Orr** contributed flowers, trees and shrubs for the statue site.
- ❖ **Bud & Joyce Anaka** from Canora, Saskatchewan, direct descendants of Peter Fidler contributed monetarily toward beautification of the Statue site.

✧ During the installation of the Statue, some unforeseen problems occurred and in order to solve them, many local service companies donated time and equipment, notably **B&R Eckels, Car-Ouells, Jorvik and Byers Transportation.**

✧ **Alberta Power** -- To provide a backdrop to the statue so that it wouldn't stand alone on the hillside, donated power poles & picker truck to assist in spraying finish on the statue.

✧ **The Alberta Land Surveyors** donated the large sextant replica in recognition of one of the first surveyors in Alberta.

✧ **The Elk Point Lions Club** contributed towards the minting of the two gold commemorative coins, which they raffled on the August long weekend and tended the bar for the Fur Trader's Ball.

✧ **Irene Magnusson** came forth with the remainder of the funding for the cover of the Fort George model when it looked like we couldn't afford it.

✧ **Barb & Bill Milholland** made & donated wild berry jelly, grew the giant pumpkin and donated seeds to the Project for additional fundraising, sewed Bicentennial skirts & shawls and coin bags for prizes, put thousands of Bicentennial coins into capsules and donated their truck to take the Town's giant challenge pumpkin to Smoky Lake in October '92.

✧ And then there were the too-many-to-count VOLUNTEERS who donated things for displays & costumes and came forward during each event to do the many extra jobs that make an event go smoothly. Some of them are:

Margaret Young

Yvonne Klein

Dorothea Nabor

Marilyn Quinney

Adele Mandryk

Louis Verhagen

Sherry Pelech

Jordan Pelech

Marshel Pelech

Faye Smith

Vern King

Elaine King

Susan Yakimchuk

Dan Cyr

Edgar Mapletoft

Mike O'Neill

Sharon Kuhn

Carol Helquist

Vicki Brooker

Judy May

Terri Ehlert

Wayne Hymanluk

Randall Krys

Buffalo Skolarchuk

Wendy Boratynec

Christy Boulter

Vic Malinowski

Dorothy Malinowski

Francis Defrasne

John Tilton

Jim Tilton

Steve Andrishak

Red Renauld

Betty Schaap

Russ Whitford

Darrell May

Edmonton House Brigade

Ken/Cathy Foster

Debra Kilby

Eugene Cardinal

Louis Fiddler

Peggy Zaraska

Marianne Kozlcky

Millie Orr

Elk Point Elementary School

Fort Kent Elementary School

Diane/Ron Fraess

Frank/Doreen Mayner

Elk Point Hospital

NLLS

Emily Macdonald

Bill/Barb Milholland

Millie Orr

Marlann Kozlcky

PROMOTIONS

a) Free

1) RADIO

- CBC Radio (National) -- 15 min. interview on Peter Gzowski re-Pumpkin Cookbook. Oct. 1991. Resulted in orders for cookbooks from every province in Canada and three states.
- CBC Radio (National) -- Peter Gzowski read letter promoting Peter Fidler as Canadian Hero. June 1992. Resulted in requests from newspapers & magazines for articles on Peter Fidler & Elk Point, inquiries from Peter Fidler descendants and other interested people for Peter Fidler information.
- CBC Radio (National) -- Interview on Peter Gzowski re -Kokum's Kettle (Historical Native Cookbook). Sept. 1992. Resulted in requests for early fur trade information from interested listeners.
- CBC Radio (Provincial) -- Through-out 1991 & '92. Interview on Edmonton AM, PM and Wild Rose Country Noon Show re - Pumpkin Cookbook, Kokum's Kettle, Pioneer Woman's Cookbook, Dog sled Event and August long weekend event. Resulted in requests from all over Canada for information.
- CJCA Radio (Regional) -- Interview re-Peter Fidler as Canadian Hero. June 1992.
- CKSA Radio (Regional) -- Interview re-Peter Fidler as Canadian Hero. June 1992.
- LW Radio (Regional) -- Interview re-Peter Fidler as Canadian Hero. June 1992.

