




THE STRATHCONA COUNTY HERITAGE VILLAGE

Preserving the rich heritage of
Strathcona County and capturing the
history for future generations

Priorities Committee Meeting with Mayor and Council
Strathcona County Hall November 13, 2018



Just about everyone believes that preserving
our heritage is important, but...

- How do we get there?
- What does it look like?
- How long will it take?
- Who will be part of it?
- How much does it cost?
- Who will own and operate the facilities?
- What does it mean to taxpayers?
- What is the legacy and long term impact for the residents of Strathcona County and visitors?

**We don't have all the answers yet, but we do have
a vision and a realistic plan to take this to next
level, ...and it starts with your support!**

What we're asking your support for

To Charter an adhoc volunteer organization named the Friends of Strathcona County Heritage Village who will:

- Establish a governance framework and organizational structure
- Engage community input
- Prepare site plans
- Research fund raising possibilities
- Prepare a timeline and phased approach to implementation
- Present those recommendations to Council within a year.
- Ensure that any cost is minimized and that a nominal budget is created to support necessary costs, and be channelled through the Recreation, Parks and Culture Department (not to exceed \$10,000*)

If required, qualifying “costs” in this phase will be minimal and only as necessary – Examples - Printing and design work for pamphlets/brochures, visitation expense, public forums/focus groups, displays or advertising, nominal fees if required to register as a non-profit or charitable organization, incorporate, etc.

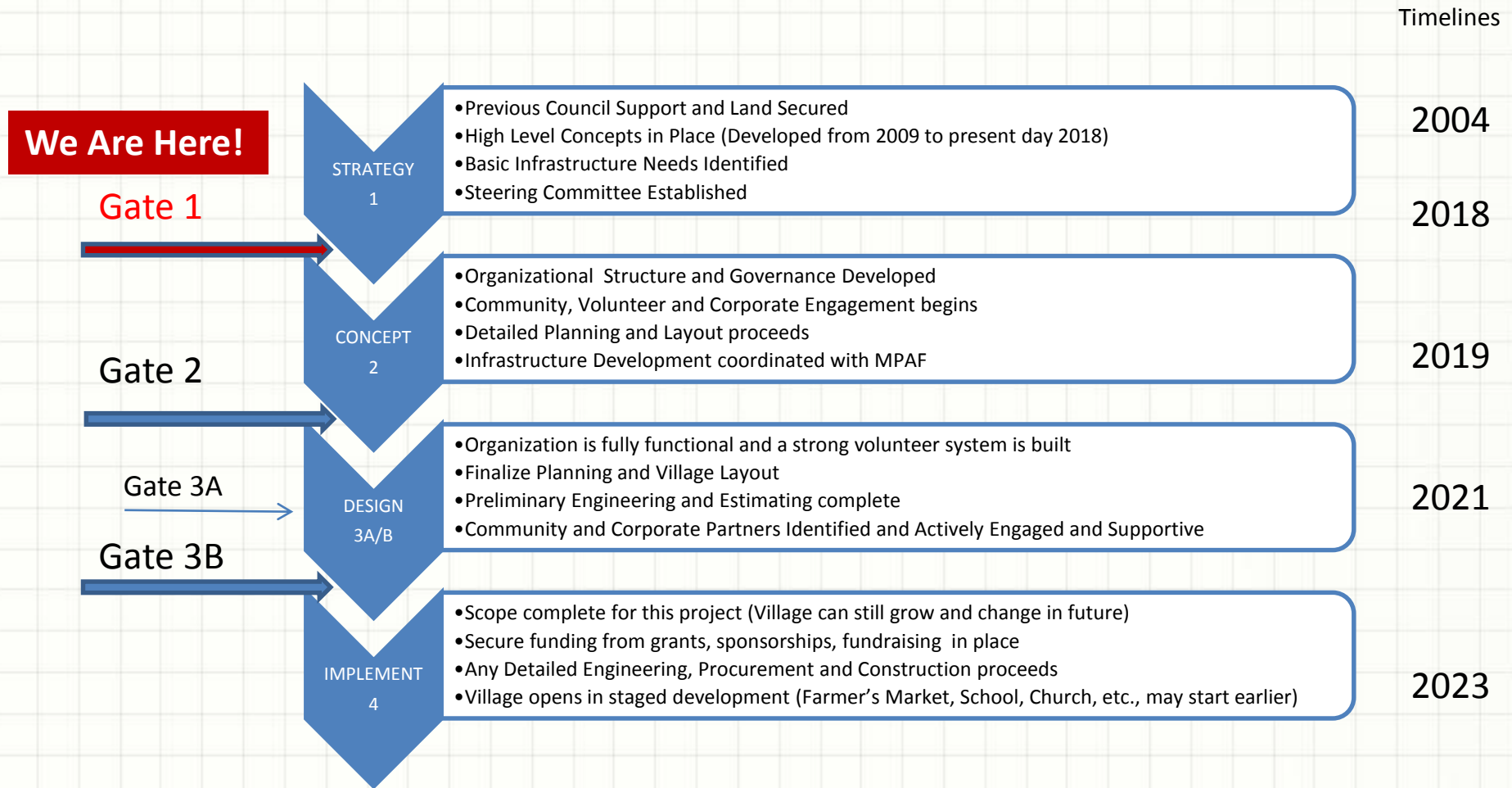
In addition...to clarify that by establishing the Steering Committee for this organization we will:

