



Arctic Development
Library

***Tourism And Parks Plan - Cambridge Bay -
Executive Summary
Date of Report: 1988
Author: Eda Collaborative Inc.
Catalogue Number: 11-30-25***

Parks Plan

Cambridge Bay



Submitted by:

EDA COLLABORATIVE INC.

SUMMARY REPORT

Tourism and Parks Plan

Cambridge Bay, Northwest Territories

prepared for



Northwest
Territories Economic Development and Tourism

March, 1988

prepared by

EDA COLLABORATIVE INC.

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March 21, 1988

File: E7150

Mr. Joe Ohokannoak
Regional Tourism Officer
Economic Development and Tourism
Government of the Northwest Territories
Box 78
Cambridge Bay, Northwest Territories
X0E 0C0

Dear Sir:

**Re: Executive Summary
Tourism and Parks Plan
Cambridge Bay**

We are pleased to submit herein our observations and recommendations for the development of a Tourism and Parks Plan for Cambridge Bay. This study's intent is to provide a concept plan which allows development flexibility for decision makers while providing a strategic plan of growth for continual upgrading phases. The plan, which focuses on three main development packages, should be viewed a whole with the individual components all tied together through a single theme that promotes the significance of fishing in the area while respecting the historical roots of Cambridge Bay's beginnings.

When implemented, the plan would see the establishment of two new Territorial Parks within the hamlet boundaries. The first, located at Mount Pelly, would offer both day use, viewing opportunities and extended overnight stays at a new campsite. The second, recognizes the formative stages of Cambridge Bay by creating a new park at the old town site.

The most profound impact of this plan on the community would be the construction of a new Regional Visitor Centre and Library. This facility would offer visitors to the Arctic Coast their first introduction to the attractions and resources found there. In addition, a new regional library would directly benefit the residents of Cambridge Bay by offering a vastly improved library system and by offsetting a portion of the Centre's initial capital costs.

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Mr. Joe Ohokannoak
March 21, 1988
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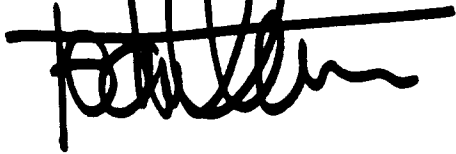
The total capital costs for the entire plans development have been estimated at \$1,544,261.00.

This executive summary highlights the major recommendations of our four month study. A background technical report is also available, for review of the detailed study inventory, analysis, and options.

We wish to thank you for the opportunity to assist Economic Development and Tourism in this important regional plan.

Respectfully submitted,

EDA COLLABORATIVE INC.

A handwritten signature in black ink, appearing to read "Ted Muller", is written over a horizontal line. The signature is stylized and cursive.

Ted Muller, B.L.A., C.S.L.A.
Associate

TM:dlr

1.0 INTRODUCTION

This Tourism and Parks Plan is an outgrowth of the Arctic Coast Destination Zone Tourism Development and Marketing Strategy completed in 1985. That study identified specific development opportunities for Cambridge Bay, which were incorporated in some manner into the terms of reference for the current study, namely:

- community-based fishing excursions
- restoration of the stone church and Amundsen's ship "Maud"
- community interpretive displays and tours
- tours of Mount Pelly

1.1 Purpose and Scope of Study

The Department of Economic Development and Tourism, in Cambridge Bay, desired a Tourism and Parks Plan for the community. Three specific development opportunities, identified in the 1985 study, were selected for study based on the belief that these opportunities, if implemented, would increase tourism. They are:

1. A campground near Mount Pelly
2. An historic park/area near the stone church/old town site
3. A visitor centre (regional and community)