2) TELEVISION

- CTV - 5 min. National profile of Peter Fidler, filmed in Elk Point & at Fort George/ Buckingham House Interpretive Centre. Resulted in phone calls & letter requests for more information.
- CBC -
- CFRN - June 1992
- CITL - coverage of most major events.
- FRENCH TV - coverage of the Peter Fidler Statue dedication, the arrival of the Wagon Train in Elk Point and the Peter Fidler Family Reunion.

3) NEWSPAPER

- Edmonton Journal (Provincial) -- Full page Food Section article re-Pumpkin Cookbook and Pioneer Women's Cookbook. October '91 & '92.
- Alberta Farm & Ranch Magazine (Provincial) -- Full page article re-Pumpkin Cookbook. October 1991.
- Saskatoon Star Phoenix (Saskatchewan) -- Food section re-Pumpkin cookbook and Pioneer Women's Cookbook. October 1992.
- Regina Leader Post (Saskatchewan) -- re-Peter Fidler as Canadian Hero.
Saskatoon Sun -- Full Page article on Pumpkin Cookbook. October 25, 1992.
- Elk Point Review - continual Bicentennial coverage.
- St. Paul Journal - continual Bicentennial coverage.
- Vermilion Standard - continual Bicentennial coverage.
- Lloydminster Booster - coverage of dog sled event, Peter Fidler Statue and the bid to make Peter Fidler a national hero.
- Red Deer Advocate - coverage of Dog sled event.
- Fort Saskatchewan Record - coverage of the Dog sled event, commemorative envelopes and commemorative coin.
- Fort Saskatchewan This Week - coverage of the Dog sled & Wagon Train event, commemorative envelopes and commemorative coin.
- Smoky Lake Signal - coverage of Dog sled & Wagon Train event.
- Medicine Hat - coverage of Dog sled event.
- Canadian Coin News - article on commemorative coin.
- Sherwood Park - coverage of Wagon Train event.

4) MAGAZINES & PERIODICALS

- Alberta Report Magazine -- re Peter Fidler Statue, Dog Sled Mail, Wagon Train & Bicentennial Celebration. 1992
- Alberta Land Surveyors Newsletter -- re Peter Fidler Statue.
- Alberta Motor Association Magazine -- re Elk Point as Tourist Destination.
- Library Provincial News - profile of Elk Point, featuring the Bicentennial.
- Whitney Lakes Provincial Park fall & winter newspaper 1991 - 1992 - general Bicentennial coverage as well as promoting Elk Point & area as an interesting Tourist Destination.

□ Whitney Lakes Provincial Park fall & winter newspaper 1991 - 1992 - general Bicentennial coverage as well as promoting Elk Point & area as an interesting Tourist Destination.

5) OTHER

□ Month long Bicentennial Window Display at Alberta Tourism, downtown Edmonton -- April '91 & '92. Resulted in requests for information about Elk Point & region.

□ Highway 16 Opening -- May 1992 -- delegation to greet the motorcade and pass out promotional literature & invitations to Elk Point to pick up a free commemorative coin.

□ Edmonton Brigade Black Powder Group -- attended Events in September, 1991...December, 1991...February, 1992...August, 1992.

PROMOTIONS

b) **Paid**

1) RADIO

LW RADIO
CKSA RADIO
CFCW RADIO

2) TELEVISION

CITL TV - television ad for the August long weekend featuring the Peter Fidler Statue and children from Elk Point & Fort Kent Elementary Schools.

3) NEWSPAPER

Elk Point Review
St. Paul Journal
Vermilion Standard
Alberta Past
Parks & Recreation News
Windspeaker
Native Network News

4) POSTERS & PROMOTIONAL

LITERATURE

Full Color Promotional Posters
Dog sled & Wagon Train Envelopes
Elk Point Brochure
TIAALTA Coffee Break March 1992
RendezVous West

CROSS PROMOTIONS

Two factors fueled the effort to foster cross-promotions with other communities during the Bicentennial. First was the notion that two or more small communities have more chance of attracting the unique media attention needed to raise the Tourism profile of a region than one. Secondly, was the idea that every special event in the region attracts a crowd who may be interested in attending other events in that region if they were aware

of them. Although it was difficult at first to get beyond the common short-sighted belief that working with another community might dilute the benefits of the home community, the Bicentennial Project was successful in coordinating and participating in many cross-promotions, including promotions with communities entirely out of the region, a possibility that wasn't planned for but welcome

Bruderheim

The town of Bruderheim enthusiastically embraced the idea of cross-promotions and their participation in both the Dog Sled & Wagon Train events magnified the tourism exposure for both communities. The Mayor and council of Bruderheim & Post Master Laura Kupsch were very supportive and participated in both the send-off of the Dog sled event & the Fur Trade Banquet & Ball.

