

# **FORT EDMONTON PARK**

## **2010 MASTER PLAN UPDATE**



**APPROVED BY CITY COUNCIL MAY 12, 2010**



**FORT EDMONTON  
MANAGEMENT COMPANY**



*“This is an opportunity to take Fort Edmonton Park to the next phase in its development. The Park has seen substantial success thanks to its dedicated staff and volunteers, and we plan to use this solid foundation to further the Park’s success and growth. We want to continue building on this world class facility’s attributes and make it an even stronger Edmonton attraction.”*

Doug Goss, Chair of the inaugural Board of Directors of the Fort Edmonton Management Company established to manage Fort Edmonton Park and build on the attraction’s success.

**COVER PHOTO:** Jasper Avenue east of 99 Street, Edmonton, 1901.  
City of Edmonton Archives, EA-10-2283

# **FORT EDMONTON PARK 2010 MASTER PLAN UPDATE**

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# FORT EDMONTON PARK

## 2010 MASTER PLAN UPDATE

### INTRODUCTION

**Fort Edmonton Park is a cultural gem nestled in the scenic river valley of Alberta's capital city. The Park, opened in 1974, provides visitors with a living history experience. It advances City Council's goal of making Edmonton one of Canada's most livable cities by fostering our heritage, supporting our arts and multicultural communities, and encouraging active lifestyles through recreational opportunities.**

Fort Edmonton Park is named for the first enduring European fur trade post in the area of modern-day Edmonton. Situated on 64 hectares (158 acres) of parkland in Edmonton's North Saskatchewan River Valley, what began as a Canada Centennial project in 1967 to reconstruct the old Fort Edmonton, quickly grew to encompass much more. Today it includes more than 80 original and reconstructed historical structures representing the history of Edmonton from 1846 to 1929. Accredited by the Alberta Museum Association, Fort Edmonton Park combines the use of buildings, streetscapes, artifacts and programs offered by costumed historical interpreters to allow visitors to experience life as it was in four historical periods:

- **1846 Fort Edmonton** - European demand for beaver pelts prompted the Hudson's Bay Company to establish a trading post called Edmonton House in 1795. By 1846, Fort Edmonton was the most important Hudson's Bay Company post west of the Red River Settlement at Fort Garry (near modern Winnipeg). The Fort not only traded furs, but produced pemmican, goods and supplies for other smaller posts.
- **1885 Street** – In 1885, Edmonton was dusty or muddy, depending on the season. The settlement had three flourishing hotels, one of them the only brick building west of Winnipeg; a jewellery store; several blacksmiths; a drugstore as big as you would see in Montreal; and a hardware store with plaster walls.
- **1905 Street** – From 1891 to 1914, Edmonton grew from an isolated hamlet of a few hundred to a bustling centre with paved streets, motorcars, electric lights, trains and streetcars. Immigrants transformed Edmonton and brick office blocks, homes large and small, churches, schools, and factories sprang up in the new city.
- **1920 Street** – By 1920, following the end of the Great War, modern times had arrived in Edmonton with electrifying changes. Women were given the right to vote under Canadian and Alberta law. Motorcars crowded the streets, radio went on the air, and by mid-decade, Edmonton started growing once more. Prohibition was lifted in 1923, and young people mixed at dance halls and cafes. In 1927, Edmonton built the first municipal airfield in Canada, Blatchford Field, a wondrous gateway to the skies.

The arrival of the summer **Midway and Exhibition** was a time of great excitement in Edmonton. At Fort Edmonton Park's 1920s Midway, visitors ride the beautiful hand-carved horses on the carousel, soar to the heavens on the Ferris wheel, and are challenged with games of skill that were commonly played on 1920s Midways.

## **MASTER PLAN CONTEXT**

Fort Edmonton Park continues to be guided by the original Master Plan approved by City Council in 1968 and subsequently updated in 1988 and 2001. The 2010 Master Plan Update is a companion document to these previous plans; it updates the vision for Fort Edmonton Park and provides clear direction regarding future capital development, animation and related activities. The original footprint of the Park remains unchanged from the 1968 Master Plan. A map of Fort Edmonton Park is provided on page 22.

### **Fort Edmonton Management Company**

In 2009, City Council approved the creation of the Fort Edmonton Management Company, to operate and manage the Park. Responsibilities of the Company include the development of all capital projects subject to the approval of City Council. The City of Edmonton continues to own the buildings, artifacts and land associated with the attraction and City of Edmonton employees provide services at the Park under a contract with the Company. Since 1969, the Fort Edmonton Foundation, an independent charitable organization, has raised capital funds to help complete the Park.

### **Review of Fort Edmonton Park**

In fall 2009, the Fort Edmonton Management Company undertook a comprehensive review of Fort Edmonton Park. The Company engaged an international attractions consulting firm to assist in the development of an updated vision for Fort Edmonton Park and to recommend potential capital and program elements that would achieve the vision. This work involved Board members of the Fort Edmonton Management Company, the Fort Edmonton Foundation, staff at Fort Edmonton Park, and staff from the Community Services and Capital Construction departments. The consulting firm presented its recommendations to the Fort Edmonton Management Company Board of Directors in November 2009.