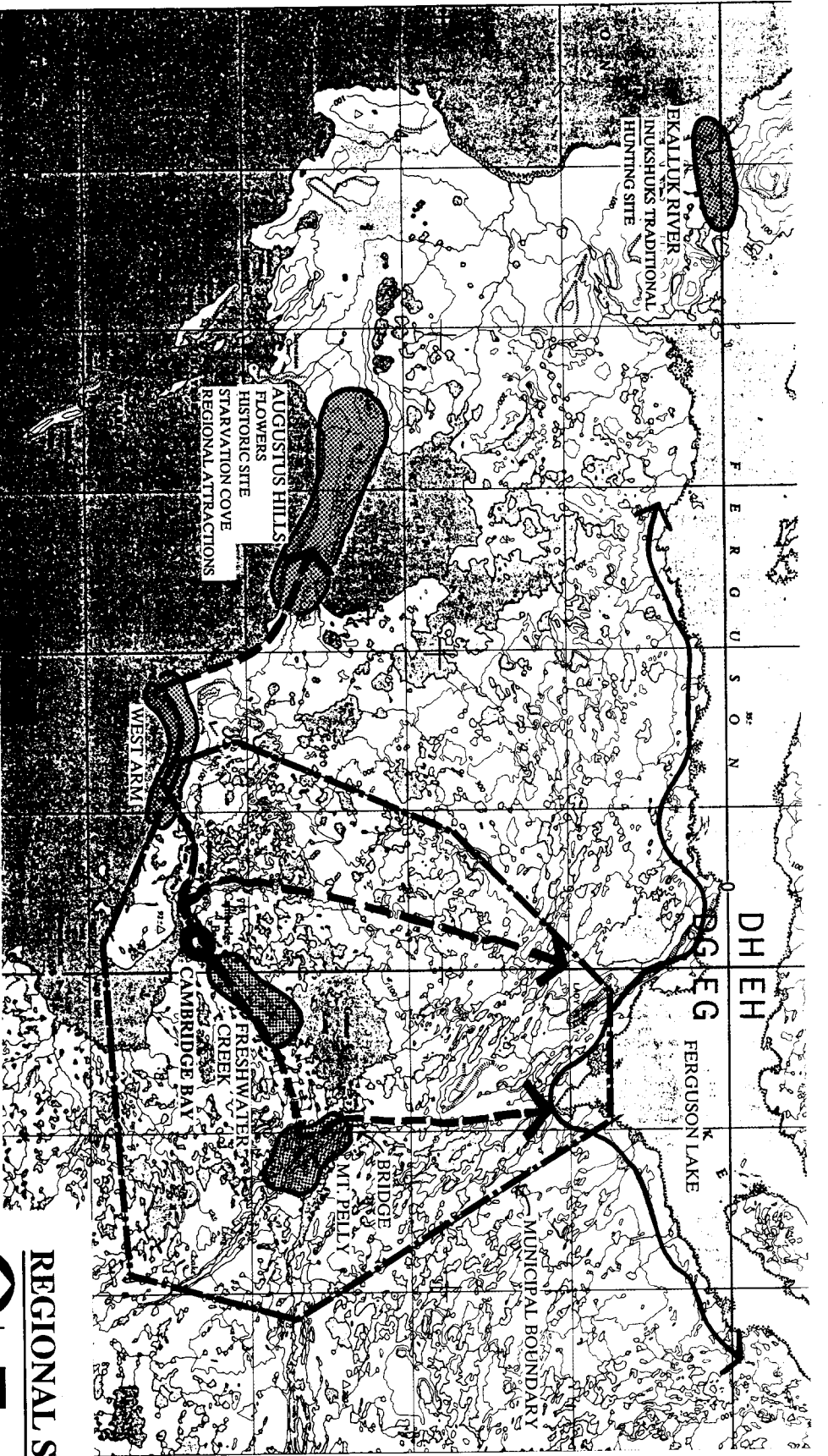
The plan provides a framework in which a detailed program for each opportunity is identified. The result is an overall tourism and park strategy for Cambridge Bay.

1.2 Regional Setting

Cambridge Bay is the regional administrative centre for the Kitikmeot Region. With a population of 1,002 people it is served by three airlines. It also serves as the gateway to the seven other communities in the region which are not directly linked to southern destinations by regular air service.

The community is served by a 20 room hotel with dining facilities, another restaurant, the Bay and Co-op stores, postal service, an R.C.M.P. detachment and hospital/nursing station. A local outfitter provides services to visitors interested in fishing trips or wildlife tours. The local Hunters and Trappers Association offers muskox and caribou sport hunts. A fishing lodge is also operated for tourists seeking trophy Arctic char and lake trout.

Many natural features are close at hand for the curious including Mount Pelly, the West Arm and Long Point. The stories inherent in the many features proposed as part of the historic park would provide visitors with a good background into the prehistory and history of the area. Even the man-made elements of the community would be of interest to visitors if a community tour was made available.



 REGIONAL ATTRACTIONS



CAMBRIDGE BAY

13 Market Implications

Although readily accessible by air, the Kitikmeot Region receives the lowest level of summer visitation, by non-N.W.T. residents, of any region in the N.W.T. However, the level of visitation has increased steadily. From approximately 400 non-N.W.T. residents during the summer of 1982 visitation has increased to about 1200 in 1986, a 200% increase.

Most of the 760 visitors to Cambridge Bay in 1986 came for business reasons, but some also traveled on vacation to visit friends and relatives. While in Cambridge Bay, visitors take part in such activities as fishing or hunting, touring or sightseeing, hiking, visiting with local people and camping. The typical visitor is Canadian, a 39 year old male who stays an average of 11 nights and spends about \$1,800 per person for the trip.