Smoky Lake

Smoky Lake was the first community to cooperate, although it was a long-shot effort to connect two very different themes. They made space for the Project to sell the Great Pumpkin Cookbook and issued the Great Pumpkin Challenge which extended cooperation for one more year. The Mayor & Council of Smoky Lake attended all major Bicentennial events.

Bonnyville

Bonnyville saw the opportunity of enriching regional tourism by creating a statue of a rival North West Company personality to complement the statue of the Hudson's Bay Company personality, in Elk Point. On Canada Day July 1, 1992 they unveiled the 20' statue of Angus Shaw and invited the Bicentennial Project to speak & handout RendezVus West publications and Bicentennial invitations to the crowd. They will work with the Friends of Fort George/Buckingham House in February 1993 to re-enact a dog sled trip between Shaw House on Moose Lake and Fort George. The members of the Bonnyville Historical Society supported all Bicentennial events. They were quick to discover a practical application to cross-promotions e.g. their Angus Shaw T-Shirts say -- "*Just a gunshot away from Fort George.*"

St. Paul

The Co-op Mall in St. Paul included Bicentennial displays & promotions in their marketing efforts for the St. Paul Winter Games in Feb. 1992. They also sponsored the Pancake Breakfast on Aug. 2, 1992 in Elk Point. The Mayor and many Town Councillors attended all the major Bicentennial events.

Glendon

The Bicentennial Project was invited to speak at the Pyrogy unveiling in the summer of 1991. Here we were able to promote the Pumpkin Cookbook and the Bicentennial Celebrations and handout Elk Point promotional literature. The Mayor of Glendon also participated in all of the major Bicentennial Events.

Vermilion

The Town of Vermilion, through their Chamber of Commerce and their Municipal Council, participated in all major Bicentennial events, the Bicentennial Regional Marketing Survey and invited the Bicentennial Project to participate in the Hwy 16 Caravan Celebration in May 1992. The Vermilion Public Library added a Peter Fidler project in their summer reading program. The Mayor and Councillors participated in all major Bicentennial events.

Frenchman Butte, Saskatchewan

Edgar Mapletoft of the Historical Society of Frenchman Butte generously gave time and research material to the Bicentennial Project and supported all major events with his attendance and by carrying our promotional literature with him in 1991-92 during his extensive travels.

Elk Point and Frenchman Butte share Northwest Rebellion history which Frenchman Butte is ready and willing to cross-promote with Elk Point anytime.

Lac La Biche

In spite of the great distance between Lac La Biche & Elk Point, the Mayor, Council and Director of the Lac La Biche Mission understood the close fur trade theme connection between the two communities. They acknowledged Peter Fidler as one of their local heroes and have recognized his contribution to their history in his building of Greenwich House and his travels between that Fort & Buckingham House. The Mayor of Lac La Biche & Director of the Lac La Biche Mission assisted the project with much of the early research.

Southern Alberta

In March 1991 at the TIAALTA Conference, the Project Manager teamed up with Lethbridge Historian Promoter, Bruce Haig, to exchange research & encourage communities along Peter Fidler's southern route (south from Buckingham House to the foothills south of Calgary) to develop tourism products to coordinate with Elk Point's planned product, Peter Fidler's recognition in Red Deer and at Head-Smashed-In Buffalo Jump. Bruce Haig continues to promote Peter Fidler in the south and speaks to RV clubs and seniors' groups to inform them of tour possibilities. He has since published one of Peter Fidler's Journals and makes public presentations to Peter Fidler descendents whenever the opportunity presents.

Morrin, AB

The small community of Morrin, just north of Drumheller, discovered during research on their community history book, that Peter Fidler passed by there during his southern journey. To recognize this, they placed a buffalo rubbing stone in a small park in their town and inscribed some information about Peter Fidler on the stone. During Elk Point's Bicentennial, people in the community of Morrin kept track of all promotions regarding Peter Fidler and were encouraged by the Peter Fidler statue.

In 1993, using CTAP funds they are planning major signage in their park to expand on the life & times of Peter Fidler. They are interested in any activities that will encourage people to follow a Peter Fidler trail through the middle of Alberta.