### **Public Consultation Process**

The Fort Edmonton Management Company engaged an Edmonton research firm to implement a thorough public consultation process. The consultation was based on a summary of the proposed plan, using images (artist renderings) and text. Participants were shown how the Fort Edmonton Park expansion would continue to tell the story of Edmonton's history through the addition of new historical buildings, increased opportunities for interactions with Park interpreters, and new activities to view and experience in existing buildings.

The following four engagement steps were conducted to gather feedback on the proposed plan for Fort Edmonton Park.

- **Three Focus Groups** – A group composed of regular Fort Edmonton Park visitors and pass holders who visit multiple times per year. A group composed of members of the public who are casual users who have visited the Park at least once in the past three years, but not more than once per year. A group composed of members of the public who have not visited the Park for seven years or more or have potentially never visited.
- **Stakeholder Workshop** – Attended by members of the Edmonton Historical Board and the Edmonton Heritage Council.
- **General Population Online Survey** – A quantitative survey of 400 Edmonton residents, aged 18 and older, representing a cross sample of Edmonton's online community.
- **Web-accessed Survey** – The web-accessed version of the online survey was available to anyone who wanted to share their opinion of the proposed plans for Fort Edmonton Park.

## **Public Consultation Feedback**

A research summary report outlined the results of the qualitative portion of the public consultation (focus groups and stakeholder workshop), the quantitative research findings (general population online survey) and the web-accessed survey.

The following key themes were raised by participants through all consultation methods:

- Issues with historical accuracy underscore many of the concerns raised during the qualitative research discussion. It is very important to respondents that all aspects of Fort Edmonton Park provide an accurate portrayal of Edmonton's history.
- The use of technology was met with mixed reviews. There is appreciation for its use when technology is seen as a way to present history in new and appealing ways, to engage audiences, or to create an experience that could not be communicated fully through first person experiences or interactions with interpreters.

For some, the use of technology is in direct conflict with the purpose of Fort Edmonton Park as they perceive it. With this segment of the population, any use of technology in the Park is deemed to be inappropriate. For others, concerns about technology are raised when technology is perceived to be the focal point of the attraction and is being used for its own sake.

Based on the feedback received, the Board of Directors accepted the substance of the consultant's recommendations, but revised some of the specific proposals for enhancements to interpretive programming and exhibit approaches. The following captures the commitments in the Plan that respond to the public consultation feedback:

- The Master Plan identifies key objectives that will guide future capital developments and interpretive programming at Fort Edmonton Park. The Plan provides a clear commitment to historical and cultural integrity and Fort Edmonton Park and is committed to retaining its status as a recognized museum by the Alberta Museums Association.
- The Plan places increased emphasis on bringing Edmonton's many stories to life through sound research completed by historians and curators, by broadening the cultural programming throughout the site, and by increasing the number of opportunities for visitors to interact with knowledgeable, well-trained interpreters.
- New exhibits and activities at Fort Edmonton Park may draw on the use of audio-visual materials, projections and other well-established museum methods to tell the stories of people and events of the past. The innovative use of technology will be combined with more traditional artifacts and costumed interpreters. Throughout the Plan technology is used to complement, not drive, the story telling.
- Some candidate capital projects were revised in response to the public feedback. There is a more sensitive portrayal of possible historical exhibits. For example, at Kelly's Saloon, enhancements will re-create the atmosphere at Edmonton's early hotels based on real characters and stories from the city's past. The Wilderness Waters attractions, including the lazy river and flume ride, were removed, replaced with an Attractions Zone that will need to be further explored within the objective of historical and cultural integrity.

The revised 2010 Master Plan Update, as summarized in this document, now provides a strong basis for moving forward to revitalize Fort Edmonton Park.

## **FORT EDMONTON PARK MISSION AND VISION**

The 2010 Master Plan Update establishes an updated vision for the Park. It identifies priorities for new capital development, while respecting and building upon existing Master Plan documents previously approved by Edmonton City Council. The Plan is about more than bricks and mortar - it supports enhanced programming and a more immersive guest experience, and it outlines the marketing, operating and staffing changes required to achieve the updated vision.

### **Mission**

*Connect generations to Edmonton's dynamic history by offering fun, unique, immersive experiences.*

### **Vision Statement**

*Creating a sense of place where Edmonton's vibrant history comes to life.*

### **Objectives and Evaluation Criteria**

In the process of re-envisioning Fort Edmonton Park several key objectives were identified that are essential to a successful outcome. All new capital developments and interpretive programming will be assessed according to these objectives.

**Historical and Cultural Integrity** – Because Fort Edmonton Park, at its heart is, and will continue to be, a historical and cultural experience, every effort will be taken to be authentic and historically accurate. Indeed, Fort Edmonton Park must be treated as a conservator of the area's tangible and intangible cultural heritage. The guest experience should also serve to communicate Edmonton's place within the larger historical and geographical context while accurately and engagingly demonstrating the quality of life in and around Edmonton during the periods depicted. This objective will be achieved by strengthening the historical research and curatorial programs that support Park operations and programs. Historical integrity will also be achieved through the preservation and protection of the original and rebuilt historical structures throughout the Park and clearly indicating to visitors which structures are original and where they came from and which structures have been reconstructed based on historical research.

