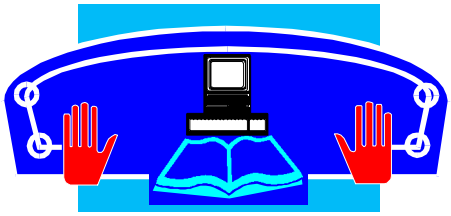

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Tourism And Parks Plan - Cambridge Bay - Final Report
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Tourism and Parks Plan

Cambridge Bay, Northwest Territories

prepared for

March, 1988

prepared by

EDA COLLABORATIVE INC.

EDA COLLABORATIVE INC.

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April 15, 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: Tourism and Parks Plan
Cambridge Bay

We are pleased to submit herein 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.

. . ./2

This report presents the findings of our four month study. An executive summary which highlights the major recommendations has also been prepared and submitted under a separate cover.

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

Respectfully submitted,

EDA COLLABORATIVE INC.

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

TM:dlr

ACKNOWLEDGEMENTS

We wish to acknowledge the invaluable assistance provided to the Consultant Team during the study and to thank the following individuals:

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Economic Development and Tourism
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INTRODUCTION

Cambridge Bay

1.0 INTRODUCTION

1.1 Background

In 1985, a Tourism Development and Marketing Strategy was completed for the Arctic Coast Destination Zone and Tourist Association. The report provides background information on the resources available in each Arctic Coast (Kitikmeot) community, market conditions, and potential tourism activities. In part, as recognition for the Government's support of community based tourism opportunities, the study selected a theme for each community and particular development opportunities. The theme designated for Cambridge Bay is Arctic Char Fishing, with the sub-theme of Central Arctic Administrative Centre. The specific development opportunities proposed for the area include:

- community-based fishing excursions
- restoration of stone church and "Maud"
- community interpretive displays and tours
- tours to Mount Pelly

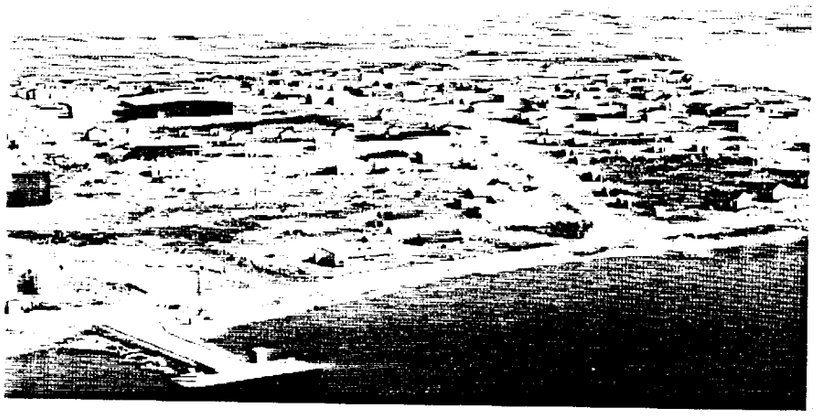
In November 1987, the Department of Economic Development and Tourism, in Cambridge Bay, developed Terms of Reference for the preparation of a Tourism and Parks Plan for Cambridge Bay. EDA Collaborative Inc. was retained in December 1987, to prepare the plan.

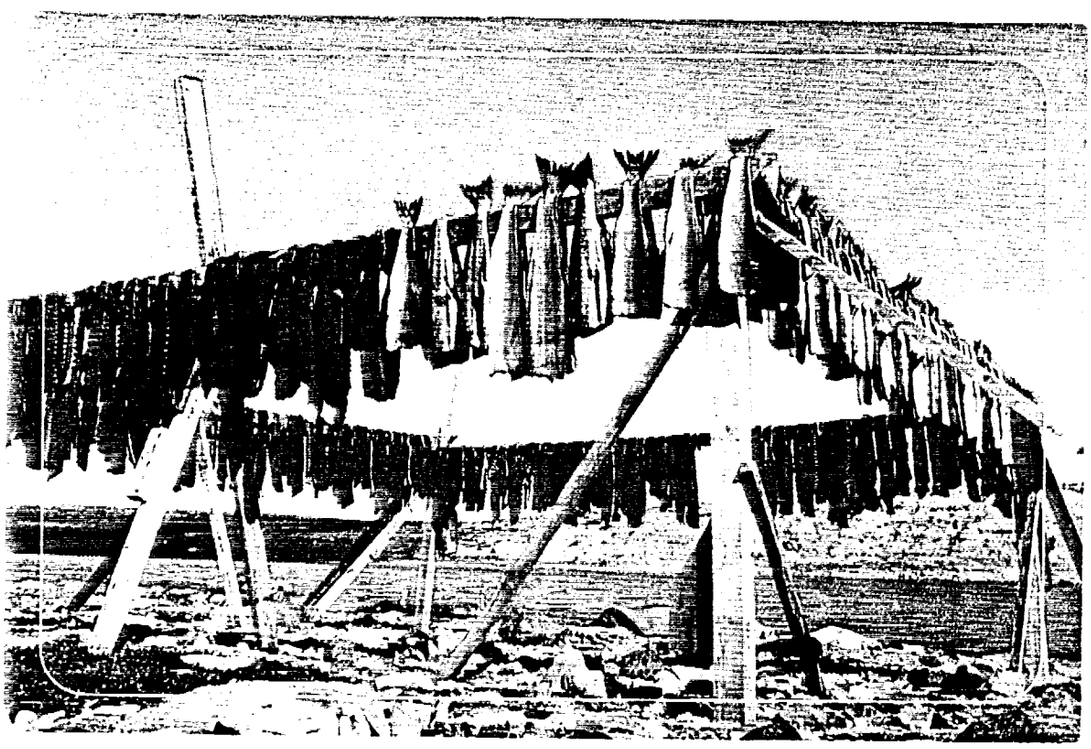
1.2 Purpose and Scope of Study

The purpose of this study is to prepare a Tourism and Parks Plan for Cambridge Bay. Specifically, the plan will detail further the opportunities identified in the previous Marketing strategy. Three major development opportunities were chosen to help increase tourism, these are:

1. A campground near Mount Pelly
2. A Historic Park/Area near the stone church/old town site
3. A Visitor Centre (regional and community)

In addressing these opportunities, the plan provides a framework in which a detailed program for each major opportunity can be undertaken. The intent is the provision of an overall tourism and parks strategy for Cambridge Bay.