Bolsover, England

For 20 years, Mary Fidler of Bolsover, wife of a direct descendant of Peter Fidler's brother James, has been trying to get official recognition of Peter Fidler in his old home town. She had met with limited success by the time the Bicentennial Headquarters in Elk Point located her. Using promotional material from the Bicentennial -- the coin, pictures of the Peter Fidler Statue, the RendezVous West publication -- and the journal published by Bruce Haig, she has renewed her efforts and has received good media attention. She has been bombarded with correspondence from Peter Fidler decendents in Western Canada who discovered her through information gained at the Peter Fidler reunion in Elk Point in August, 1992.

This is a connection that can be expanded in the future.

Untapped Potential

There is a cairn to Peter Fidler in Dauphin, Manitoba where he is buried, there is also a cairn in the town of Meadow Lake dedicated to his explorations. There is interest by historians in Winnipeg since he was the one to first survey Lord Selkirk's Settlement in Red River.

A Peter Fidler Historic Trail tour is an untapped Tourism product that Elk Point could help develop.

DISTRIBUTION OF PROMOTIONAL MATERIAL

LTA

The Lakeland Tourist Association was very cooperative with the Bicentennial Project by distributing any and all promotional material, allowing the Project to take advantage of LTA trade fair opportunities and by giving up its window display space in the Alberta Tourism Jasper Avenue office, in favour of the Bicentennial Project for two years in a row.

St. Paul/Community Futures

Regularly distributed all of our promotional literature in their office, carried Bicentennial material with them on trips & mentioned our events in their newsletter.

Regional TICs

During the summer any TIC (Tourist Information Centre) in the province cheerfully distributed any promotional material that the Project could get to them.

Schools

The schools in the region distributed to their students any announcements and promotional literature that the Project sent them.

Senior's Groups

The seniors' groups in the region allowed the Project Director to speak to them about local history and up-coming events on a regular basis and were very proactive about taking promotional literature with them whenever they travelled.

Front Line Tourism Operators (e.g. Motels, Gas Stations, Convenience Stores, Restaurants)

Throughout the Bicentennial, Front Line Tourism Operators in the region were very proactive at distributing brochures and other information.

Other Municipalities (e.g. Vermilion, Lloydminster, Bonnyville, Smoky Lake, St. Paul, Lac Lac Biche)

Regional Municipalities carried our promotional literature in their town offices during the Bicentennial and some of them even phoned when they ran out & needed more.

Trade Fairs

(Elk Point, Red Deer & Edmonton Sports Show - with LTA, and Medley with Lac La Biche Mission) We were pleased by the opportunity to distribute literature at these trade shows at minimal cost to the project.

Promotions Circle Tour

In two separate trips, Bicentennial Staff and volunteers traveled several circle routes, covering an area including Edmonton, Wainwright, North Battleford, Meadow Lake, Smoky Lake. RendezVous West publications and Bicentennial Posters were distributed.

TIAALTA 1991-1992-1993

The Elk Point Chamber of Commerce sent the Project Director to TIAALTA in 1991 to promote Elk Point & the Bicentennial to the Tourism Industry. In 1992 the Chamber of Commerce, CTAP, Town of Elk Point & the Historical Society cost-shared to send three people to TIAALTA to promote Elk Point & the Bicentennial. In 1993, the Bicentennial Project has budgeted to send two people to TIAALTA to continue this promotion.

TREASURERS COMMENTS

Over the space of two and one half years, the Bicentennial Project's direct cash contribution to the community was \$162,200.00. Applying an economic multiplier* of \$1.40 to this, translates into a direct economic benefit of \$227,080.00, to the Town of Elk Point as this money circulated through the community. Further, when the number of visitors to each event in 1992 is calculated, and an accepted spending formula is applied, it is estimated that an additional \$343,830.00 was spent in Elk Point during 1992, resulting in an economic impact of \$481,362.00. This combines for a total estimated direct economic benefit to the Town of Elk Point of **\$708,449.00.**

Using this rationale, the August 1/2/3 Official Celebration generated \$290,000.00 in esimated cash spent in Elk Point, with a resulting economic impact of \$406,000, for this one event alone.