Fort Edmonton Park is committed to retaining its status as a recognized museum by the Alberta Museums Association. It will continue to support nationally and internationally established standards for collections management, programming, research and other functions such as the International Council of Museums 2001 definition of a museum:

*A museum is a non-profit making, permanent institution in the service of society and of its development, and open to the public which acquires, conserves, researches, communicates and exhibits, for purposes of study, education and enjoyment, material evidence of people and their environment.*



**Engaging Interpretation, Programming and Design** – An intriguing challenge is inherent within the effort to revitalize Fort Edmonton Park. There is a desire to preserve the historical and cultural authenticity of the guest experience, while at the same time making that experience vibrant, fun, engaging, and immersive. These objectives are not mutually exclusive. Edmonton’s rich heritage will be honoured while making it engaging and accessible for modern audiences. Fresh, relevant content will be added to the interpretive programming for each historical period.

This new programming will emphasize the most exciting and compelling places, personalities, and stories of Edmonton’s past discovered through revitalized site research and curatorial programs. In the process, a strong, emotional connection to the past will be forged, touching guests’ hearts with stories that are dramatic, funny, thrilling, romantic, and even inspirational. Ultimately, the same legacy of innovation, ingenuity and tenacity that fuelled Edmonton’s fascinating development will bring the past back to life, allowing guests to experience “History that’s alive and kicking!”

**Increased Visitation and Cost Recovery** – In order to attract more visitors, the Park’s market appeal will be broadened by introducing new or enhanced programs and attractions that will entertain and engage guests while also enlightening them. A robust marketing effort will help to create public awareness of these new and improved features. And, by filling the Park with repeatable experiences, guests will be encouraged to return more often, further increasing the Park’s cost recovery and providing revenue to support new programming.

**Operational Success** – Several core operational issues will be addressed at the Park. These encompass objectives such as intelligently managing the Park’s growth, making the Park more accessible, providing first-rate customer service, and establishing an optimized guest experience model that provides for evening and off season opportunities. Implementing “green” initiatives such as encouraging greater use of public transportation by guests and limiting the environmental footprint of new site developments will also be a priority.

**Dynamic Brand Identity** – A positive, attractive and dynamic brand identity will be established for Fort Edmonton Park. A critical first step is to increase public awareness that the Park incorporates more than just a reconstructed Fort Edmonton. With the help of a branding program, the public will perceive the Park as a place that is special and unique to the region. It will be recognized as a world-class experience that is historically authentic, fun, engaging, entertaining, and educational – Edmonton’s must see attraction.

## ANIMATING FORT EDMONTON PARK

Fort Edmonton Park is a cultural treasure that makes Edmontonians very proud. It has the potential of becoming a place Edmontonians visit time and time again to be immersed in the city's history; a place considered a "must see" attraction by tourists from Alberta, Canada and around the world; and a place known for accurately depicting history in an engaging and entertaining way.

The proposed revitalization Plan builds on what people have told us they love about Fort Edmonton Park – the opportunity to tour restored and re-created historical buildings, to interact with people who are knowledgeable about the Park, and to participate in activities from its four historical time periods. A key aspect of the Plan is the increased emphasis on bringing Edmonton's history to life by telling the stories of the people and events from the past.

The Fort Edmonton Park Master Plan Update envisions animating these stories in the following different ways:

- **By basing the stories presented on sound research completed by professional historians and curators with input from Fort Edmonton Park interpreters and other staff.**

Historical and curatorial research will be increased to ensure Edmonton stories are delivered accurately and in a manner which ensures the Park's relevancy for Edmontonians of today, and generations of tomorrow.

- **By broadening the interpretive scope of Fort Edmonton Park to include immigrant groups, Aboriginal people, women, working class Edmontonians and others often overlooked in standard historical presentations.**

Park development and programming will raise awareness of the remarkable history and specific circumstances of Edmonton's diverse population. For example, in keeping with historical authenticity, Aboriginal programming should be a part of all historic periods in the Park. In consultation with representatives of Edmonton's diverse communities, new programming and exhibit components will help tell the stories of women, children, families, and the many cultural communities in Edmonton over time.

- **By increasing the number of opportunities for visitors to interact with a large complement of knowledgeable, well-trained onsite interpreters.**

Interpreters convey life to the visitor experience at Fort Edmonton Park. First and third person animation programs will remain the core of the Park's operations. This Plan envisions strengthening this aspect of the Park by using additional revenues to hire additional interpretive and program staff. This will ensure guests encounter interpreters portraying local characters that actually lived in or visited Edmonton in each of the historical periods presented. Dramatic historical presentations will add a sense of immediacy and heart to the Fort Edmonton Park guest experience.

- **Through new exhibits and activities and through the innovative use of technology.**

New presentation methods may include increased use of audio-visual materials, projections, and other well-established museum methods. “Historiums” (an interpretive concept combining soundscapes, simple projections and other special audio-visual effects) will be combined with more traditional artifacts and costumed interpreters and located throughout the Park in new and existing spaces. This approach to exhibit design will help capture the atmosphere, historical content and issues of the period and bring them to life.

- **Through a range of entertainment including restaurants, clubs and a theatre that will offer food, music and laughter in a historical context.**

A live interactive component of the guest experience will ensure that every visit will be unique, thus encouraging frequent, repeat visitation.