If the level of summer visitation continues to increase at 2% per year, by 1992, Cambridge Bay will have 860 visitors. Indications are that visitation is increasing at a faster rate. The addition of First Air flights in November and seat sales have aided this trend.

At present "baby boomers" are the main visitors. They are most interested in cultural/educational experiences for their holidays. Due to airline deregulation, greater travel by Canadians in their own country and greater awareness of the North more vacation travel to Cambridge Bay is expected. Since the overall population is aging, catering to the seniors and retired couples who are less mobile and perhaps not as eager to "rough it" should be considered when developing visitor services and attractions.

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2.0 DEVELOPMENT STRATEGY

2.1 Development Themes

The dominant theme for Cambridge Bay is the significance of the area for Arctic char fishing. Prehistoric use of the area occurred due to the abundance of char as well as other wildlife. Paleo-Eskimos and their descendants used the area for centuries as a result of the natural offerings. The current settlement can trace its roots to this early history. This also ties in with the establishment of Cambridge Bay as the Administrative Centre of the Central Arctic, a significant sub-theme.

The interpretation of these and other themes in conjunction with the development of the three development packages will complete the tourism and parks plan.

2.2 Interpretation

As development of facilities is required to serve visitors so informing visitors of their purpose and significance is required. Each development package should support the other and the means to do this is to relate the interpretation of each to the community themes.

The natural setting of Mount Pelly is best suited to explain the significance of its environment and natural resources. The stories of the Historic Park component show how the area developed from early times to the present. The regional visitor centre serves as the introduction point for visitors, explaining both regional and local attractions.

2.3 Community Host

An important element of the Tourism Plan, the community host or tourism coordinator, serves as a unifying element for all three developments. This summer season position will incorporate many duties. Visitors arriving at the airport will be greeted, taken on tours and informed about the community, its services and attractions. The interpretive program proposed as part of the development strategy will be delivered, largely by the community host. This person will also be responsible for day-to-day maintenance and operation of the outdoor recreation park at Mount Pelly and the historic park.



DEVELOPMENT PACKAGE: **MOUNT PELLY**

Cambridge Bay

3.0 DEVELOPMENT PACKAGE: MOUNT PELLY

Two separate developments are proposed at this dominant landscape feature. A day use area including picnic tables, garbage containers and outhouse are recommended at a parking area to be created at the point where the existing roadway swings north and follows the west edge of Mount Pelly. A trail from here to the top of the feature, with interpretive signs along the route, would also be established. A viewing station is also proposed on the east side of the mountain to provide visitors with scenic vistas and the opportunity to view wildlife.