When comparing overaall cash spending of \$162,205.00 by the Project itself versus the cash money generated of \$343,830.00 it is clear that the Bicentennial Project was able to generate \$2.12 in additional revenue to the community for every \$1.00 spent.

To further define the value of this project to the Community it is important to note that with the Town of Elk Point's initial contribution of \$9,525.00 in cash and services provided in lieu of cash to kick-off the project, we were able to generate an economic impact of \$708,449.00. This is a \$74.38 return on every \$1.00 originally invested by the Municipality of Elk Point in 1991.

As well, this economic impact was exactly what the Provincial BIAC grant was designed to accomplish. With a BIAC grant of \$12,500.00 to enhance the Towns initial contribution, we were able to generate a \$56.68 return on every \$1.00 invested by Alberta Economic Development and Trade.

It is our estimation that these returns exceed the accepted norm for investments of this nature, and we are pleased that the Bicentennial Promotions and Celebrations were indeed as valuable as originally envisioned.

**** Exceration Corp study done for Alberta Tourism March 1988 estimated that the economic multiplier for rural areas is somewhere between 1.0 & 1.5. We are using a middle ground multiplier of 1.40.***

ASSUMPTIONS FOR CALCULATIONS

Average overnight visitor spends \$50.00/day
 Average daytime visitor spends \$30.00/day
 Short Event \$5.00/person
 Economic Multiplier -- 1.40 -- This means that for each dollar spent in the local area by a visitor, \$1.40 additional revenue dollars are generated within the area.

TOTAL ECONOMIC IMPACT BY EVENT

		Value of Economic		
		Actual Cash Spent	Impact After Multiplier	
Total Income Generated by Project		181,966.		
Less: Contributions-In-Kind		18,874.		
Donated Services/Materials		887.		

Direct Cash Injection by the Project		\$162,205.	\$227,087.	
<u>Events:</u>	Attendance	\$/person		
Open of Bicent HQ	276	5.00	1,380.	1,932.
Peter Fidler Dedication	200	5.00	1,000.	1,400.
Kick-off	800	30.00	24,000.	33,600.
Fur Trappers Ball	300	50.00	15,000.	21,000.
Arrival of Dog Sled Mail	70	30.00	2,100.	2,940.
Fort George Museum Display	70	5.00	350.	490.
RCMP Ball	200	50.00	10,000.	14,000.

AUG 1/2/3 Celebration:

Wagon Train	100	50.00	5,000.	7,000.
Fidler Reunion (2 nights)	500	50.00	50,000.	70,000.
Artisan Festival (2 nights)	2,412	50.00	220,000.	308,000.
Artisans (3 nights)	100	50.00	15,000.	21,000.
			-----	-----
Direct Estimated Cash by Event			\$343,830	\$481,362.
			-----	-----
Total Economic Impact			\$506,035.	\$708,449.
			=====	=====

FORMULAS USED

Money Generated by Events 343,830. = \$2.12 generated for every \$1.00 spent

Cash Spent by Project 162,205.

Total Economic Impact 708,449.
----- = \$74.38 return on every

\$1.00 invested in 1991

Town of Elk Point Contrib. 9,525.

Total Economic Impact 708,449.
----- = \$56.68 return on every \$1.00

invested

BIAC Contribution 12,500

Through the CIF Grant of \$70,000.00, designed to generate permanent employment and the STEP and SEED Employment programs, the Project paid out \$83,627.00 in wages to permanent and part-time LOCAL STAFF over the two years. Understanding that the majority of wages are spent directly in the community of origin and applying the economic multiplier of 1.4, it can be estimated that the

Through the CIF Grant of \$70,000.00, designed to generate permanent employment and the STEP and SEED Employment programs, the Project paid out \$83,627.00 in wages to permanent and part-time LOCAL STAFF over the two years. Understanding that the majority of wages are spent directly in the community of origin and applying the economic multiplier of 1.4, it can be estimated that the value of wages spent as they circulated through the business community for gas, food, clothing, utilities, entertainment , etc., and ultimately wages for the staff of the local businesses, translates into a direct economic impact of \$117,078.00 to the businesses of Elk Point. It is our conclusion that these employment opportunities, that otherwise would not have existed, impacted considerably on the economic well-being of Elk Point businesses and ultimately the community as a whole during 1991 and 1992.

Also, included in this report, is the Income Statement as an actual, and as a comparison to Budgeted figures, for the period January 1, 1991 through December 31, 1992, as well as the Balance Sheet as at December 31, 1992.