- **By embracing Fort Edmonton Park as a year-round attraction, with special seasonal evening and off season programming such as skating, snowshoeing and summer sport, as well as indoor opportunities for retail dining and entertainment.**

- **By closing each day with a Fort Edmonton Park Parade that will unite the talent, enthusiasm and pride of Edmonton through the ages.**

As it winds through the Park, moving from one historical period to the next, the parade will feature notable citizens, ordinary families, unique characters and every mode of transport the City offered in the period up to the 1920s. A living, breathing timeline will unfold along historic streets, ending the day on a high note, full of life, energy and excitement.



*This 1920 parade was typical of public celebrations in early Edmonton. City of Edmonton Archives EA-10-182.*

The Fort Edmonton Park Master Plan provides the direction to bring all these elements together in a manner that will be continuously fresh and exciting, year after year.

## **IMPLEMENTATION PLAN**

### **Implementing the Mission, Vision and Objectives**

Increased levels of interactivity and engaging storytelling techniques carefully combined with today's most compelling interpretative technologies and careful historical research will revitalize Fort Edmonton Park. The newly revitalized Park will reflect the highly dynamic character of the overall guest experience and seamlessly blend education and entertainment without compromising historical authenticity or cultural integrity. Throughout Fort Edmonton Park, excited visitors will encounter fascinating attractions and activities based on real people and real stories from the four historical periods interpreted at the Park.

Retail, dining, and entertainment opportunities appropriate to each historic period will add to the immersive milieu, while a full-service hotel and conference center will offer guests enhanced access to authentic historic experiences. Expanded food services will allow for greater choice and high quality food and beverage options for Park visitors. In addition, elements of Fort Edmonton Park will be made available as an evening opportunity for guests to enjoy a "free zone" where admission is not charged but guests can experience restaurants, clubs and other services in a "pay and play" format.

Guest amenities and services will be enhanced with an updated admission area; online ticketing and membership pass renewals; an enhanced web presence; and targeted marketing, sales and sponsorship opportunities. New signage throughout the Park will facilitate an improved guest experience by combining self-guided interpretation with better direction to visitor amenities. As well, the Park will embrace new green initiatives, such as encouraging use of Edmonton's public transit service to access the Park. Other improvements to guest amenities will include better access to services for visitors with mobility and other physical concerns and more opportunities for visitors to connect with the river and to relax and contemplate the historical evolution of Edmonton.

## Capital Projects and Programming Opportunities

Building on previous Master Plans, the following capital projects and associated programming opportunities represent the next series of priorities for Fort Edmonton Park.

### GUEST SERVICES AND ADMISSIONS AREA

The existing guest service and admissions area is housed in the Train Station. Redevelopment of a new guest services, admissions, and gift shop area adjacent to the current front entry will allow the Train Station to take on its original intended role, representing the importance of railways in Edmonton's history. New purpose-built facilities will provide visitors with ease of access and improved customer convenience and amenities in a welcoming environment.

Specific needs such as improved access to visitor services for people with mobility, vision, hearing and other physical concerns that can limit participation in the Fort Edmonton Park experience will be addressed with new facilities and programs.



*This ceremonial gate was constructed for the 1905 inauguration of Alberta.  
City of Edmonton Archives EA-10-2504*



## **1920S MIDWAY AND EXHIBITION**

**Midway Expansion** – The current midway provides quality entertainment and ride opportunities. Visitors experience the excitement of a real 1920s-style midway. An expansion of the Midway would introduce a tethered helium balloon ride, similar to balloon exhibitions that were popular at Alberta exhibitions and fairs in the early 1900s; a corn or hay bale maze as a family-oriented attraction; the addition of period-specific children’s rides; and a new double Ferris wheel. There would also be additional shops, food service, and opportunities for day time and evening entertainment.

**Events Field and Sportsman’s Lodge** – Adjacent to the Midway would be an Events Field, ideal for re-creations of period sporting events, horseback riding displays, or period specific games. In close proximity would be a Sportsman’s Lodge that could house a tribute to Edmonton’s historical sporting heroes alongside a food service venue.



*New site development could help capture the energy and excitement shown in this 1919 photo of the Exhibition Midway and the balloon demonstration at the Calgary Exhibition Grounds in 1906.  
City of Edmonton Archives EA-10-2132 and Glenbow Archives NA-4990-24*



## **1920 STREET**

**Warehouse** – Currently Fort Edmonton Park displays a number of historical artifacts as exhibits located in historic buildings or as furnishings in those buildings. A much larger inventory of fascinating artifacts is housed at the City of Edmonton’s Artifacts Centre out of public view. The development of a typical 1920s warehouse offers the opportunity for people to see more of this collection through a combination of open storage of artifacts, live interpretation, and sophisticated multi-media interpretation supported by holavision technology. The result will be a chance to display, present and uncover the historical significance of the hidden artifact treasures of the Fort Edmonton Park collection in a new and interactive way.