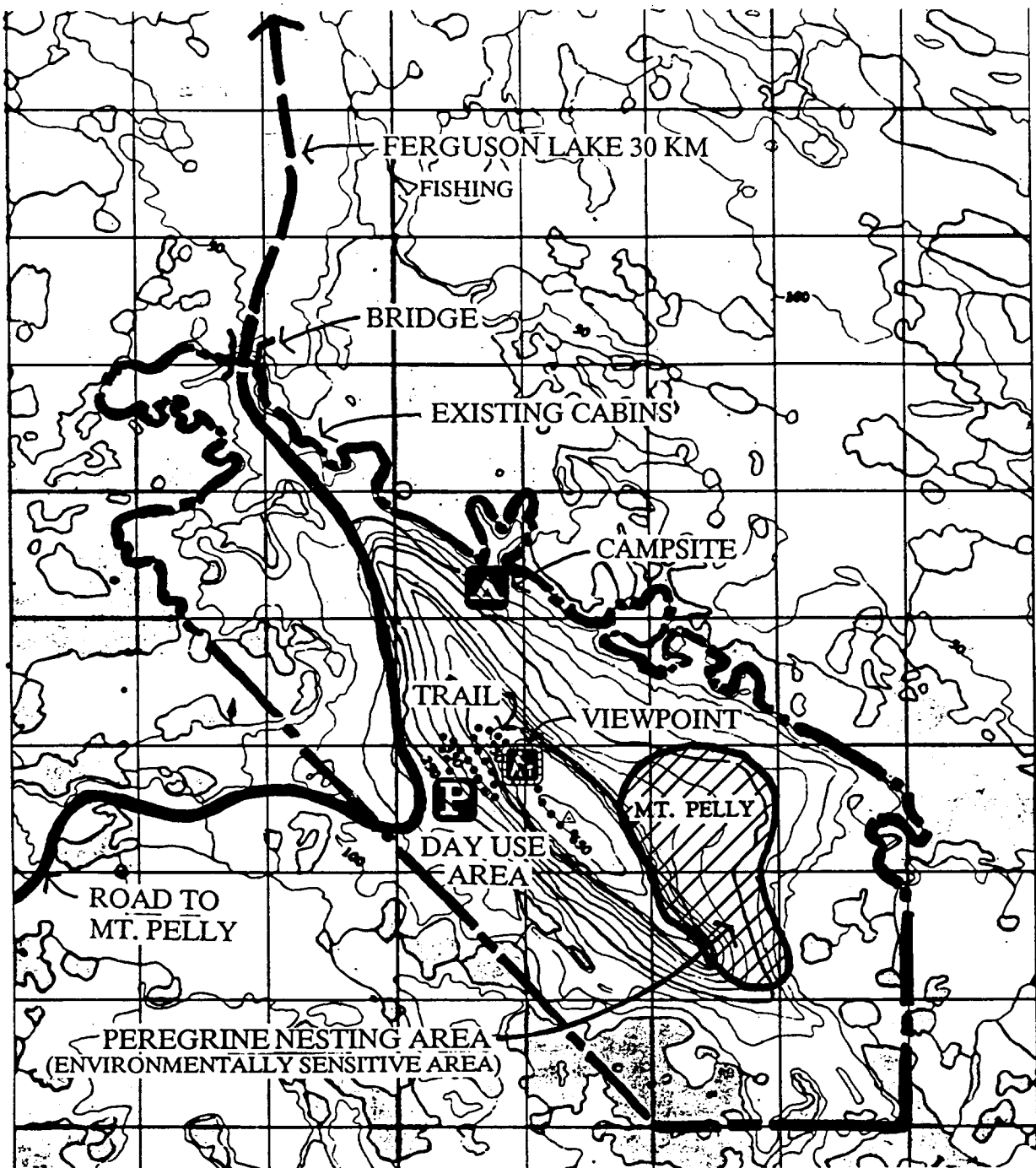
A separate campground development is proposed for the east side of the mountain at the existing incomplete lodge site. A new access roadway would be constructed to service the site. The three existing cabin pads could serve as excellent tent platforms. Based on an assessment of the market it was determined that a 62 day camping season (all of July and August) with campers staying an average of 5 nights would serve 37 campers at full capacity with 3 sites. Picnic tables, an outhouse and garbage containers would complete the campsite. A long range development proposal would see construction of a bridge over the Greiner Lake inflow providing access north to Ferguson Lake.

By designating the area an Outdoor Recreation Park, funding for development and operations and maintenance would be available from the capital funds of Economic Development and Tourism.

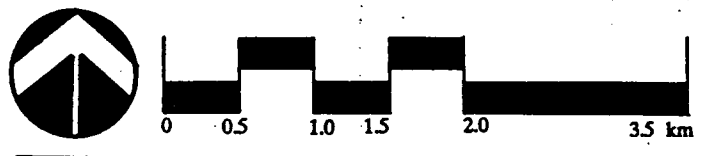
Phasing and Costs

Once the park has been designated and a legal boundary delineated, it is recommended that the day use component of the development proceed first. As improvement to the existing roadway takes place, the turn-around and campsite access road would be completed. The campsite area would be the final development component.

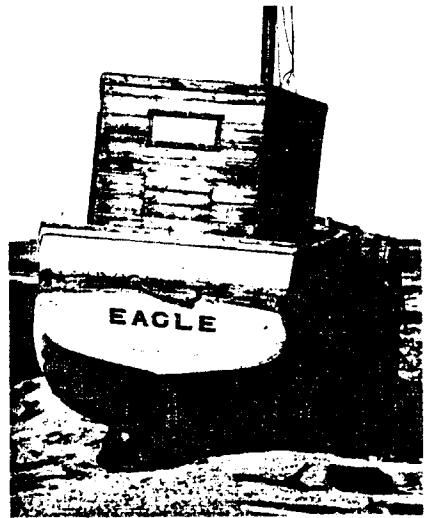
Overall capital costs of the Mount Pelly Territorial Park have been estimated at \$60,324.00.



MT. PELLY PARK PLAN



CAMBRIDGE
BAY



DEVELOPMENT PACKAGE: **HISTORIC AREA**

Cambridge Bay

4.0 DEVELOPMENT PACKAGE: HISTORIC AREA

Several individual historic features or sites can be drawn together under the umbrella of an historic park designation. Included in this comprehensive package would be: the old stone church, Baymaud, the Eagle, and Aklavik, the old town site and Thule or Inuit archaeological sites. Each component would require an interpretive sign on or near it. These signs would briefly tell the story behind each feature. A more comprehensive interpretive booklet would be developed to provide more details behind each feature and link each to the community theme. A trail would also be established which leads visitors from one feature to the next.