While at times, finances were unpredictable and we didn't always know if we would be able to do all the things we had planned, overall cash-flow went very smoothly. It is interesting to note that while we had budgeted for 180,572.00 in income over this two year period, we actually earned 181,965.51, 1,393.51 over what had been projected. It is also interesting that no Fundraising had been initially projected in the budget, as we had no way of knowing what was possible, but that in actual fact just over 35,000.00 was raised through the efforts of the Project Director. This very successful fundraising was able to make up for Grants and Donations that had originally been planned for, but were not realized.

Over the two years, we handled many mail orders and generated thousands of dollars through orders for coins, envelopes, cookbooks and other souvenirs. I am pleased to note that we only had to write-off two accounts as uncollectable bad debts at the end of the project, these being one uncollectable cheque in the amount of \$138.00 and one uncollectable account from the "Friends of Fort George/Buckingham House" in the amount of \$276.00 for coins. This write-off, while not disastrous, did prevent us from making previously planned wrap-up visits to distribute Fidler Coins to school children and left us soliciting financial help to produce our final report.

As a registered non-profit society, appropriate steps will need to be taken to terminate our society status. These measures will be taken as soon as all accounts receivable and payables have been dealt with. Once all financial activity has ceased, bank accounts will be closed and all appropriate paperwork will be filed.

I am extremely proud of the financial success of the Project. Through creativity and excellent planning, moneys as planned for, were generated and expended, resulting in the economic impact originally envisioned. Financially things couldn't have gone smoother.

ADELE MANDRYK, TREASURER

CORPORATE CASH DONATIONS BY NAME

AMOCO	McDade Family Band	1,500.00
COCA-COLA	Danny Hooper Band	1,500.00
LLOYD HEAVY CRUDE	Buffalo B-B-Q	1,000.00
BMW-MONARCH	Buffalo B-B-Q	1,000.00
NORCEN RESOURCES	Rendezvous West	500.00
ALBERTA WHEAT POOL		500.00
SHAMROCK VALLEY ENTERPRISES		250.00
E-CAN		200.00
EQUUS CONSULTING		150.00

INDIVIDUAL & ORGANIZATION CASH DONATIONS

HISTORICAL SOCIETY	Fort Model Cover	200.00
IRENE MAGNUSEN	Fort Model Cover	200.00
L.J. ANAKA (Peter Fidler Descendent)		110.00
JOHN'S RENOVATIONS		35.00

BROCHURE/POSTER PRINTING SERVICE DONATIONS

353.15

INCOME STATEMENT
1/ 1/91 Through 31/12/92

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Category Description	1991	1992	OVERALL TOTAL
INCOME/EXPENSE			
INCOME			
300-TOWN OF ELK POINT FUNDING:			
C-Cash Contribution	1,775.56	3,000.00	4,775.56
e-Elks Van Mileage	0.00	135.00	135.00
T-TIAALTA Conference	0.00	767.41	767.41
	-----	-----	-----
TOTAL 300-TOWN OF ELK POINT FUNDING	1,775.56	3,902.41	5,677.97
300A-TOWN CONTRIBUTION-IN-KIND:			
P-Value of Photocopying	1,200.00	800.00	2,000.00
R-Value of Office Space	3,600.00	4,800.00	8,400.00
V-Value of P.E.P. Position	2,949.00	0.00	2,949.00
W-Value of Volunteer Hours	3,825.00	1,700.00	5,525.00
	-----	-----	-----
TOTAL 300A-TOWN CONTRIBUTION-IN-KIND	11,574.00	7,300.00	18,874.00
300B-LOCAL CTAP BUDGET:			
A-Tourism Advertising	315.00	0.00	315.00
F-Workshop Registration	110.00	0.00	110.00
T-TIAALTA Conference	140.00	638.53	778.53
	-----	-----	-----
TOTAL 300B-LOCAL CTAP BUDGET	565.00	638.53	1,203.53
301-HISTORICAL SOCIETY:			
B-Promotional "Forts" Pins	2,600.00	0.00	2,600.00
F-Workshop Registration	300.00	0.00	300.00
G-Fort Model Cover	0.00	200.00	200.00
T-TIAALTA Conference	140.00	228.67	368.67
	-----	-----	-----
TOTAL 301-HISTORICAL SOCIETY	3,040.00	428.67	3,468.67
302-CHAMBER OF COMMERCE:			
A-Tourism Advertising	315.00	0.00	315.00
F-Workshop Registration	55.00	0.00	55.00
M-Merchant's Extravaganza	0.00	1,000.00	1,000.00
T-TIAALTA Conference	140.00	194.27	334.27
	-----	-----	-----
TOTAL 302-CHAMBER OF COMMERCE	510.00	1,194.27	1,704.27
303-ALBERTA POWER:			
D-Donated Service/Material	2,500.00	0.00	2,500.00
	-----	-----	-----
TOTAL 303-ALBERTA POWER	2,500.00	0.00	2,500.00
304-CORP. & PRIVATE DONATIONS:			
D-Donated Service/Material	846.63	39.90	886.53
s-Brochure Printing Service	0.00	353.15	353.15
x-Individual Donations	0.00	345.00	345.00
Y-Corporate Donations	0.00	6,100.00	6,100.00
	-----	-----	-----
TOTAL 304-CORP. & PRIVATE DONATIONS	846.63	6,838.05	7,684.68
310-PROVINCIAL GOV'T FUNDING:			
BIA-BIAC Grant	10,500.00	2,000.00	12,500.00
CRC-CRC Grant	0.00	500.00	500.00
Cta-CTAP Grant	3,900.00	1,100.00	5,000.00
RPW-RPW Lifestyle Grant	400.00	0.00	400.00
STE-STEP Employment Grant	3,405.60	2,918.03	6,323.63