- Communicate and collaborate with the Multi-Purpose Agricultural Facility Planning team and County Administration
- Request a Councillor be appointed to act as our liaison and report progress back to Council as required
- Engage Strathcona County staff and significant outside organizations to support the project as required
- Have a designated point person and Strathcona County Department to work through for any necessary spending
- Be allowed access to the existing Bremner Heritage Site in order to carry out necessary tasks to support the project such as taking photos, surveying, investigating infrastructure, etc.
- Be allowed space on site to temporarily store assets destined for use on the Heritage Site

Some Previous History related to the Strathcona County Heritage Site

- The “Bremner” Heritage Site Lands (80 Acres) were purchased by Strathcona County in 2004
- Previous Councils have hired consultants; had studies performed; received recommendations; a Master Plan endorsed but very little has progressed due to perceived “higher priorities” in the budget and the need to first establish a group to begin taking this forward
- The “Friends of the Strathcona County Village” approached Council and made a presentation in June 2018 to undertake the next phase of this essential multi-year project on a volunteer basis
- A previous Ask of Council to endorse this volunteer Steering Committee was tabled to this meeting in October
- Background concepts and information on a vision for the Heritage Village and Site is available at the end of this presentation for review if required

“REAL WORK” BEGINS AFTER THE STEERING COMMITTEE IS ENDORSED TO MOVE FORWARD – UTILIZING A GATED APPROACH TO DEVELOPMENT



* **Multi-year; multi-phase project** Timelines and overall completion will be affected by many factors, and certain components may need to rely on the fundraising activities to access matching grants



**...THE POSSIBILITIES ARE
ENDLESS**

**THE REALITY ONLY BEGINS
WITH YOUR SUPPORT**



QUESTIONS?



BACK UP SLIDES

A Future Site Footprint

(Layout and concepts for discussion purpose only)

• Locate the majority of activities and public displays within walking distance of existing roadways

Open areas west of tree line to accommodate farm machinery, Strathcona County Fair, community gardens, etc.

If possible – shared major public parking area with MPAF on the north side and include “minor” car parking on south end of the Village to accommodate 200 cars for visitors and Ag Services

INSTALL/UPGRADE SERVICES INTO THE AREA AS REQUIRED WITH MULTI PURPOSE AGRICULTURAL FACILITY DEVELOPMENT – POWER, WATER, SEWER, GAS

SHARED PARKING AND RV PARK WITH MULTI PURPOSE AGRICULTURAL FACILITY



Some Potential Exhibits and Activities

❖ (Highlighted ideas – please refer to Backup Slides following the presentation for more information)