**Retail, Dining and Entertainment** – Featuring a seamless blend of old and new, day and night, the introduction of retail and restaurant venues to the 1920s commercial block area offers a chance to generate additional revenue for the Park while respecting the historical experience of dining, shopping, and being entertained in Edmonton in the past. These commercial opportunities must appeal to today's tastes and modern expectations, but also offer a chance for families and friends to experience what it was like to go out for dinner in 1920s Edmonton or visit one of the city's thriving theatres.

**Hotel Selkirk Expansion** – To provide better service to guests, the existing Hotel Selkirk would be expanded through the re-creation of Edmonton's historic Windsor Block. The enlarged hotel complex could encompass a conference centre, banquet facilities, and meeting space – all designed with period flair.

**Rustic Cabins** – Adjacent to the hotel and close to the river, but outside of the historic street precinct, rustic log summer cabins will be constructed. These cabins would reflect the kind of automobile tourism facilities common in the 1920s, such as Edmonton's Southside Autocourt managed by the Alberta Motor Association, and can provide a family alternative to a hotel stay.

**Aviation Garden** – A partially covered Aviation Garden pays homage to the early age of flight and is accessed through the proposed retail and restaurant venues on 1920 Street. Bordered by dining and banquet facilities, pride of place in the new courtyard will be given to a replica of Wop May's Avro Avian. Wilfrid "Wop" May was one of Canada's most distinguished aviation pioneers. A World War I ace, May returned to Edmonton after the war and established several aviation companies specializing in flying to remote communities in the north. He is best known for his flight with Vic Horner to deliver diphtheria vaccine to Little Red River in 1928 and his role in the search for Albert Johnson, the so-called "Mad Trapper" in 1932. Adjacent to this historic aircraft would be a fountain square that provides cooling off opportunities in the summer and ice skating in the winter.

**Interactive Kids Zone** – The Kids Zone will provide children with the opportunity to explore replicas of old Edmonton and period aircraft and engage in imaginative play as they pretend to fly these historic reconstructions. The combination of physical exploration and child friendly interpretive programming will make this area truly fun and educational at the same time.



**Blatchford Field Air Hangar** – Blatchford Hangar is currently available for corporate rentals, weddings, and social events. New features would be added to create a High Definition 360 degree projection system and a moving platform for an astoundingly realistic experience of key events and personalities in Edmonton’s aviation history. These could include Wop May’s mercy flight or his exploits as a bush pilot or WWI fighter pilot. Other possible presentations could include the experience of landing a seaplane at Edmonton’s “other municipal airport” at Cooking Lake or Katherine Stinson’s Edmonton visit. Katherine Stinson was one of the most famous pioneer female pilots in North America. Although an American, she made several noteworthy flights in Canada demonstrating the capacities of aircraft and thrilling her audiences. One such demonstration in 1918 was an airmail flight between Calgary and Edmonton which showed the value of this new faster system of delivering mail between cities.

Flexible design options would mean the Hangar would still be available to host evening events.



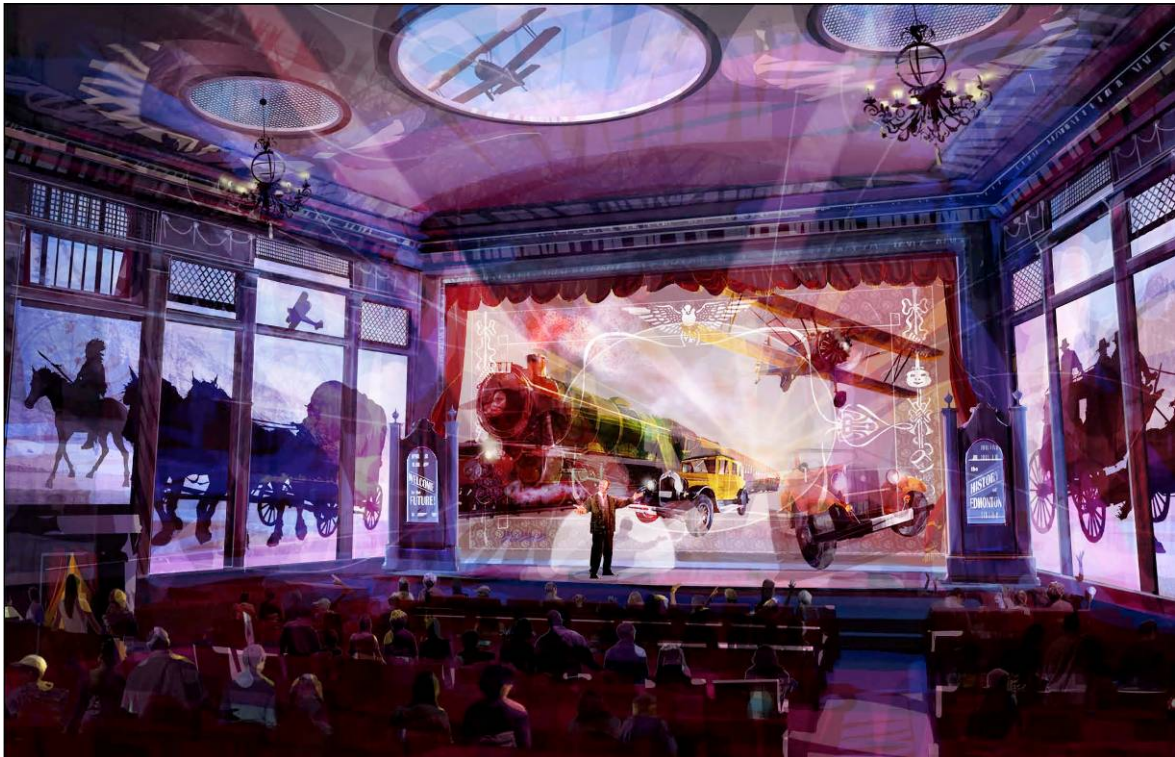
*A flying demonstration at the Edmonton Exhibition Grounds, 1911. City of Edmonton Archives EA-10-2811.*