Some stabilization work would also be required for some features. The Eagle would require bracing to ensure its safety on the beach or if moved it would have to be stabilized at its new site. It is also proposed that a floating dock access may be established to allow visitors an opportunity to look into the remains of the semi-submerged Baymaud.

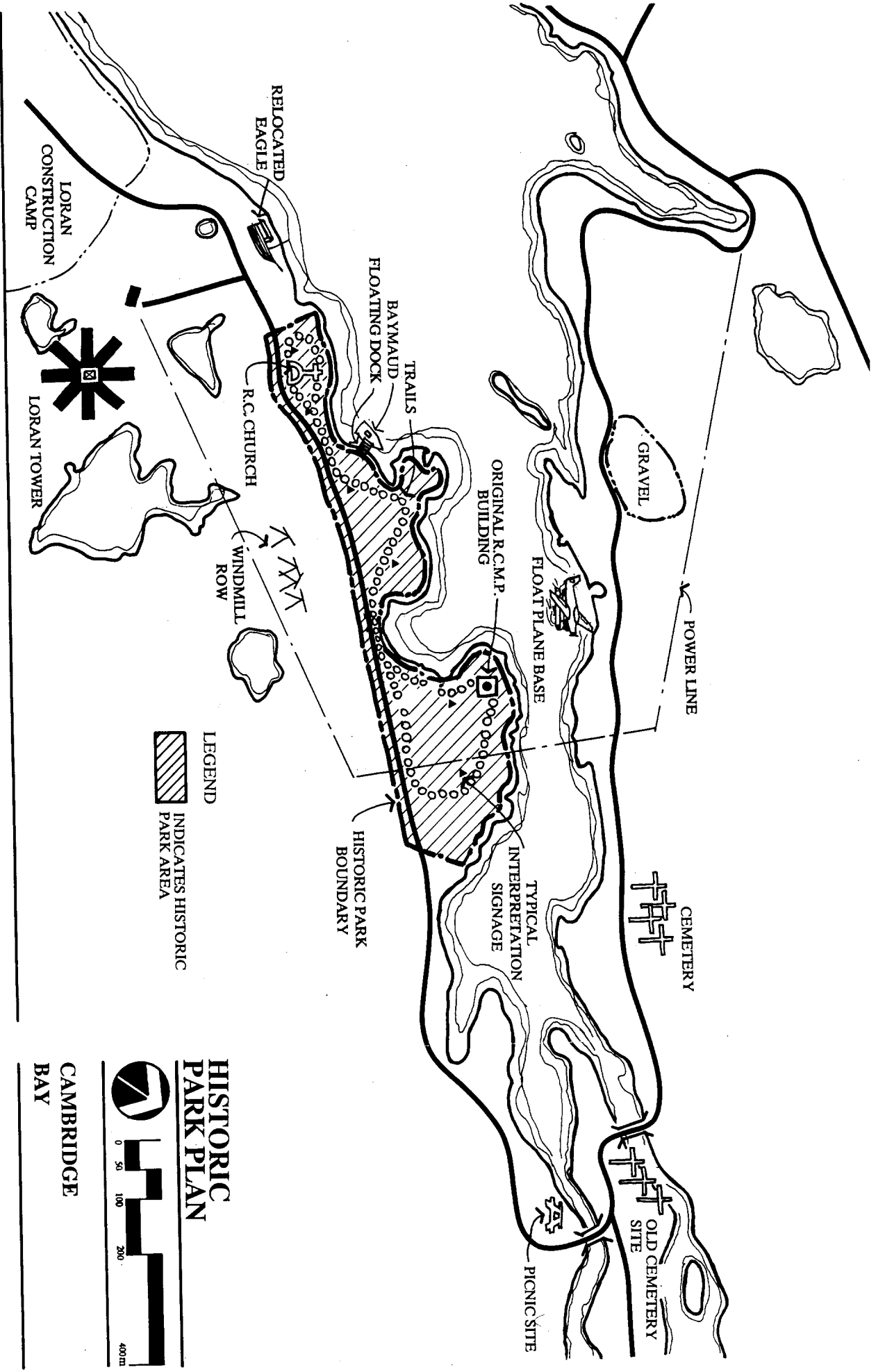
The historic value of archaeological evidence yet to be found in the area should be grounds to initiate an archaeological survey of the proposed park area. Disturbance of such sites by development could be avoided if the sites are first located, examined, catalogued and protected from future disturbance.