INCOME STATEMENT
1/ 1/91 Through 31/12/92

BICEN1-All Accounts
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18/ 1/93

Category Description	1991	1992	OVERALL TOTAL
Tea-Team Tourism Rebate	0.00	5,781.30	5,781.30
WLD-Wildrose Foundation Grant	3,500.00	0.00	3,500.00
TOTAL 310-PROVINCIAL GOV'T FUNDING	21,705.60	12,299.33	34,004.93
329-FEDERAL GOV'T FUNDING:			
CIF-Community Initiative Fund	27,655.00	42,345.00	70,000.00
sed-SEED Employment Program	0.00	1,400.00	1,400.00
TOTAL 329-FEDERAL GOV'T FUNDING	27,655.00	43,745.00	71,400.00
331-FUNDRAISING:			
aug-August 1,2,3 Event	0.00	4,902.00	4,902.00
coo-Pumpkin Cookbook	0.00	2,775.21	2,775.21
CRE-Crests	0.00	533.70	533.70
D-Donated Service/Material	0.00	22.00	22.00
DOG-Dog Sled Envelopes	0.00	4,854.11	4,854.11
FMK-Farmer's Market	0.00	195.00	195.00
FTB-Fur Trapper's Ball	0.00	2,991.00	2,991.00
oth-Miscellaneous	0.00	99.92	99.92
Ren-Rendezvous West Handbook	0.00	4,065.00	4,065.00
Sas-Sash Sales	0.00	1,701.00	1,701.00
Tok-Peter Fidler Coin	0.00	8,567.18	8,567.18
wag-Wagon Train Envelopes	0.00	2,064.50	2,064.50
TOTAL 331-FUNDRAISING	0.00	32,770.62	32,770.62
340-INTEREST INCOME	0.00	51.78	51.78
341-GST REFUNDED	762.59	1,862.47	2,625.06
TOTAL INCOME	70,934.38	111,031.13	181,965.51
EXPENSES			
500-Project Director	27,789.00	32,385.60	60,174.60
501-Research Assistant	7,790.64	9,945.55	17,736.19
502-Promotions Assistant	0.00	5,422.65	5,422.65
503-Employee Benefits	423.18	2,645.57	3,068.75
504-Casual Wages	0.00	293.93	293.93
505-Value of Volunteer Hours	3,825.00	1,700.00	5,525.00
506-Computer Lease	1,875.00	3,000.00	4,875.00
507-Office Space	3,600.00	4,800.00	8,400.00
509-Office Supplies	1,739.25	2,439.09	4,178.34
510-Insurance	100.00	59.00	159.00
511-Telephone	956.99	1,764.95	2,721.94
512-Travel & Conference	1,123.00	3,893.47	5,016.47
513-Janitorial	144.00	0.00	144.00
514-Postage	458.90	855.18	1,314.08
515-Interest Expense	0.60	8.00	8.60
516-Accounting	0.00	840.00	840.00
520-Promotion & Advertising:			
wag-Wagon Train Envelopes	0.00	276.00	276.00
520-Promotion & Advertising - Other	1,318.11	9,115.85	10,433.80
Total 520-Promotion & Advertising	1,318.11	9,391.85	10,709.96