- ❖ Clover Bar School House (currently on site – approx. 1600 ft²/150 m²)
- ❖ Relocation of Strathcona County Museum
- ❖ The Strathcona “Red Barn” (Stage & Dance Floor, BBQ’s, Weddings, Offices)
- ❖ Farm Equipment and Machinery Exhibit – Antique to State of the Art
- ❖ Main Street and Strathcona County Farmer’s Market
- Strathcona County Fair
- Crafts, cooking and farming activity centre
- Playground and Picnic Area
- Petrochemical Industry Heritage Building
- Vintage and Mercantile Buildings
- Seasonal Petting Zoo
- Aboriginal and Ethnic Heritage Exhibits
- Tractor Pull and Horse Pull Staging area
- Community Gardens – Public and Specialized (Robin Hood, etc.)
- Lakeview Pavilion, Cooking Lake Resort and Aviation History
- Church, Railway Station, Grain Elevator
- Clover Bar Coal Mining Exhibit
- Logging, Trapping

HIGH LEVEL PLAN OVERVIEW

- Develop a specific multi-year plan to a projected opening with a number of distinct phases anticipated in the project
- Planning must be carefully coordinated with the Multi-Purpose Agricultural Facility (MPAF) north of existing Bremner House to produce synergy in programs, infrastructure and development to ensure long term sustainability
- Plan to accommodate activities currently used in the area such as the traditional tractor pull, as well as other heritage and agricultural related events currently being hosted elsewhere due to lack of facilities
- Minimize any investment by Strathcona County taxpayers by utilizing a designated volunteer committee (likely a non-profit Society or charitable organization) to prepare a detailed study, and develop a long term plan to support operations in future through volunteer organizations
- Ensure static displays are adequately balanced with the opportunity for hands on interaction within the Village
- Make the Heritage Site and Village come alive with current activities as well, that are relevant and attractive to a variety of visitors to make the site a destination of choice, and fun for the whole family
- Engage community organizations in the planning and long term viability of the Village and its operations
- Secure necessary grants, sponsorships, donations and funding to help support the vision for the Heritage Site and Village

Phase 2 – INITIATION - CONCEPT

Where we are now and next steps

- Have Strathcona County Council endorse this group as a Steering Committee to move forward and gather information; prepare a concept site plan for potential buildings, displays and likely on site participants; and enable our team to research available grants and potential sponsorships
- Formalize the organizational structure (Society, non-profit, charitable foundation etc.) and begin more formal discussions with stakeholders
- Ensure preliminary engineering and infrastructure planning for the MPAF includes sufficient capacity and provides appropriate tie ins for the Village. (Utilize previously approved infrastructure funding for this if required)
- Prepare preliminary plans for infrastructure requirements
- Examine models from other similar locations that are commercially successful and incorporate applicable funding strategy into plans
- Identify volunteers and organizations to help with building and operation, and establish specific committees to focus on sponsorships and grants, governance model, finance, donations and acquisitions, communications, community partnerships, MPAF coordination, etc.
- Access funds previously allocated to pay for necessary County services, engineering, infrastructure as required, etc.; Council member(s) on Board to bring any expenditure request back to Council
- Present Phase Two plans to Council for review (Likely a one year time frame)

Phase 3A – DETAILED PLANNING - DESIGN

- Take approved concept plan into detailed planning phase
- Engage more volunteers to work on various committees
- Finalize user groups (stakeholders) and conduct public information sessions
- Identify key components (buildings, etc.) to be incorporated into the design
- Prepare site plan with specific siting and infrastructure requirements (power, water, gas, sewer if applicable), roadways, paths, landscape
- Continue to coordinate activity with the Ag Facility and MPAF teams
- May require assistance from various County services to help with sketches, utility locations, estimating support, grant writing, etc.
- Firm up sponsorships, donations, grant funding and fundraising opportunities
- Potentially move donated buildings and equipment to site
- Prepare more detailed estimates for any expenditures required
- Determine potential operating costs for any facilities, and if they will be seasonal or year round operation. Include fixed costs like utilities, and staffing requirements. (Volunteer, Maintenance related – cutting grass, clearing roads, etc., to paid any positions. (i.e. “1930’s” school teacher at Clover Bar School)
- Limited spending as in Phase 2 to pay for necessary expenditures. (County services, engineering, open houses, etc.) Council member(s) on Board for stewardship. Organization may have secured sponsorship, grants, etc. by now
- Summarize details and submit proposal to Council for Gate review and approval

