

Forth Junction Heritage Society

Planning Retreat – January 2011

Strategic Plan



Framework Policies:

VISION: (to be) Central Alberta's world class heritage destination celebrating the past, present and future of trails, trains and transit.

MISSION:

- ❑ **To preserve, promote and share the transportation heritage of our community and region; and to pass that heritage to future generations in a sustainable and interactive way through education, advocacy and nurturing a passion for the continuous evolution of trail, rail and transit.**

VALUES:

Collaboration: *Working in partnership with others to promote and preserve trail, rail and transit history and advocate for its sustainable future.*

History: *Preserving, promoting and sharing history so the community owns and invests in its heritage.*

Education: *Learning from and appreciating the past.*

Sustainability: *To build a legacy in a self-sustaining way.*

GOALS:

1. Long term, to develop a tourist destination in Riverlands (the historic site of the rail yards) focused on the preservation, education and promotion of trails, rails and transit.

1a. To acquire the funding of \$40,000 by May 2011 to complete the Riverlands destination study.

- Apply for funding to do the destination study (CF, Servus Credit Union, CIP, Rural Development Fund, WED/Community Futures, etc.) = Paul & Steve
- \$ by May
- Obtain letters of support (already have Tourism Red Deer & CA Historical Society)
- Identify various funding sources (including 50% funders)

1b. To complete the destination study by January 2012

- Destination study management plan, including public consultation
- *Will prove the viability of the Riverlands project as a tourist destination and help generate public support.*
- *Will provide basis of Business Plan*

1c. To be involved in the process of the Riverlands redevelopment plan

- Become appointed to or seen as a stakeholder to the Greater Downtown Action Plan Committee
= we become the tourist attraction component of the plan!

2. To develop strong community support and buy-in for this initiative including broader membership

- membership (AGM and Website) = 100 by AGM 2012
 - o Show support for what we're doing
 - o Those with keen interest and something to offer
 - o Everyone recruit
 - o Network through Hobby Shops
 - o Retired Transit drivers
 - o Old Rail Roaders
 - o Booth at May Swap Meet = Roger
 - o Article in 'Thru the Windshield'
 - o Historica Fair with Central Alberta Historical Society (schools for Jr/Sr High students) = Paul
 - o Like minded organizations
- Education (continued media coverage including Michael's monthly column)
- Newsletter – FALL 2011 ... 50 members
- Communications
- Public Engagement
- Promote in paper

2a. To develop and secure support from all levels of government for this initiative

- Destination study critical tool
- Buy a membership to the Chamber of Commerce
- Meet with Mayors, councillors and municipal administrators (regular)
- Meet with MLA's (every 6 months)
- Meet with MP's (Annual or as needed)

3. **To create fundraising opportunities and partnerships to achieve our goals as soon as charitable status has been established**
 - *Fundraising Events*
 - *Bingos and Casinos*
 - *Grants*
 - *Merchandise*
 - *Sponsors and Corporate Partners*

4. **To acquire storage space for transit vehicles and other large historic artifacts by summer 2012**
 - Adopt a collections policy by fall 2011

5. **To create public displays and events to celebrate Red Deer and Sylvan Lake centennials in 2013**
 - Modules and dioramas of historic local features including 14' model of Mintlaw trestle (2nd largest of its kind by CPR in Alberta, completed fall 1912) in N scale (1:160)
 - Modules using FreeMo standard and dioramas of historic local features including model of Red Deer station in HO scale (1:87) to be incorporated into future Historical Model Railroad museum
 - Transit display to be determined
 - To have a temporary place for public to view displays and artifacts (until permanent heritage centre built).

6. **To create a regional historical marketing strategy and branding to integrate and promote the trail, rail and transit heritage sites of Central Alberta.**
 - Short term, create and promote a self-guided tour with booklet starting with Red Deer area historically-significant transportation sites including Mintlaw trestle and other structures as well as historic sites and gradually expanding outward to include much of Central Alberta
 - Co-ordinate with Tourism Red Deer
 - Long term, create and promote guided bus tours of Central Alberta transportation heritage sites
 - Co-ordinate with Stettler steam excursions and Rocky Mountain Rail Society
 - Co-ordinate with museums that have transportation themes and/or resources including Alberta Central Railway Museum, Innisfail Historical Village, Anthony Henday Museum, Big Valley Interpretive Centre
 - Expand long term to include other historic and transportation sites including future Harvard Historical Aviation Centre, Nordegg Collieries Historic Site, Reynolds Alberta Museum in Wetaskiwin,

7. **Medium term, to build a working replication of historic Jubilee F2 locomotive 3001 in 1/8 scale by 2020** (fastest locomotive class in Canada for 40 years of which 5 were built but none survived. One headed 'The Chinook' between Calgary and Edmonton from 1936 to 1955)
 - Model to be used to haul passengers at future railway station and transit heritage resort
 - Cost estimated at \$235,000.00 - \$250,000.00
 - Fundraising (special fundraising project)
 - Grants (explore various heritage and culture resources)
 - Sponsorship

- 7a. **Obtain copies of original plans of F2 Jubilee 4-4-4 by spring 2012**

- 7b. **Start construction of replicated Jubilee by 2016**

- 8. To act as advocates for initiatives that promote transportation heritage, active transportation using former rail lines and future rapid transportation technologies**
- 8a. Promote Rail to Trail project Red Deer to Sylvan Lake using former ACR right of way**
- Active partner with CARTS (Central Alberta Regional Trails Society)
- 8b. Promote Transit and Pedestrian Alexander Way from Recreation Park to Bower Ponds through historic downtown and redeveloped Riverlands**
- connecting to new Recreation Park – where the CN rail yards used to be
 - more transportation heritage focus
 - support completion of 'The Arches' project
- 8c. Promote rapid transportation corridor using high speed rail or other technologies**
- 9. Long term, to develop a railway station and transit heritage resort on outskirts of Red Deer**
- a replication of many historic styles of railway stations from throughout Central Alberta – providing accommodation & tourist services
 - historic bus terminal for storage and display (Museum)
 - 40 Acres – requires land purchase
 - Be ready when land becomes available
 - Storage space for large artifacts
 - Continue to monitor opportunities
- 9a. To initiate a destination study for a railway station and transit heritage resort in 2013**
- 10. To develop a strategically-built board or advisory council with the skills and credibility to enable this initiative**
- More board members
 - Stronger board (strategically built)
 - Resource people/ advisory committee
 - + Fundraising experience
 - + Real Estate
 - + City Parks Employee
 - + Tourism Red Deer