EXISTING CONDITIONS AND USAGE

Cambridge Bay

2.0 EXISTING CONDITIONS AND USAGE

2.1 Regional Setting

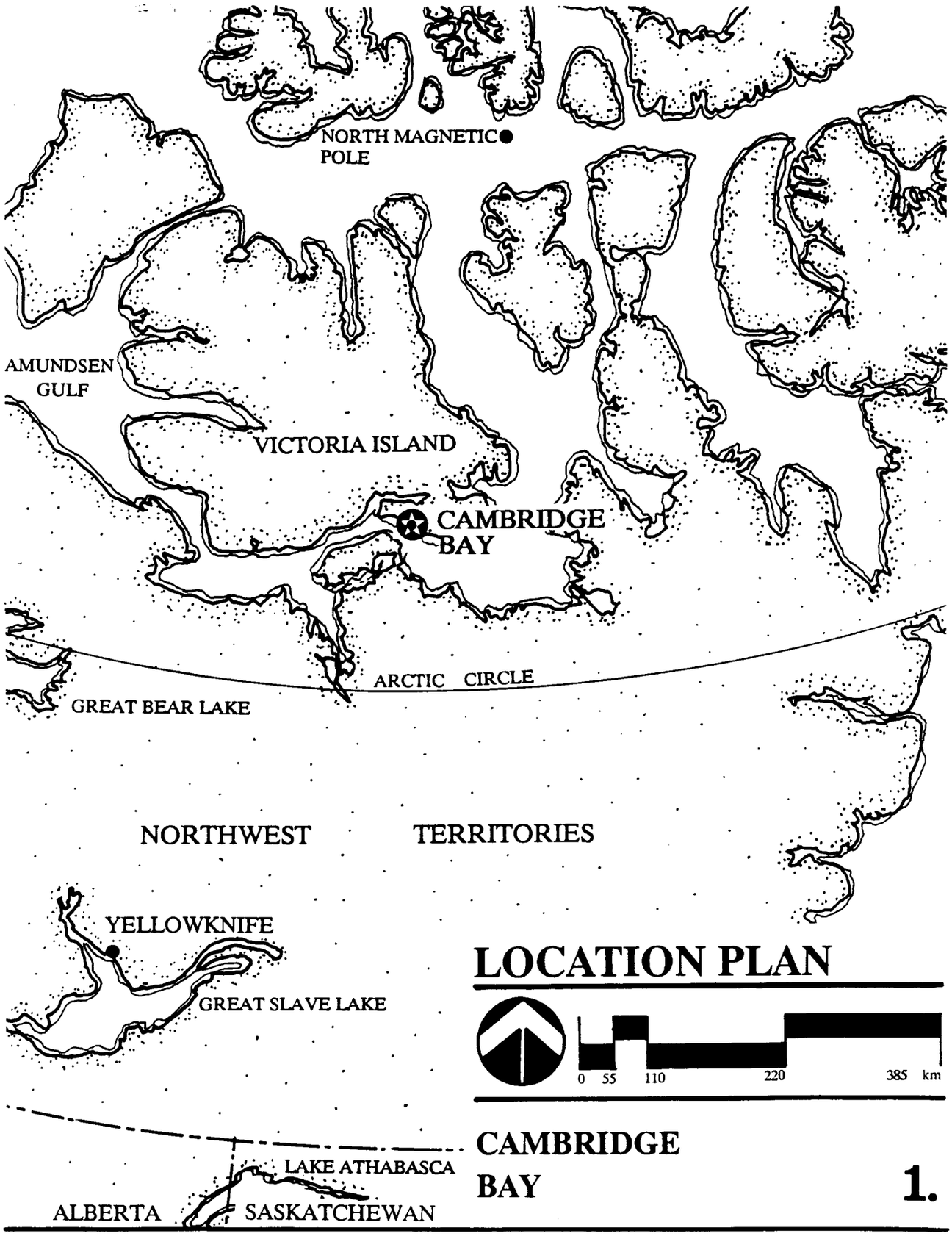
Located on Victoria Island, one of the Arctic archipelago, and situated 350 kilometres north of the Arctic Circle, Cambridge Bay is indeed an Arctic community. As the administrative service centre in the Kitikmeot Region of the Government of the Northwest Territories, it is responsible for 3,705 people or 7.3% of the total population of the N.W.T.

Access from southern centres is provided by three major airlines: Northwest Territorial Airways, Canadian International, and First Air; regional carriers provide additional linkages between area communities. The Ikaluktutiak Hotel (operated by the Co-op) provides accommodation for 40 guests in 20 rooms. It is at least 60% occupied on an annual basis. Plans are underway for expansion to accommodate 10 more guests. Meals are provided at the hotel as well as the Parallel 69 Restaurant in the Enokhok Centre. The community is also served by two general retail stores: the Bay and the Ikaluktutiak Eskimo Co-operative Ltd. (Co-op). Postal service, a hospital/nursing station and R.C.M.P. detachment are also in the community.

Services specifically related to tourism include: George Angohiatok, an outfitter who provides fishing, wildlife or naturalist tours; the Ikaluktutiak Hunters and Trappers Association which offers musk ox and caribou sports hunts; and vehicle rental services. High Arctic Lodge, located 138 kilometres northeast of the community provides Arctic char and lake trout fishing for clients from mid July to the end of August.

As the gateway to the Kitikmeot Region (also referred to as the Arctic Coast), Cambridge Bay is the starting point for fishing, hiking, birdwatching or other naturalist activities. The varied and fascinating history of the area from the migration of the Paleo-eskimo from Asia into the Canadian Arctic to the modern age is represented to some degree in Cambridge Bay. Archaeological excavations attest to the presence of people here well before European contact, possibly as early as 1000 A.D. European contact occurred during the 1800's. Efforts to discover the Northwest Passage and/or locate the lost Franklin expedition brought much activity to the area. Although the Hudson's Bay Company established a trading post here in 1921, there was no significant year-round population until the 1940's. During the 1930's, the population would occasionally reach 20 when the crew of the St. Roch wintered at Cambridge Bay. Military interest in the area, first for the long range navigation (LORAN) system, then the Distant Early Warning (DEW) line system brought wage employment to the area. This encouraged permanent settlement so that by 1954 there were well over 300 people in the community. In 1966 the population was 413, by 1987 it had reached 1,002.

The local environment offers a variety of sights for visitors. The 168 metre high ridge of Mount Pelly dominates the view to the northeast. Visitors can travel the fifteen (15) kilometre road to the feature where



LOCATION PLAN

CAMBRIDGE BAY **1.**

spectacular views of the surrounding countryside are possible. Nesting falcons, free roaming caribou and muskox are a few of the added attractions. To the west of the community is the West Arm of the bay which shares the community name. At Long Point unusually sandy beaches are plentiful. Further west lie the Augustus Hills where the vegetation is more abundant than "in town". Often muskox are seen grazing here.

The community itself has many attractions for visitors including the Distant Early Warning system, soon to be converted into the North Warning System. Atmospheric Environment Services operates a meteorological station nearby. The local fish plant processed 50,000 kg of Arctic Char in 1987 and offers tours. The community meat plant offers many northern specialties including Arctic char, muskox, caribou, seal and caribou sausage for the adventurous buyer.

Across the bay, at the original town site, many features both old and new await the curious. The stone church, built in 1954 by Oblate missionaries, attests to the endurance of stone but the dwindling influence of the Roman Catholic religion in the Arctic. The remains of Roald Amundsen's three masted schooner, the Maud, designed for polar research, can be seen near the shore, where it sank in 1930. Another ship, the Eagle, rests on the beach to the south where it was left after being towed from Tuktoyaktuk in 1954. It leaked all the way and was not deemed worthy of repair.

The Loran Tower, a 195 metre high navigation beacon and landmark for local travellers, marks the more modern period of the community. The precursor to the DEW line system, the construction of this beacon established Cambridge Bay as a permanent community. The four wind generators, located to the north of the beacon, are a recent attempt by the Northern Canada Power Commission to harness the ever present Arctic wind.

2.2 Bio-physical Implications

It is not surprising to find the natural resources of Cambridge Bay providing the major themes for tourist opportunities. Situated on the Arctic Coast, Cambridge Bay offers travellers world class fishing opportunities for arctic char, and wildlife viewing opportunities both on the surrounding tundra and notably from the major landscape feature of the area, Mt. Pelly.

The most important bio-physical limitation is climate. The cold climate means limited exposure to the landscape during the long, dark winter months. With little or no shelter on the landscape, strong winds must also be considered in any facility development.

2.3 Market Analysis

Presently, the Arctic Coast Region (also referred to as the Kitikmeot Region) receives the least amount of visitation of the six tourism regions in the Northwest Territories. This factor has meant, until very recently, that collecting visitor statistics has not been a high priority for the region as far as Economic Development and Tourism is concerned.

In 1986, a visitors survey was conducted in three communities within the region. Also, in 1987, many territorial visitor centres, including Cambridge Bay, co-operated in an effort to count the users of such facilities. Although data are limited, it is possible to note changes in visitation over time, provide a visitor profile, identify sources of demand and estimate likely future use.

Historic Data

Prior to 1982, data for the N.W.T. is at best - sketchy. Since that time numerous surveys have been carried out at the initiative of Economic Development and Tourism to quantify visitation.

During the summer of 1982 (June to September), the total amount of visitation by non-N.W.T. residents to the Northwest Territories was estimated to be 43,800 people. Total expenditures derived from these summer visitors was set at $39,112,900 or $892.99 per person. It was also estimated that 68% of these visitors came to the N.W.T. by air and the remaining 32% travelled on Territorial roadways.

Visitation to the Kitikmeot Region was estimated roughly at 400 people, who all travelled by air and spent a total of $440,000. The per person expenditure was $1,100.

In 1984, total summer non-resident visitation to the N.W.T. was estimated to be 41,800 people, a decrease of about 5%. This decline was attributed to the sluggish Canadian economy. Fewer people were travelling by road (traffic was down 15%). However, total expenditures by summer visitors had increased by 15% to approximately $46,000,000 or $1,100 per person as an average for all visitors. The average expenditure in the Kitikmeot Region remained higher than the N.W.T. average.