Three levels of restoration were investigated for the stone church. The nature of each level and associated costs are provided. It is recommended, nevertheless, that the church could serve, perhaps in later years, as a park visitor centre where photographs of old ships, houses in the old town and former residents could be displayed for summer visitors. Artifacts or replicas of artifacts from excavated Thule or Inuit sites could also be displayed in such a centre.

Phasing and Costs

Similar to Mount Pelly, a Territorial Park designation and boundary delineation would be the first steps in the process. Restoration of the Old Stone Church, trail construction and finally signage installation and dock construction would complete the project.

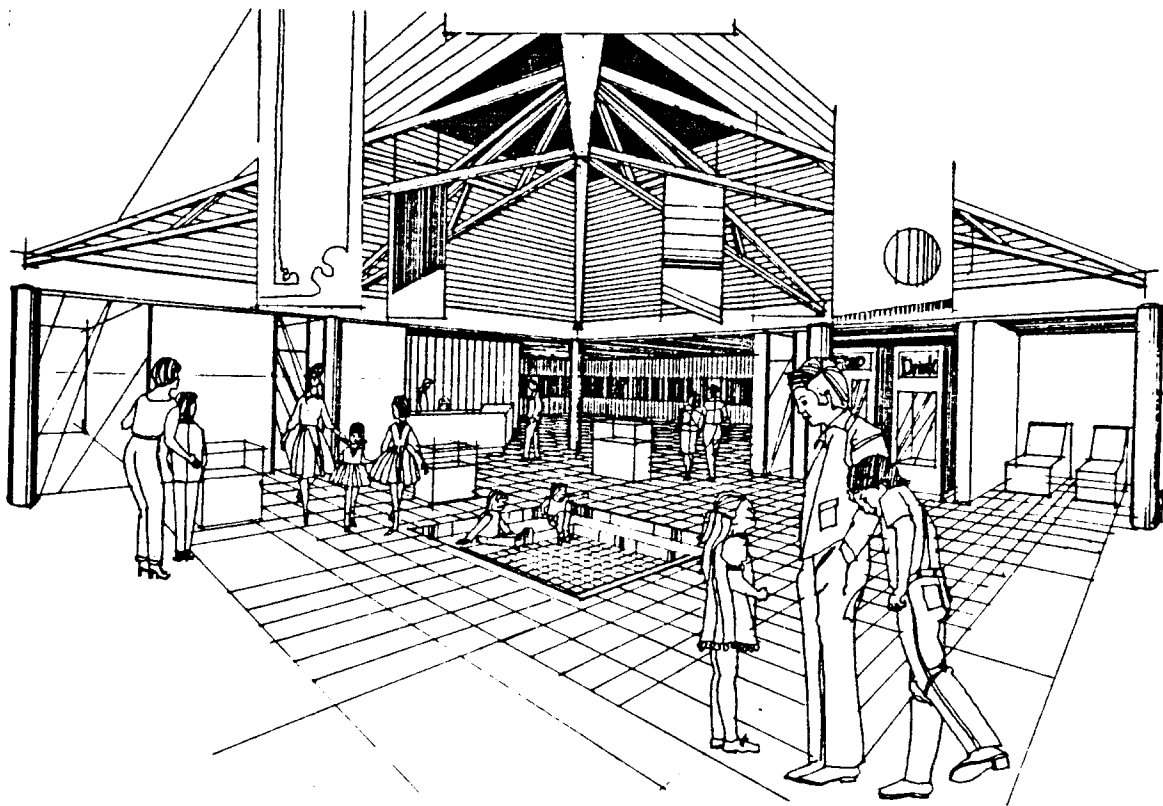
Total capital costs have been estimated at \$196,960 for the development package.



LEGEND
 [Hatched Box] INDICATES HISTORIC PARK AREA

HISTORIC PARK PLAN
CAMBRIDGE BAY

0 50 100 200 400m



DEVELOPMENT PACKAGE: **VISITOR CENTRE**

Cambridge Bay

5.0 DEVELOPMENT PACKAGE: VISITOR CENTRE

The development of a new facility for a regional visitor centre and library was selected as the option desired by the study client. This facility, to be situated on the empty lot directly across from the existing Arctic Coast Tourist Association office, would be a joint effort between the Library Division of Culture and Communications and Economic Development and Tourism. Sharing construction costs between two government departments may make the centre more acceptable by senior management.

The new visitor centre would provide information about attractions, services and activities in Cambridge Bay as well as the other communities which constitute the Arctic Coast Tourist Zone. Since Cambridge Bay serves as the gateway for traffic to these other destinations the second function is only natural. Visitors to the community could also sign up for community tours, trips with outfitters and tours of Mount Pelly and the Historic Park. The community host would also operate from this facility. It would be at the centre that visitors would be introduced to the community theme and informed of other components of Cambridge Bay which relate to it, such as Mount Pelly and the Historic Park. The library component of the building would also function like the visitor centre providing services to both community and regional users. A joint use facility of this nature is presently being considered at Iqaluit.