**Capitol Theatre** – Edmonton’s Capitol Theatre opened as the Allen Theatre in 1918. It stood at 10065 Jasper Avenue for over 55 years. Over its first 10 years it functioned as a 1,000 seat silent movie house, with a small stage for live performances. By 1929 it was re-named “The Capitol” and underwent a dramatic transformation. Movietone and Vitaphone technology was installed to enable the presentation of the “talking movies” that were revolutionizing the entertainment industry.

The reconstructed Capitol Theatre movie palace will house a captivating multi-media experience which will recount the history of Edmonton through the eyes of some of its most colourful characters. Starting with the area’s earliest inhabitants, it will offer a journey through time, celebrating Edmonton’s place and context in the world as it evolves from a regular meeting place for First Nations peoples to its “modern” incarnation.

*Capitol Theatre front elevation, 1930. Glenbow Archives ND-3-5140a*





## **1905 STREET**

**Gyro Park** – The existing Gyro Park will be rehabilitated with a new, period specific, merry go round, swings and other safe, appropriate features. The result will be an engaging family-oriented recreation space that will give children a sense of what play was like in Edmonton at the turn of the 20<sup>th</sup> Century.

**Sing Lee Laundry** – The re-creation of the historic Sing Lee Laundry could tell the very specific story of the Chinese men who emigrated to Canada only to discover that immigration laws restricted their ability to bring their families with them and therefore consigning them to lifetimes of bachelorhood and exclusion from mainstream society. Despite their disadvantaged position many worked hard and established successful businesses and strong local community organizations and bonds. This is an area where the historium approach would be particularly suitable as a means of presenting this remarkable story of perseverance in the face of legal, social and economic obstacles. Significant consultation with the Chinese community would occur to ensure that this remarkable story is told with sensitivity and authenticity.



*Sing Lee Laundry, 1932.  
Glenbow Archives ND-3-6226*

## **1885 STREET**

**Kelly's Saloon** – The priority development along the Park's 1885 Street will be the creation of a historium in Kelly's Saloon. This particular building and venue is suited to a presentation that combines audio-visual and artifact material with live interpreters. The Saloon offers the opportunity to introduce a mix of characters from Edmonton's past interacting with each other and the saloon environment to bring stories and controversies of the 1880s to life. A revitalized Kelly's Saloon will re-create the lively world of Edmonton's early hotels.

## **1846 FORT EDMONTON**

**Spirit of the First Nations** – Located in the heart of the expanded Aboriginal Cultural Centre's Village, Spirit of the First Nations, will be a stirring celebration of Canada's original inhabitants and their culture. New programming at this site, and throughout the Park, will offer a more complete picture of the role of Aboriginal people in the development of the region over the past 10,000 years. It will add an additional layer of cultural perspective to the Park, and give recognition to the significant Aboriginal population in the Edmonton area.



*An Aboriginal encampment in Rossdale in 1919. Aboriginal people continued to be part of the Edmonton community after the closure of Fort Edmonton. City of Edmonton Archives EA-160-1287*

The venue here would not be a restored or reconstructed building but something symbolic and culturally appropriate developed in consultation with Edmonton area Aboriginal people. Indeed, a key principle in this area will be that all programming and exhibits will be developed in association with Edmonton area Aboriginal groups. These programs and exhibits are not intended just to explain Aboriginal history and contributions to non-Aboriginal audiences. This is a place for Aboriginal people to tell their own stories. Interpretation in this area will be based primarily on interactive storytelling.



## **OTHER FORT EDMONTON PARK OPPORTUNITIES**

**Pier** – Visitors will stroll along a new wooden pier for a close-up view of the York Boat. Each spring, the men at Fort Edmonton would stock the York Boats with ninety-pound bales of pelts. Joined by boats from other posts, the “brigades” would labouriously row and tow these York boats thousands of kilometers to York Factory on Hudson Bay. There, they loaded the furs onto ships that sailed back to England and reloaded their York boats for the equally long and even more labourious trip back inland to Fort Edmonton with a new supply of trade goods and other necessary items.

**Frontier Path** – Visitors will explore the depths of the forest through a series of interactive walks. Along the way, interpretive programming will teach visitors how to track indigenous animals, search for edible plants, or find the materials needed to build a house or construct furniture. Along with the Pier, the development of pathways and other infrastructure to better connect the Park with the river and the river valley will be crucial to an enhanced visitor experience. The river “made Edmonton” and the Park will find ways to reconnect visitors with this authentic and natural historic resource.