While the number of summer visitors to the Kitikmeot Region remained steady at 400, expenditures increased to $600,000, an increase of 26%. Both of these estimates must be viewed as educated estimates due to the lack of hard data.

The Arctic Coast Destination Zone Tourism Development and Marketing Strategy (Volume 1) estimated that the total number of visitors to the Arctic Coast region, both resident and non-resident, businessman and vacationer, was 3,500 in 1984.[1] Non-resident visitors totaled 2,000 while N.W.T. residents travel component was estimated to be 1,000. This is

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1 *Arctic Coast Destination Zone Tourism Development and Marketing Strategy, Volume 1, Exhibit 9-2: Estimates of Visitations and Expenditures in Arctic Coast Tourism: 1984, Outcrop Ltd., DPA Consultants, MacLaren Plansearch, 1985.*

far in excess of the 400 estimated by Economic Development and Tourism. This contradicts the general decline in visitation witnessed elsewhere in the N.W.T. for 1984. While some arguments may be made for a higher estimate than 400 summer non-resident visitors to the Arctic Coast for 1984, several discrepancies in the data presented in the Arctic Coast study place the estimate in doubt.

By 1986 conditions had improved. Total summer non-resident visitation to the N.W.T. had increased to 52,000, an increase from 1984 of 20%. Expenditures had not increased as drastically, rising only 3% over 1984 to $47,450,000. Since 1982, total visitation had increased 18.2% and expenditures had kept pace, increasing by 17.5%.

In the Arctic Coast region, total non-resident summer visitation for 1986 was estimated to be about 1159 people.[2] The average expenditure per person was estimated to be $1,800. This figure includes flights, accommodation and meals en route to as well as in the area. It can, therefore, be stated that these visitors spent approximately $2,160,000 in relation to their visit to the Arctic Coast.

Non-N.W.T. resident summer travellers have increased substantially in the Arctic Coast region from 1982 to 1986. The increase from approximately 400 visitors to 1159 is an almost 300% increase. Expenditures have increased even more dramatically by 490% from $400,000 in 1982 to $2,160,000 in 1986. (Caution should be exercised when reading these figures) The visitation statistics for the Arctic Coast in 1982 and 1984 were estimates, not actual traffic counts. Therefore, comparisons with more current data which are more accurate may be misleading. It is safe to say, nonetheless, that visitation to the Arctic Coast is increasing.

The airport manager at Cambridge Bay has also confirmed an increase in traffic. First Air began a scheduled service to Cambridge Bay from Yellowknife in November 1986, bringing a third scheduled airline service to the community. Summer visitation (including N.W.T. resident travel) for all of June, July, August, and September increased from 4803 passengers to 5952 passengers from 1986 to 1987.[3] These are unofficial ticket counts.

Visitor Profile

The data collected in the 1986 Kitikmeot Visitors Survey pointed out numerous particular characteristics of visitors to the region and specific communities. This more current data provide much of the information upon which this section is based.

Of the visitors surveyed for the survey (non-N.W.T. residents during July through September) 67% were travelling on business, 21% were travelling for a vacation and 12% were visiting friends and relatives. The vast majority, 89%, were not travelling with other household members if they were travelling in a group. The Arctic Coast, it would appear, is not viewed as a family vacation destination.

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2 *Kitikmeot Visitors Survey, Canadian Facts, Vancouver, B.C. 1986.*

3 *Personal communication with Shawn Sutherland, Cambridge Bay, March 9, 1988.*

Most visitors (75%) were male, with an average age of 39. The 25% who were female averaged 36 years of age. The post-war generation obviously predominates.

The leisure activities participated in most by Arctic Coast visitors were, in decreasing order or involvement: fishing or hunting, touring or sightseeing, hiking or walking, and visiting or socializing with the local people. The business contingent of visitors essentially followed this pattern.

Specific visitor profile characteristics can be gleaned for Cambridge Bay. The hamlet had 764 non-N.W.T. residents visit in the summer of 1986.[4]

Although Coppermine had the highest proportion of vacationers (31%) and Cambridge Bay accommodated 18%, over half of the surveyed visitors (54%) listed Cambridge Bay as their main destination. Since Cambridge Bay is the administrative centre for the Kitikmeot Region, this is not surprising. Cambridge also serves as a connecting point for travellers who are visiting friends and relatives as well as for vacationers who are continuing on to other area destinations. More visitors were in Cambridge Bay to visit friends and relatives (16%) than travelled to Holman or Coppermine for the same reason.

The average length of stay for visitors to the region was 11.8 nights. Holman accommodated visitors for an average of 17.4 nights, while Cambridge Bay and Coppermine both averaged 11 nights.

The majority of visitor parties (63%) were composed of one person, while 22% were two-person parties and 15% were in a group of three or more people. A general observation is that larger parties tend to stay longer and spend more money, but are less likely to stay in hotels or private homes for the duration of the stay. Many of these visitors came as self-contained groups on charters or on a packaged vacation. Admittedly, some of these larger groups may have been travelling to Cambridge Bay only to continue onto High Arctic Lodge or Bathurst Inlet Lodge, where they would be accommodated. It should also be noted that patrons of Bathurst Inlet Lodge can fly directly from Yellowknife and back. Therefore, they would not be included in a tally of visitors to the region.

Often a travel party of two or more people implies a married couple, and children or other relatives. In this case, travel party size does not equate with relations travelling together. In the vast majority of cases (89%) travel parties had only one family member in them.

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4 *This assumes that the same method used to devise the weighted estimate of people in travel parties for the whole region can be used to devise the weighted estimate of people in travel parties for each community. Each community was assigned a weighted estimate of respondents interviewed based on a total estimate of 659. Cambridge Bay was credited with 434 visitors. To determine what amount this was of the total figure of 1159, the following calculation occurred: (1159 divided by 659 = 1.76, 434 x 1.76 = 764).*

Visitors to Cambridge Bay noted three specific activities in which they participated: fishing (38%), walking or sightseeing (26%) and socializing with local people (23%). However, visitors also noted that they would not expect to go hiking, canoeing or boating, or shop for crafts in the hamlet. While several general improvements were suggested by both business and vacation travellers for all communities, both agreed that more tourist information should be made available in the area.

The typical visitor to Cambridge Bay is a lone male: average age of 39; travelling on business; interested in fishing, walking or sightseeing and socializing with local people when he has free time; and spending about $1800 on this trip during a stay of 11 nights.

Source of Demand

As noted in the previous section most visitors to Cambridge Bay came for business reasons. Fishing, sightseeing and touring, and visiting and socializing with local people were activities most visitors took part in. Various other recreational activities (11%), hiking or walking (10%) and camping (5%) were other areas where visitors spent their time.

With respect to camping, the 5% of visitors to Cambridge Bay translates into approximately 38 people. At present there is no formal campground so a facility at Mount Pelly may be very timely. Assuming the camping season to be all of July and August (62 days), if 3 campsites were developed a total capacity of 186 camper nights would be available. Although the average length of stay of visitors to Cambridge Bay is 11 nights, this likely exceeds the length of stay one would expect for a person camping at the same location. If an average stay for a camper of five nights is accepted, a campground with three sites would accommodate 37.2 people over two months at full capacity. With 5 sites there would be 310 camper nights (62 days x 5 sites - 310 camper nights). Therefore, 62 people could be accommodated if the average length of stay was 5 nights.

In terms of place of origin or residence, the breakdown for visitors to the Arctic Coast was as follows:

Origin	Percent of Visitors (total of 1159)
Alberta	20
Yellowknife	19
United States	17
Ontario	10
British Columbia	8
Yukon	6
other N.W.T.	6
Saskatchewan, Manitoba	4
Quebec, maritimes	3
Overseas (mainly England, France, West Germany)	8

Essentially it was a three-way split between Alberta, Yellowknife and the United States for 60% of visitors to the region.

According to statistics generated for the Product Development study of Economic Development and Tourism[5], six of the seven hotels in the Arctic Coast had annual occupancy rates of 66.5%. This was found to be the highest occupancy rate of any hotel operating in the N.W.T. This was attributed to the large amount of construction, government and other non-pleasure travel in the region.