Phase 3B – DETAILED PLANNING - DESIGN

- Take approved Phase 3A plan and finalize scope for what will be included now and what will be part of separate projects (Museum, RV Park, etc.)
- Finalize site plan with specific buildings, areas for activities and prepare detailed infrastructure requirements (power, water, gas, sewer if applicable), roadways, paths, landscape. Include space for future expansion
- Confirm all components of the projects, and commence any engineering work associated with surveying, groundworks
- Prepare a detailed schedule of any building or construction activity, moving in donated equipment, etc.
- Confirm any external financial support (grants, fundraising, donations, etc.)
- Update the project estimate to +/- 10% range based on detailed information for construction and operating infrastructure
- Create Heritage Village staffing plan and operating costs
- Final go – no go gate review decision from Council on any required public investment

Phase 4 – Execution and Implementation

– all that hard work becomes a reality ...

- At this point – planning transitions to execution
- Complete any external financial support transactions (grants, fundraising, donations, etc.)
- Finalize any necessary infrastructure and install (Engineering, procurement, tendering, construction contracts enabled)
- Donated buildings and displays are moved into their final resting place, and any new construction begins
- Mobilize volunteers to help with any activity and reduce capital
- Recognize that the venue will likely open modestly as specific sites are completed and opened to the public as construction continues (Static displays, the Farmer's Market, the interactive school, equipment displays, or stores are good examples as they will have little cost, or generate sustainable revenue)
- Plan and budget for a successful completion celebration!

CLOVER BAR SCHOOL HOUSE - EDUCATION

- Other activities can be planned for school groups that include tours of the village facilities including the main house, the Museum, opportunities to see livestock, how farm machinery works, and even making something they take for granted from scratch
- Bring a lunch and have it in the “Barn” or picnic area. Make this a great location for field trips and year end school parties, with events field, etc.

- Teachers bring their class in the morning to spend a 1930's day at the school and experience life in the past (Imagine no cell phones for a day)
- Vintage era fits well with Alberta and Canadian history and existing curriculum



STRATHCONA COUNTY MUSEUM



- The Museum is tremendously successful but the current location has run out of space, has little parking (busses) and is failing structurally.
- Exhibits and displays are consistent with Heritage theme and an anchor in the Village for tourism
- Possible relocation to the Heritage site with minimal cost by re-purposing the existing Agricultural Services Shop on site. (approx. 6000 ft²/560 m² on one level)
- Main street location for easy access and year round operation
- New building also possible
- Stand alone project driven by existing Museum Society
- Plan for infrastructure now to minimize overall cost

CELEBRATING HISTORY

- The AG Societies, Industry or other potential funding partners build the complex, and can host Strathcona County produced farm to table dinners such as the Harvest Festival of Foods concept, Lobster Dinners, Salute to Agriculture, local concerts and events, etc. (Volunteer participation and community groups benefit)
- Bring “Old time and Ballroom Dancing” back to life on select evenings throughout the year
- Can accommodate agricultural exhibits, clinics, workshops, and seminars
- Create opportunities for local entertainment to perform



*The “Old Red Barn” at Bon Accord Interior – Lily Lake Acres

- Weekend or seasonal operation for larger gatherings
- Build so smaller groups can be accommodated (divider curtains)
- Excellent venue for groups who are staying in the area during MPAF events
- Available for other purposes such as weddings, birthdays, school groups, etc.

AGRICULTURE AND FARM EQUIPMENT HERITAGE

HOW WE DID THINGS; HOW WE DO THEM NOW



- Great Learning opportunity for all to see how farming was done in the past, and understand how technology and the family farm has progressed and the need to have larger and more specialized equipment in order to survive.
- Interactive opportunity on how to grow certain crops, gardening tips from local vendors, tree pruning, to preserves
- Target partners – Alberta Agriculture; major farm product suppliers and farm equipment manufacturers

STRATHCONA COUNTY FARMERS MARKET

Focus on local products ONLY grown, raised or hand made in Strathcona County

Seasonal – running from May to October - Friday, Saturday or Sunday

Helps drive traffic to tourist/cultural activities in the Village

Local vegetables, fruit, baking, meats, crafts, and anything Strathcona based

Re-purpose existing metal Quonset on “Main Street” for inside vendors and locate tents, etc. immediately north



Craft Sales, Christmas and Special Events held indoor at the site during the Winter