**Attractions Zone** – There is the potential to develop historically themed recreational attractions or rides that could produce significant revenue to assist in recovering the costs of operating the Park. A number of potential attractions were recommended in the initial consultant’s report but any proposal will need to be further explored and refined. Any projects brought forward must meet the objective of historical and cultural integrity and must be located so as not to impair the historical look and feel of the core Park facilities.

## FORT EDMONTON PARK PROJECT PHASING (2011-2016)

The 2010 Master Plan Update provides direction to the Fort Edmonton Management Company and City Administration on permissible future developments. The updated vision and confirmation of candidate projects will allow for fundraising and sponsorship efforts to commence. Along with the capital fundraising partner, the Fort Edmonton Foundation, the Management Company will develop a capital funding strategy for the completion of the four phases of the Park's development. This will include a broad range of revenue sources, including all three orders of government, grant programs, private sector donations, and sponsorships.

As specific capital initiatives proceed, they will be reviewed in greater detail through the City's standard project planning and development processes including the City's 10-year Capital Agenda. Projects will be subject to appropriate development and building permits and Corporate policies, procedures and bylaws (e.g. Edmonton Zoning Bylaw, North Saskatchewan River Valley Area Redevelopment Plan Bylaw). The commitment to public review will include stakeholder groups such as the Edmonton Historical Board, as well as the community at large.

The elements identified in the Master Plan will be implemented in four phases over 2011-2016, as follows.

### Phase 1

Capital Development	Operational Project
Capitol Theatre	New Interpreters / Live Entertainment
Balloon Ride	New Historians / Researchers
Catering Kitchen	Expanded Marketing / Web Presence
Front Entry Ticketing / Admission	On-line Ticketing
Wayfinding / Signage	Evening Opportunities
	On-site Catering

### Phase 2

Capital Development	Operational Project
Hotel Extension (Windsor Block)	New Interpreters / Live Entertainment
Midway Rides	Expanded Marketing
Corn Maze	Shuttle from South Campus LRT Station
Event / Sports Field	Kelly's Saloon Historium
Sing Lee Laundry	
Retail / Food / Beverage / Banquet Space (buildings to be determined)	
Blatchford Hangar Show	
Gyro Park	

### Phase 3

<b>Capital Development</b>
Rustic Cabins
Parking
Spirit of First Nations
Back of House
Midway Rides
Sportsman Lodge
Rides and Transportation
Frontier Path
Pier
Kids Zone
Additional Retail / Retail Retrofit
Aviation Garden
Outdoor Ice Skating
Attractions Zone

<b>Operational Project</b>
New Interpreters / Live Entertainment
Expanded Evening Opportunities
Expanded Year-round Opportunities
Expanded Marketing

### Phase 4

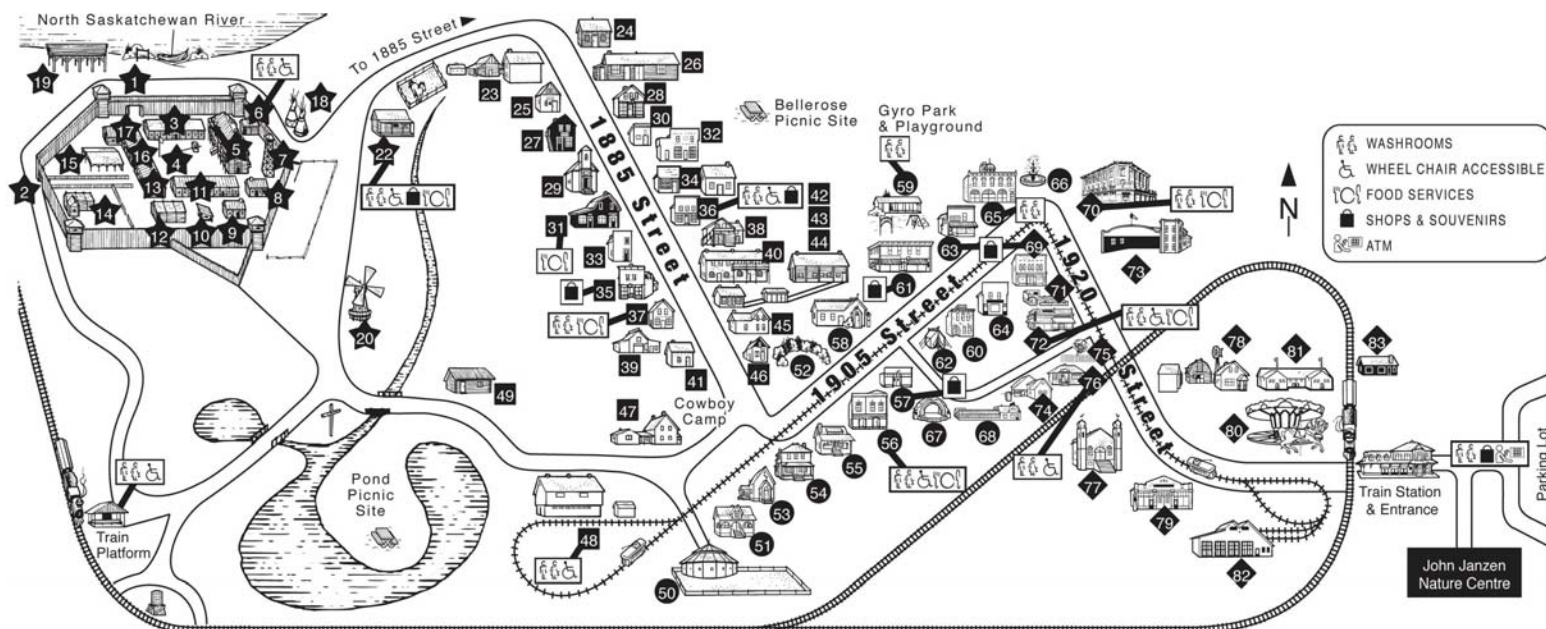
<b>Capital Development</b>
Warehouse and HoloVision
Retail Retrofit