The Ikaluktutiak Hotel in Cambridge Bay has the capacity to accommodate 40 guests in 20 rooms. At full capacity, it could accommodate 14,600 guests. The manager of the hotel indicated in January 1988, that she had already booked 100 summer vacation guests. She also stated that approximately 97% of her clients are businessmen. Therefore, assuming no further bookings for summer vacationers, 100 guests equals 3% of the 1988 business for the hotel. With 97% of bookings going to businessmen, approximately 3340 guests would be accommodated during 1988. Since this is only 23% of total occupancy, we can assume more business is likely. At 66.5% occupancy, the hotel would accommodate about 9,700 guests.

During the summer of 1987, counts were made of the number of people who visited the Arctic Coast Tourist Association office and the office of Economic Development and Tourism in the Enokhok Centre. The ACTA office registered 167 visitors, while Economic Development had 181 for the period starting the last week of May and ending September 30. If visitation increased by 2%, for example, to 768 in 1987, approximately 23% of all visitors to Cambridge Bay visited one or the other of the offices dispensing visitor information. By better informing visitors where such information could be obtained before they arrive or at the airport, substantially more people might make use of such services. A facility established as a visitor information centre could conceivably serve all visitors, but would realistically be serving less than 50% of the potential traffic. Based upon figures for 1987, this would mean approximately 380 to 400 visitors over 17 weeks. On average this would work out to 23 people per day if the facility was open 7 days a week for 17 weeks.

As noted earlier the amount of summer visitation by non-N.W.T. residents to the N.W.T. has increased by 18.2% from 1982 to 1986. This increase averaged over those five years is 3.64% per year. Indications are, especially in more recent years, that visitation is increasing more rapidly for the N.W.T.[6] Although this yearly increase may be considered conservative, until more definitive statistics are available, it will form the basis of this analysis.

The Arctic Coast Destination Zone study assigned an annual increase in visitation to the Arctic Coast of 2% per year from 1984 to 1994.[7] Again, this was viewed, by TravelArctic personnel, as conservative. However, for lack of more precise data, this figure will be used in this exercise.

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5 *A Product Development Plan for the Northwest Territories' Tourism Industry, 1987. Derek Murray Consulting Associates Inc., p.232.*

6 *Personal communication with Keith Thompson, Co-ordinator Market Research, Travel Arctic, Government of the Northwest Territories, Yellowknife, February 3, 1988.*

7 *Arctic Coast Destination Zone, ibid, p. 9-26.*

Therefore, based on the level of visitation measured in 1986, approximately 1159 people, the following table would be generated for the years 1986 through 1992.

Anticipated Visitation

Year	N.W.T. (3.64%/yr)	Arctic Coast (2% per year)	Cambridge Bay
1986	52,000	1159	764
1987	53,893	1182	779
1988	55,855	1206	795
1989	57,888	1230	811
1990	59,995	1255	827
1991	62,179	1280	844
1992	64,442	1306	861

It should be stressed that these estimates, especially for the Arctic Coast and Cambridge Bay, are conservative. The visitation statistics have been largely summer non-resident traffic only. Visitors in other seasons and residents of the N.W.T. travelling to the Arctic Coast have not been included. Visitors who travel to the region but would not have been included in the Kitikmeot visitors survey, such as clients for Bathurst Inlet Lodge, have also not been included. Nevertheless, the figures presented provide some amount of information upon which to base trends.

Trend Analysis

Many factors influence the type of tourism which occurs in an area. These factors may be very general or universal in nature, such as the health of the world economy. They may also be very specific, such as the length of the summer season for a specific location.

This section examines the trends which currently influence the Arctic Coast region, with implications for Cambridge Bay. It also looks at future trends which will play a role in years to come.

Currently the majority of non-N.W.T. resident summer visitors to the Arctic Coast are young males (average age of 39 years) travelling alone on business. In their spare time they are activity oriented and prefer outdoor/adventure pursuits. The Arctic Coast region and Cambridge Bay offer activities for such visitors and further development along these lines is warranted. For example, tours to Mount Pelly or of the old town site are a good start and readily implemented. As interest grows, other areas around Cambridge Bay may be considered such as: the West Arm and Long Point, the Augustus Hills and Starvation Cove, even the Ekalluk River at the west end of Ferguson Lake, and the lake itself. Other adventure activities may include naturalist/wildlife tours to many of the sites mentioned or underwater diving excursions of old boat wrecks in the bay (e.g. the Baymaud and Aklavik).

The "baby boomer" generation (ages 25 to 44) has been viewed as the population group with the highest inclination to travel. Ages 35 to 44 are the peak earning years and Arctic Coast vacations are expensive. However, airline deregulation may assist in reducing some of the high costs of travel. Also, the higher level of education evident in the population and growing interest in quality of life may also be of benefit to the Arctic Coast. Travellers are seeking more meaningful, sophisticated vacation experiences. They are much more interested in cultural and educational activities. Seeing unique environments and experiencing other peoples' lifestyles are becoming adventures for particular travellers.

The addition of a third air carrier, First Air, and airline deregulation is already making a difference in traffic. As a result of seat sales being offered on flights to and from Cambridge Bay, more resident travel has been noticed. Therefore, airline travel is seen as more affordable.

While the "baby boomers" are a major population segment to consider, the overall trend is that the population of North America is aging. Therefore, in the short term outdoor/adventure experiences should be provided. However, in the longer term activities more appropriate to older visitors: retirees and empty-nesters (couples whose children have grown up and left the parental home to start a life of their own), should be developed. Bathurst Inlet Lodge, for example, caters to those who wish a comfortable naturalist experience in the Arctic. One does not have to backpack across rugged country and be self-sufficient.

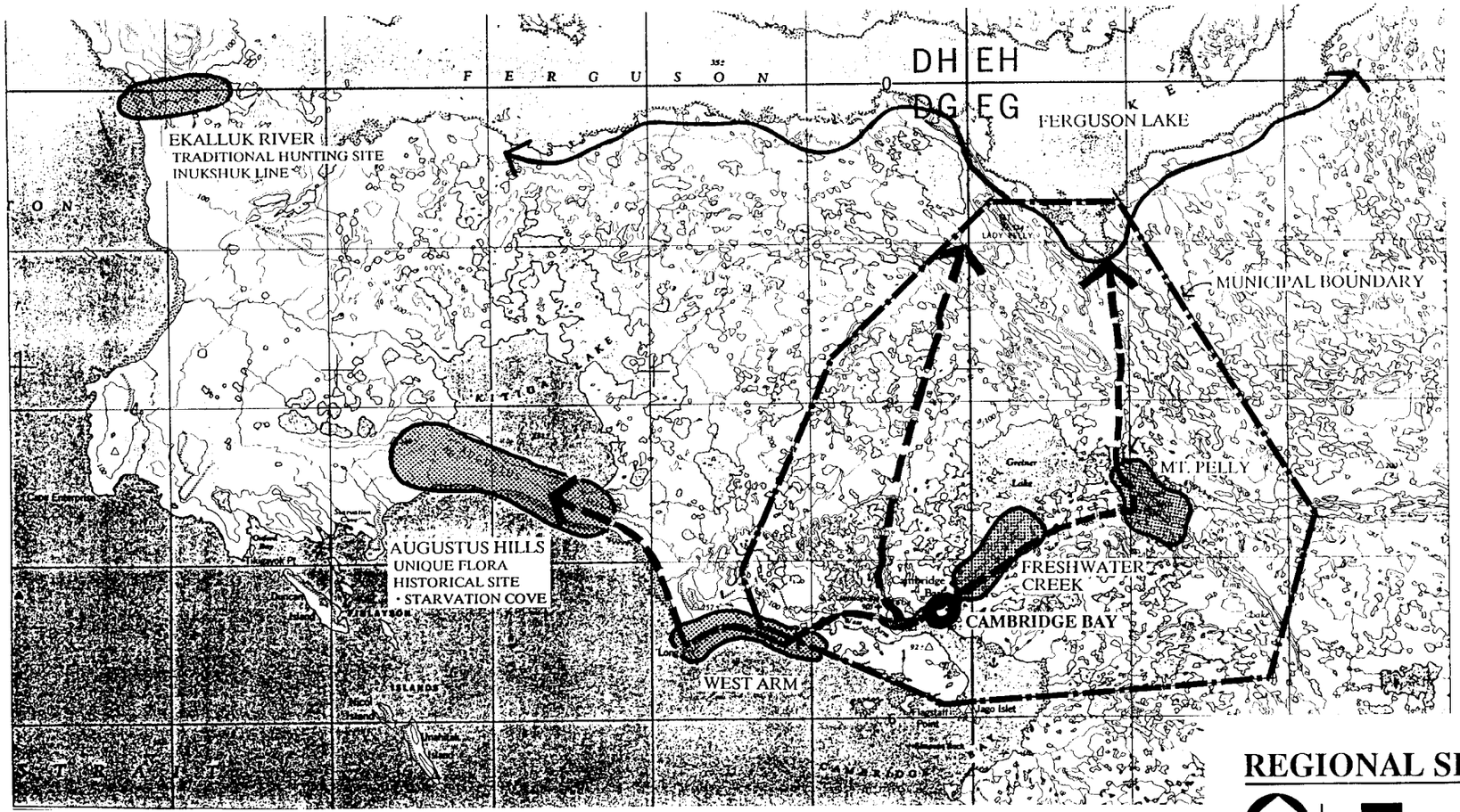
Canadians appear to be growing more interested in seeing other parts of their own country. This could mean increased resident travel to the N.W.T. and the Arctic Coast region.