The major functional areas of the centre, their activities and size are as follows:

Common Areas

- a) Function: Public Washrooms
Estimated area: 18.58 m² (200 ft²)
Activities: for use by both staff and visitors
- b) Function: Entry Vestibule
Estimated area: 4.65 m² (50 ft²)
Activities: provide entry pocket with coat and boot storage
- c) Function: Mechanical Room
Estimated area: 9.29 m² (100 ft²)
Activities: common mechanical plant and electrical room for building
- d) Function: Group Meeting Room
Estimated area: 46.45 m² (500 ft²)
Activities: joint use meeting room for 30 - 50 people
- used by A.C.T.A. for association meetings
- used by library for education classes, author reading
- used by visitor centre for large groups, orientation seminars, A.V. presentations

Visitor Centre Areas

- a) **Function: Visitor Reception**
Estimated area: 27.87 m² (300 ft²)
Activities: main reception counter and area to dispense information and provide direction/orientation to visitors
- brochures, flyers area
- b) **Function: Exhibit/Display**
Estimated area: 65.03 m² (700 ft²)
Activities: exhibit/map/model which identifies both local and regional resources and attractions
- various interpretive displays which tell the story of the various Arctic Coast themes
- occupies a central location in the building relative to all centre functions including the library
- c) **Function: Office Space**
Estimated area: 27.87 m² (300 ft²)
Activities: office space for both a community host and A.C.T.A. manager

Regional Library Areas

- a) **Function: Collection Storage**
Estimated area: 92.90 m² (1000 ft²)
Activities: collection space for 3500 to 5000 books including A.V. materials (20 year forecast)
- b) **Function: Reception/Charge-out**
Estimated area: 27.87 m² (300 ft²)
Activities: area for loan check-in and charge-out
- main library reception area for dispensing information
- c) **Function: Periodical/Reading Area**
Estimated area: 18.58 m² (200 ft²)
Activities: reading/browsing area with periodical shelf and seating lounge
- d) **Function: Tutorial Meeting Room**
Estimated area: 9.29 m² (100 ft²)
Activities: meeting space for 6 to 8 people in a small group setting
- e) **Children's Service Area**
Estimated area: 27.87 m² (300 ft²)
Activities: open lounge area with stuffed furniture for children's use
- story telling, reading, resting

Total centre estimated areas

common area	78.97 m ² (850 ft ²)
visitor centre	120.77 m ² (1300 ft ²)
regional library	<u>176.51 m² (1900 ft²)</u>
	376.25 m ² (4050 ft ²)

It is expected that the creation of a new visitor centre will require the direct participation of a joint working committee composed of representatives from:

- Economic Development and Tourism
- Arctic Coast Tourist Association
- Public Works and Highways
- Culture and Communications
- Hamlet of Cambridge Bay

Total Budget:

The following preliminary cost estimate indicates the order of magnitude capital costs.

Detailed Program definition	20,000.00
Site investigations	5,000.00
Architect's fee (10%)	94,062.00
Exhibit/Display/Signage design	30,000.00
Building Construction (\$2500.00/m ²)	940,625.00
Library furnishings/shelving (15%)	66,000.00
Visitor centre furnishing (10%)	30,000.00
Exhibits/Displays/Signage	<u>100,000.00</u>
Total	1,285,687.00

Proposed Phasing: 1988 - 1991 (4 year)