INCOME STATEMENT
1/ 1/91 Through 31/12/92

BICEN1-All Accounts
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18/ 1/93

Category Description	1991	1992	OVERALL TOTAL
bro-Brochure Printing	0.00	646.41	646.41
coo-Pumpkin Cookbook	558.14	0.00	558.14
Ren-Rendezvous West Handbook	797.00	3,691.50	4,488.50
<hr/>			
Total 521-Publication Costs	1,355.14	4,337.91	5,693.05
522-Souvenir Coin	0.00	6,729.53	6,729.53
530-Kick Off 1991:			
FMK-Farmer's Market	140.00	0.00	140.00
530-Kick Off 1991 - Other	696.32	1,130.15	1,826.47
<hr/>			
Total 530-Kick Off 1991	836.32	1,130.15	1,966.47
533-August Extravaganza	0.00	6,906.28	6,906.28
534-Black Powder Event	29.42	273.41	302.83
537-Dogsled Event:			
DOG-Dog Sled Envelopes	0.00	263.22	263.22
537-Dogsled Event - Other	100.00	4,418.33	4,518.33
<hr/>			
Total 537-Dogsled Event	100.00	4,681.55	4,781.55
538-RCMP Homecoming	0.00	489.06	489.06
539-Peter Fidler Statue:			
car-Carving Costs	4,900.00	1,520.00	6,420.00
D-Donated Service/Material	3,346.63	0.00	3,346.63
Fut-Future Maintenance - ELKS	0.00	700.00	700.00
Ins-Installation Costs	2,291.22	0.00	2,291.22
<hr/>			
Total 539-Peter Fidler Statue	10,537.85	2,220.00	12,757.85
543-Souvenir Gifts	0.00	48.00	48.00
544-Promotional Items:			
CRE-Crests	668.75	668.75	1,337.50
Sas-Sash Sales	575.00	1,263.95	1,838.95
544-Promotional Items - Other	2,924.02	355.37	3,279.39
<hr/>			
Total 544-Promotional Items	4,167.77	2,288.07	6,455.84
545-Volunteer Appreciation	3,598.06	200.00	3,798.06
546-Miscellaneous	94.94	935.19	1,030.13
547-Bad Debt Expense	0.00	414.00	414.00
Expenses - Other	0.00	0.00	0.00
<hr/>			
TOTAL EXPENSES	71,863.17	110,097.89	181,961.06
<hr/>			
TOTAL INCOME/EXPENSE	-928.79	933.24	4.45
	=====	=====	=====

BALANCE SHEET
As of 31/12/92

Acct	31/12/92 Balance
<hr style="border-top: 1px dashed black;"/>	
ASSETS	
Cash and Bank Accounts	
100-Petty Cash	0.00
101-Treasury Branch #1	138.39
	<hr style="border-top: 1px dashed black;"/>
Total Cash and Bank Accounts	138.39
Other Assets	
106-Accounts Receivable	995.59
108-Contributions-In-Kind	0.00
110-Term Deposit	0.00
	<hr style="border-top: 1px dashed black;"/>
Total Other Assets	995.59
	<hr style="border-top: 1px dashed black;"/>
TOTAL ASSETS	1,133.98
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LIABILITIES & EQUITY	
LIABILITIES	
Other Liabilities	
200-Accounts Payable	1,129.53
201-GST Payable	0.00
202-Empl Contract Payable	0.00
203-Computer Lease Pay.	0.00
204-Fort Gate Fund	0.00
205-Promotion Fund	0.00
	<hr style="border-top: 1px dashed black;"/>
Total Other Liabilities	1,129.53
	<hr style="border-top: 1px dashed black;"/>
TOTAL LIABILITIES	1,129.53
	<hr style="border-top: 1px dashed black;"/>
EQUITY	4.45
	<hr style="border-top: 1px dashed black;"/>
TOTAL LIABILITIES & EQUITY	1,133.98
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