Recent events have focussed much more attention on the North both nationally and internationally. Concern over the exclusion of the territories in the Meech Lake agreement, issues of Canadian sovereignty in the Arctic, commercial use of the Northwest Passage, and aboriginal land claim issues have certainly raised Canadian consciousness about the Canadian Arctic. Exhibits at Expo '86, the annual 'attack' on the North Pole and recent findings from members of the Franklin Expedition buried on Beechey Island have inspired international interest.

Increased travel from overseas countries is expected in the future. Overseas visitors tend to stay longer and spend more than other travel groups. However, international marketing is costly. It might be better to focus efforts on Alberta and British Columbia markets, which have been sources of many visitors to the N.W.T. and the Arctic Coast for some time.

Specialty travel markets are expanding annually. The Northwest Territories can provide many appealing travel products. The challenge for the Arctic Coast is to provide unique products compared to other regions. One such product which Cambridge Bay is already known for is excellent char fishing. Unfortunately, declining fish populations in the area have prompted a voluntary ban on fishing for char in Grenier Lake and Freshwater Creek. Visitors wishing to fish for char will have to travel farther afield to satisfy their desire. However, this can be turned into an adventure by making the trip a tour of nearby features.

Cambridge Bay is in a unique position in the Arctic Coast. As a gateway to the region it has a "captive" audience due to the airline routes to other regional communities. The hamlet and its immediate surroundings offer attractions or features which are characteristic of features which are known to occur in other communities in the Arctic Coast. Cambridge Bay can provide the 'appetizer' while the 'entree' awaits visitors in one of the other communities. Interest in Inuit and Thule history as represented by archaeological evidence in Cambridge Bay, may encourage a traveller to visit Holman or Spence Bay to view other sites and learn more. The history of the Northwest Passage explorers, as represented by Amundsen's "Maud" or the "Aklavik" may inspire a visitor to investigate further by travelling to King William Island to visit Gjoa Haven.



REGIONAL SETTING

0 2.5 5 10 35 km

CAMBRIDGE BAY **2.**

DEVELOPMENT STRATEGY

Cambridge Bay

3.0 DEVELOPMENT STRATEGY

3.1 Development Themes

As recognized previously, Cambridge Bay's designated tourism theme prompted the concept of arctic char fishing. A sub-theme, as the Central Arctic's Administrative Centre, has also been identified. Both of these themes must guide the development of a unified strategy. Within this strategy, two main components; programs and facilities, must be recognized. Each component should support the other and in the case of this study, which is primarily facility oriented, recognize how each development opportunity or package will function within the overall community strategy.

Although, fishing and an administration centre serve as the main themes, the complete story of Cambridge Bay should be explained further for tourists and residents alike through a series of story-lines used in the interpretation of the three development packages.

3.2 Interpretation

Since the overall tourism development strategy focuses on the promotion of fishing, sub-themes should reflect this in their approach to specific package story-lines. Each of the three facility packages offer different opportunities for these sub-themes.

.1 Mt. Pelly Park

Interpretation at Mt. Pelly should be limited to an interpretive brochure and directional signage. Emphasis should be placed on a more personal level of interpretation program where a naturalist or community host presents a natural history story-line personally.

A more detailed description of each development package's interpretation program is included with the respective package description.

.2 Historic Park

Linked to the visitor centre through directional signage and a common Cambridge Bay logo/colour, the historic park would offer visitors specific information on the stone church and Baymaud as well as the original townsites period lifestyle (circa 1950). A cross section of the original townsite's people's occupations and lifestyles would also be highlighted.

.3 Visitor Centre

As the main contact for visitors to the region generally and Cambridge Bay specifically, the visitor centre should promote the sub- theme of the Central Arctic's Administration Centre. The visitor centre should be primarily concerned with the issues of information on regional and

community tourism opportunities. At the regional scale, the Arctic Coast Tourism Association's image should be stressed with its logo and promotional brochures/exhibits. Cambridge Bay should be promoted as a unique community within A.C.T.A., offering its own attraction information. The visitor centre's interpretive program should concentrate on the history of the community from a traditional fishing camp to its present status as "gateway" to the Arctic Coast.

3.3 Community Host

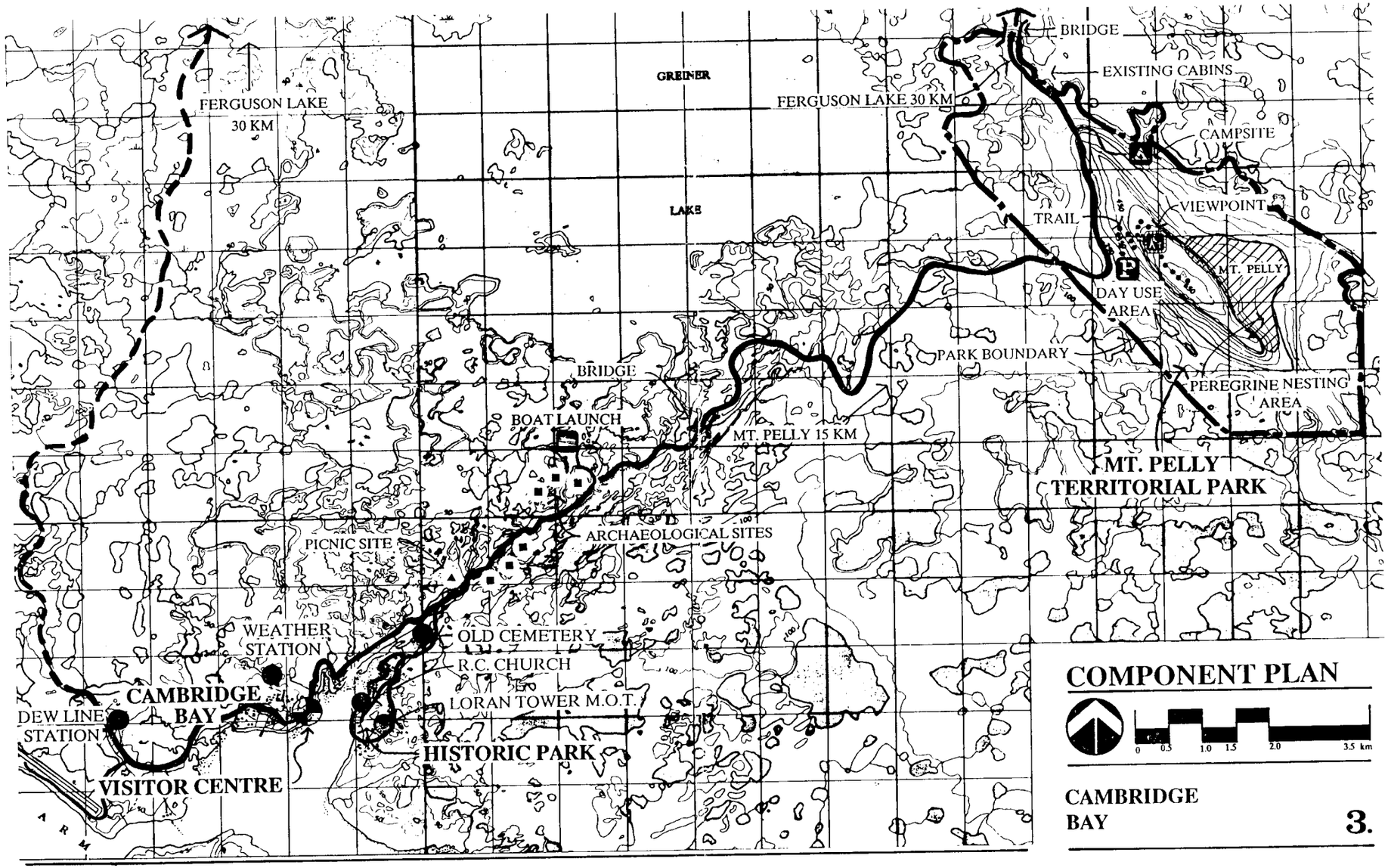
With the development of a Territorial Park at Mount Pelly, a Historic Park centered on the old townsite and the creation of a visitor reception centre, additional operations and maintenance tasks will be created. The creation of a new position called the "Community Host" could respond to these new tasks. A partial list of responsibilities and tasks which the community host could perform include the following:

- territorial park at Mount Pelly
  - clean up site and "honey buckets"
  - ensure viewing scopes are available for visitors
  - maintain equipment and trails
  - ensure weather and vandalism haven't destroyed facilities
  - enforce territorial park regulations
  - act as interpretive guide
  - act as tour guide

- historic park
  - maintain site and interpretive signs
  - act as interpreter - tell story of old town site, church, and boats
  - answer questions of visitors or guide them through site
  - open up stone church in summer for visitors, make sure it is secure, close it up for winter, curb vandalism on site
  - clean site

- visitor centre
  - meet visitors arriving on flights at airport
  - greet visitors to community
  - conduct community tours
  - give out information about tourist opportunities in Cambridge Bay as well as other Arctic Coast communities
  - keep track of number of visitors to centre
  - help visitors book trips with local outfitters

In addition to these tasks, the community host would coordinate and deliver the major portion of the proposed community interpretive program. The position, as envisioned, would be seasonal employment only catering to the summer, high season. A training and orientation period before the summer work would also be required. The community host's responsibilities would be explained in detail through the use of a training manual specifically designed for use in Cambridge Bay (refer to section 7.2, future studies).



COMPONENT PLAN

0 0.5 1.0 1.5 2.0 3.5 km

CAMBRIDGE BAY **3.**

DEVELOPMENT PACKAGE: **MOUNT PELLY**

Cambridge Bay

4.0 DEVELOPMENT PACKAGE: MOUNT PELLY

4.1 Site Analysis

Located approximately fifteen (15) km east of the townsite, Mount Pelly provides the dominant landscape feature of the area. Easily visible on a clear day, from Cambridge Bay, Mount Pelly rises approximately 168 metres (550 feet) above the surrounding landscape. The mountain is either an esker or moraine produced during the last glaciation period, 10,000 to 12,000 years ago. Over five (5) km long and one (1) km wide it was at one time submerged along with the surrounding land, below sea level. As land rose, once pressure of the ice sheet left, Mount Pelly rose as well. Ancient beach lines and marine deposits are clearly evident on its slopes.

A single width roadway provides access to the site from the townsite. The mountain top itself is easily accessible on foot or A.T.V. Once on top, extended views of the surrounding landscape (including a smaller mountain to the north named Lady Pelly) and the area's, wildlife are possible. Renewable Resources has identified Tundra swans, Black brant, Canada geese, King eider, White fronted geese and Old squaws in the area. Of special interest is a nesting area for peregrine falcons on the mountain's steep south east slopes. These birds are sensitive to the intrusion of people and it is recommended that the public stay at least two hundred (200) metres away from the nests.

A partially constructed lodge (plywood shell) and wooden cabin pads are situated on the east side of the mountain, close to the adjoining lake shoreline. Two additional cabins (trailers) are located north of the mountain between the road and east lake. Any additional development in the area should also consider the impact of strong, northwest prevailing winds in their siting and design.

Southeastern Victoria Island, including the area around Cambridge Bay, has been known for many years as a breeding or stop-over area for many species of birds. A study of the birds of the area conducted over several summers in the 1960's identified 68 species of birds which had been observed. The large number of species has been attributed to the diversity of habitats which suits so many. Loons, swans, geese, ducks, hawks, eagles, falcons, plovers, sandpipers, jaegers, gulls, owls and swallows of several species were identified. Obviously, Mount Pelly could be considered a "birder's" haven.[8]

4.2 Market Profile

In 1986 approximately 760 non-residents of the Northwest Territories visited Cambridge Bay during the summer tourism season. While most of these visitors were travelling on business (69%), about 137 (18%) were

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8 *David F. Parmelee, H.A. Stephens, Richard H. Schmidt. The Birds of Southeastern Victoria Island and Adjacent Small Islands. National Museum of Canada, Bulletin 222, 1966.*

travelling on vacation and a further 122 (16%) were visiting friends and relatives. Many of these non-business travellers would either rely on commercial accommodation or would stay with the friends or relatives they were visiting. Nevertheless, many would at least travel to the Mount Pelly area to see the country side and perhaps glimpse some of the varied wildlife.

During the 1986 summer season 5% (38 people) of the non-resident visitors camped. If three campsites were established at Mount Pelly, with the camping season occurring throughout July and August (62 days), there would be a total capacity of 186 camper nights. If each camper stayed an average of 5 days, the camping facilities could accommodate 37.2 campers.

The large majority of non-resident visitors to Cambridge Bay during the summer of 1986 were male (75%) average age of 39, from Canada (76%), with an average expenditure of $1800. Campers may not have as high an average expenditure and would tend to be more outdoor/adventure oriented than the average traveller.

While camping, in association with hiking, nature touring or sightseeing, will be attractive to some visitors to Cambridge Bay, other areas in the Kitikmeot Region will likely attract more visitors. Canoeing and camping along the Tree or Coppermine rivers are popular with outdoor/adventure travellers visiting the region. Camping and hiking in the area of Bathurst Inlet also attracts some summer visitation. The establishment of a territorial park at Mount Pelly would provide a higher profile for the area. Providing a package trip such as a tour of the area with overnight camping would help increase seasonal use of the area by visitors.

4.3 Development Program

As a dominate, visual landscape feature in Cambridge Bay, Mount Pelly is a natural attraction for visitors. Both opportunities for viewing and extended camping could be developed at Mount Pelly and as the market analysis suggests, should be accommodated. For this reason, the development program proposed included both a day use viewing area and separate campsite. In order to access government funding and provide a marketing focus, an area of approximately nineteen (19) square kilometres should be designated as an Outdoor Recreation Park. The actual park boundary (refer to figure 4) includes the entire mountain, and adjacent northern and eastern shorelines. The existing cabins (trailers) to the north of the mountain would be excluded from within the park boundary.

The development theme of the area should focus on the natural history of the surrounding landscape and geomorphology of the mountain itself. Any development should recognize the relative wilderness nature of the site and consider appropriate protection from the elements. Development should also be minimal, restricting signage, shelters and other built forms. Emphasis should be placed on the protection of the existing landscape and not the intrusion of man into it.

4.4 Master Plan

As mentioned previously, the final Master Plan for Mount Pelly should include two major facilities, a day use area and a campsite.

The day use area involves the construction of a top-of-mountain viewing station, access trail, trail head signage and an enlarged roadway/pull-off for vehicle parking and turn around. The access trail head would be identified with a low sign which provides information on the trail length, routing and natural history of the mountain and surrounding landscape. A single toilet structure would also be located at the trail head for day use. The trail route up to the viewing station would be marked with stone cairns and simply be cleared of larger stones which could also serve as a trail border. The viewing station would be situated on the eastern side of the mountain top and directed toward the east. Built partially into the mountain, shelter would be provided for the viewers as well as a bench and wooden platform for viewing scopes. These scopes would be provided by the community host on an as requested basis. The viewing station should be located a minimum of 200 metres away from the peregrine falcon nests which are located on the south eastern side of the mountain.