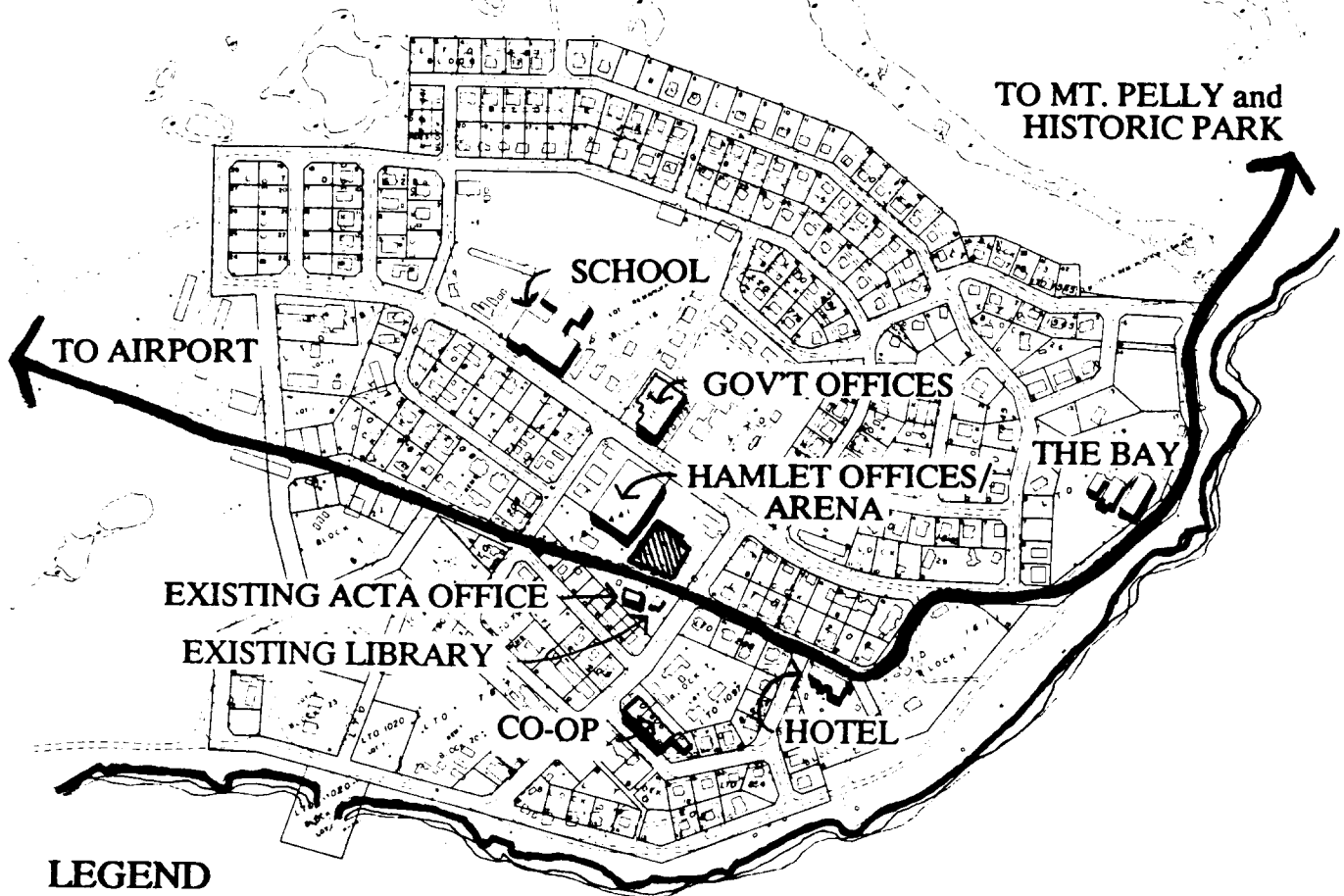
- 1988 - visitor centre approval
 - detailed program definition and spatial requirements
 - budget refinement
 - call for proposals: architectural services
 - call for proposals: exhibit design services
 - conduct site investigations (soil tests)
 - estimated funding: \$25,000.00

- 1989 - selection and award of architect and exhibit designer
 - detailed design and tender document preparation for building and exhibits
 - tender for building and exhibits
 - close tenders and award contract for winter 1989-90 exhibit construction and 1990 building construction
 - estimated funding: \$124,062.00

- 1990 - commence construction of building
 - estimated funding: \$1,040,625.00

- 1991 - complete construction/warranty work
 - exhibit/library installation
 - building occupancy
 - estimated funding: \$96,000.00

HAMLET OF CAMBRIDGE BAY



LEGEND



PROPOSED VISITOR CENTRE
REGIONAL LIBRARY SITE

VISITOR CENTRE SITE PLAN



CAMBRIDGE BAY

6.0 CONCLUDING REMARKS

The development considerations for three tourism opportunities have been presented. Based upon site characteristics, financial considerations and the tourism markets to be served, phased schedules for development and related costs have been provided. The implementation of the three development packages will require some further study efforts. It has been proposed that a contract be let to establish a management plan for all three opportunities. This plan would identify an interpretive program, marketing plan, maintenance schedule (particularly for the Outdoor Recreation and Historic Parks), and means of collecting visitor data.

A second study should be commissioned to determine the training needs for a community host. This seasonal position would act as the tourism "ambassador" for Cambridge Bay. The host would greet people at the airport, inform them of the community services and attractions, arrange for community tours as well as tours to other sites such as the historic park and Mount Pelly. This person would also maintain the parks during the summer season.

Finally, an archaeological survey is strongly recommended for the historic park. Such a survey would ensure that any prehistoric sites would be located, excavated, catalogued and protected to ensure that development in the historic park would not impact such archaeological treasures.