<b>Operational Project</b>
New Interpreters / Live Entertainment
Expanded Marketing





# EXISTING FORT EDMONTON PARK



## ★ THE FORT FUR TRADING ERA 1795 TO 1870 Pony & Stagecoach Ride tokens at the Trading Post

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|--|---------------------------|
| 1 Main Gate to Fort                    | 12 Ice House              |
| 2 West Gate                            | 13 Married Men's Quarters |
| 3 Indian Trade Store                   | 14 Horse Stable           |
| 4 Fort Courtyard & the Fur Trade Press | 15 Boatshed               |
| 5 Rowand House                         | 16 Tradesmen's Quarters   |
| 6 Columbia House                       | 17 Blacksmith Shop        |
| 7 The Watchtower                       | 18 Native Camp            |
| 8 Meat Store                           | 19 York Boat Display      |
| 9 Rundle House & Chapel                | 20 Windmill               |
| 10 Clay Bake Oven                      | 22 Trading Post           |
| 11 Clerks' Quarters                    | Washrooms at 6, 22        |

## ■ 1885 STREET SETTLEMENT ERA 1871 TO 1891 Wagon Ride Tokens at McDougall's General Store and Daly's Drugstore

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|--|---|
| 23 Ottewell Homestead                                    | 36 McDougall's General Store                    |
| 24 Bellerose School                                      | 37 Kelly's Saloon                               |
| 25 Bulletin Building                                     | 38 Sanderson & Looby Blacksmith Shop            |
| 26 James McDonald's Carpentry Shop                       | 39 McCauley Livery Shop                         |
| 27 Hutchings & Riley Harness Shop & Kernohan's Millinery | 40 Jasper House Hotel                           |
| 28 Raymer's Jewellery                                    | 41 Peter Erasmus House                          |
| 29 Methodist Church                                      | 42 North West Mounted Police Outpost            |
| 30 Byrnes Shoe Shop                                      | 43 N.W.M.P. Gun Shed                            |
| 31 Lauder's Bake Shop & Residence                        | 44 N.W.M.P. Jail                                |
| 32 Ross Brothers' Hardware                               | 45 Kenneth McDonald House                       |
| 33 Lauder's Bakery                                       | 46 Dominion Land Office                         |
| 34 Secord Complex  | 47 Egge's Stopping House                        |
| 35 Daly's Drug Store & Dr. Wilson's Office               | 48 Egge's Barn & Bunkhouse & Streetcar Platform |
|  | 49 Metis Cabin                                  |
|  | Washrooms at 36, 37, 38                         |

## ● 1905 STREET MUNICIPAL ERA 1892 TO 1914 Buggy Ride and Shooting Gallery Tokens available at Reed's Bazaar (Sundays & Holidays)

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| 50 Henderson Round Barn                                | 59 Gyro Park & Playground                      |
| 51 Henderson Farm House                                | 60 Post Office & Law Office & Telephone Office |
| 52 Tent City   | 61 Reeds Bazaar & Tea Shop                     |
| 53 Anglican Church of St. Michael & All Angels         | 62 Ernest Brown Studio                         |
| 54 Rutherford House                                    | 63 Bank of Montreal                            |
| 55 Firkins House                                       | 64 Fire Hall & Town Hall & Police Station      |
| 56 Masonic Hall  | 65 Memorial Gardens                            |
| 57 Penny Arcade & Shooting Gallery & Employment Office | 66 East End Park Bandshell                     |
| 58 St. Anthony's Church                                | 67 W. Ramsay Greenhouse                        |
|  | Washrooms at 56, 59, 65                        |

## ◆ 1920 STREET METROPOLITAN ERA 1914 TO 1929 Tom Thumb tokens available at the Ukrainian Bookstore

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|--|---|
| 69 Koermann Block & Ukrainian Bookstore  | 76 AGT Rural Telephone Exchange                   |
| 70 Johnson's Cafe - Hotel Selkirk        | 77 Al Rashid Mosque                               |
| 71 Tom Thumb Miniature Golf              | 78 Mellon Farm                                    |
| 72 Sun Drug Store & Bill's Confectionery | 79 Motordrome                                     |
| 73 Blatchford Field Air Hangar           | 80 1920s Midway & Exhibition                      |
| 74 J.B. Little Brickyard                 | 81 Midway Treats & Treasures                      |
| 75 Silver Heights Peony Garden           | 82 Streetcar Barn                                 |
|  | 83 Freight Shed - Edmonton Model Railroad Display |
|  | Washrooms at 70, 72                               |