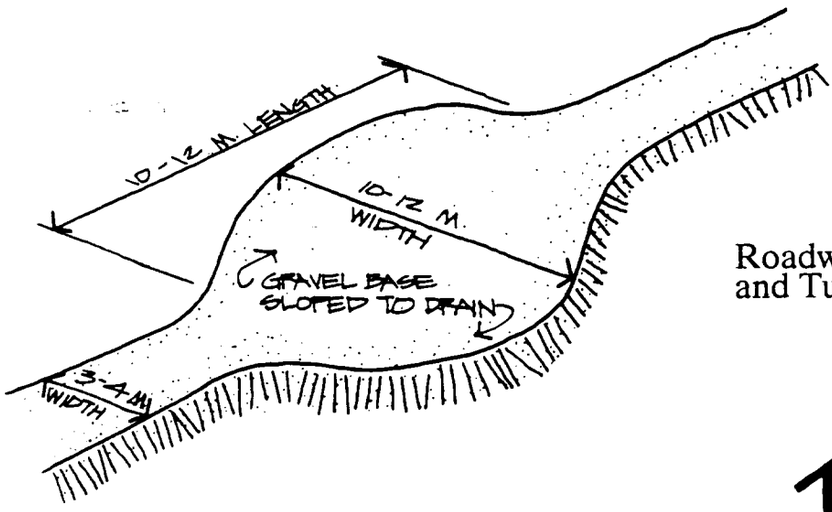
The campsite is located on the east side of the mountain in the vicinity of the partially completed lodge. As identified previously, three tent pads should be developed possibly making use of the existing wooden pads at the site now.

The partially completed lodge, if acquired, could be renovated easily into a campsite shelter, provided a space for campers to prepare and eat foods during inclimate weather. A single toilet facility could either be built into the shelter or alternatively constructed separate from it. A new road will be required to provide access to the campsite branching off the existing roadway north of the mountain.

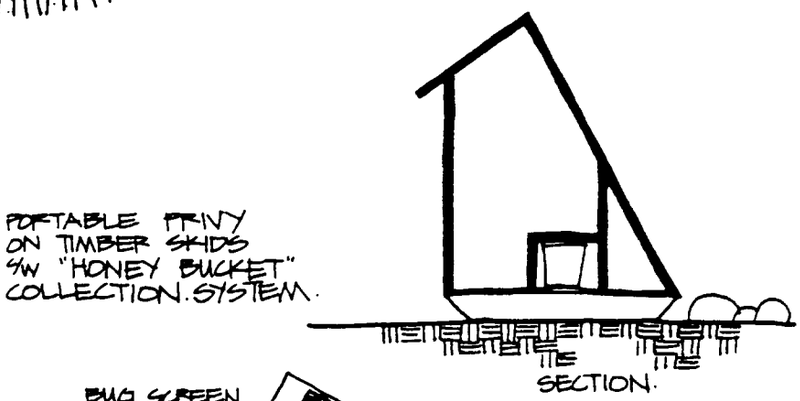
In addition to these park based developments, long range planning should consider the construction of a bridge over the Greiner Lake inflow. Once constructed, the bridge would allow access north to Ferguson Lake providing residents and visitors alike a new destination.

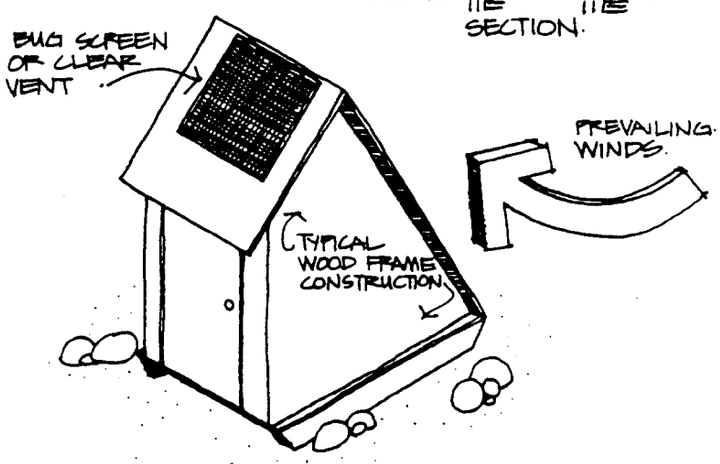
4.5 Facilities Description

Within the Master Plan development a number of individual facilities have been recommended and are described in further detail with the following sketches. In each example, the design intent should encourage an unobtrusive facility that blends with its landscape setting, while providing the owner a durable, lasting facility. Recognizing this, construction materials should be weather resistant and relatively maintenance free. Pressure treated wood, galvanized metal fastenings, precast concrete or plastic sheeting are all recommended materials. Facility colours should also match the landscape with the use of warm greys, dull whites and possibly the limited use of a bright blue, used as an accent.

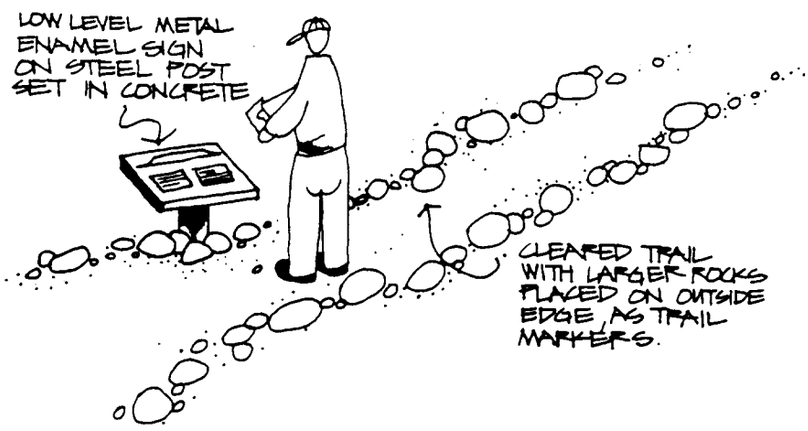


Roadway Pull-off and Turn Around



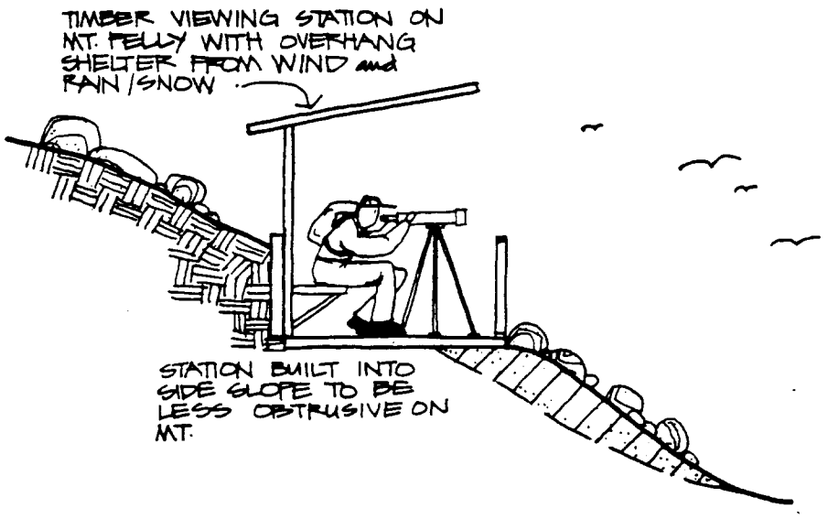


Portable Privy

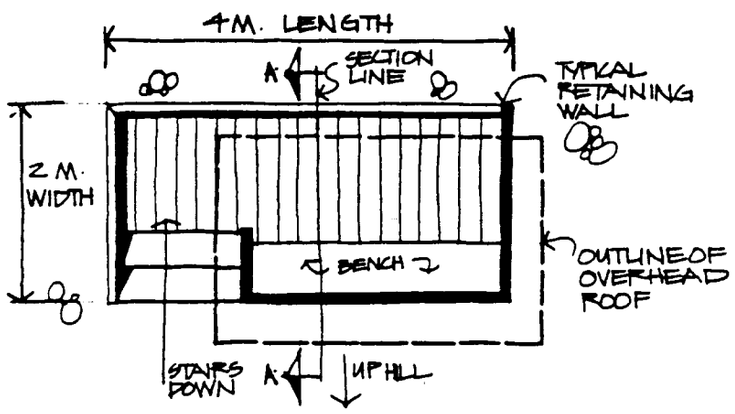


Trailhead or Interpretive Signage and Trail

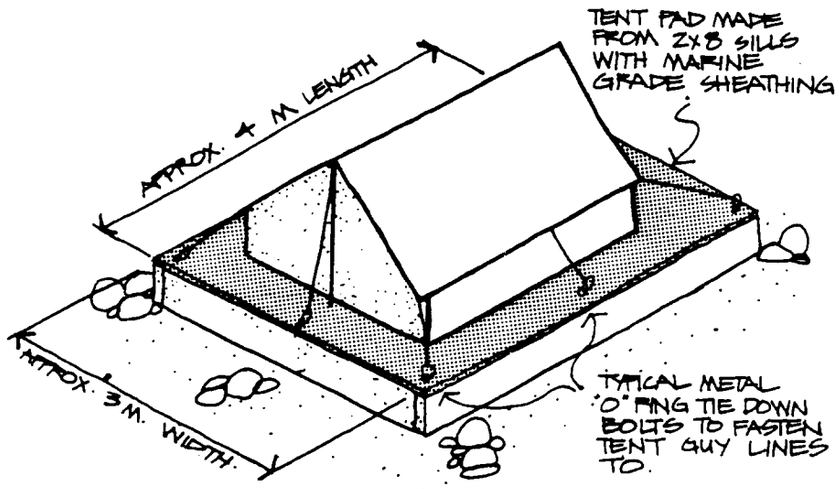
Section Through Viewing Station



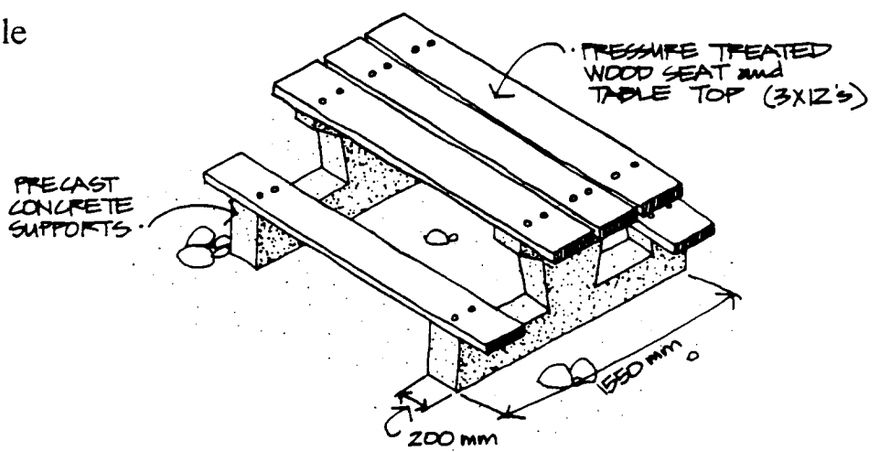
Plan View of Viewing Station



Typical
Tent Pad



Typical
Picnic Table



4.6 Cost Estimates

Although the nature of this study and the proposed master plan are not well suited to a detailed cost evaluation an attempt has been made to estimate, on a unit basis, the various facility components. The estimate which follows indicates both total quantities as well as unit costs for those items.

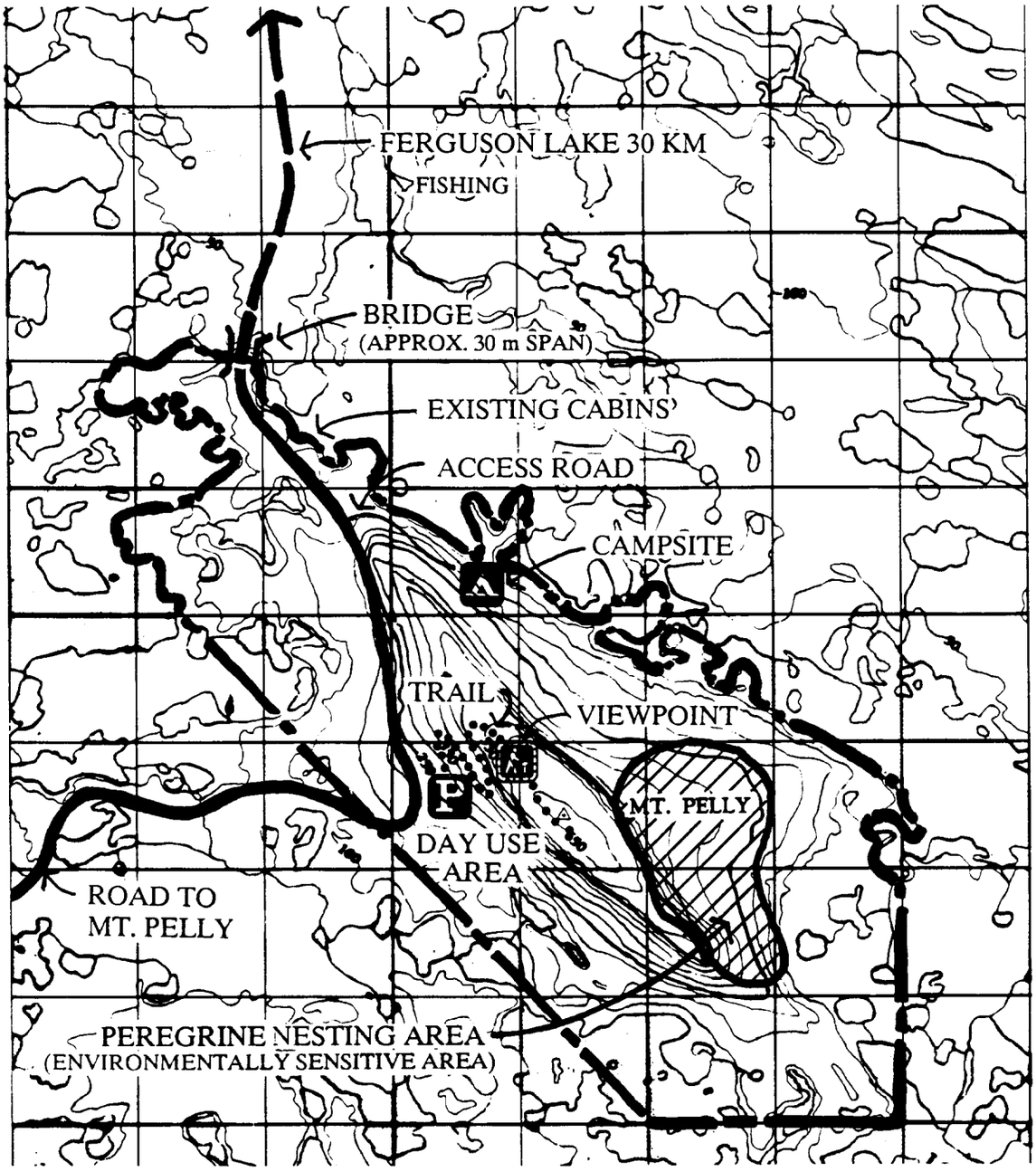
a)	Day Use Area	
i)	roadway pull-off and turn around (lump sum)	5,000
ii)	trail head signage (1 low level sign)	1,200
iii)	access trail (185 metres at $12/m)	2,220
iv)	viewing station (lump sum)	10,000
v)	washroom	2,500
vi)	garbage can	500
vii)	viewing scope and base (lump sum)	1,250
b)	Campsite (assumes new construction)	
i)	wood tent pads 3 at $1000 each	3,000
ii)	timber picnic table 2 at $800 each	1,600
iii)	washroom	2,500
iv)	garbage can	500
v)	access road 1 km @ $20,000/km	20,000
Subtotal		$50,270
10% planning/design		5,027
10% contingency		5,027
Total		$60,324

4.7 Phasing

A phased approach to the development of the park is proposed in which the day use components are developed first and the campsite developed at a later date. Initially, the territorial Park designation should be pursued and the active legal survey of the Park boundary completed. The roadway pull-off/turn-around could be completed at the same time as projected roadway improvements planned for the Mt. Pelly access road from Cambridge Bay. The campsite access roadway should also be developed at this time.

Additional planning and design work will be required to layout the day use trail, and pull-off area. Construction detail drawings will also be required for the viewing station structure and washroom structures. Signage and interpretive programs, should be developed and constructed as part of the overall Cambridge Bay tourism strategy.

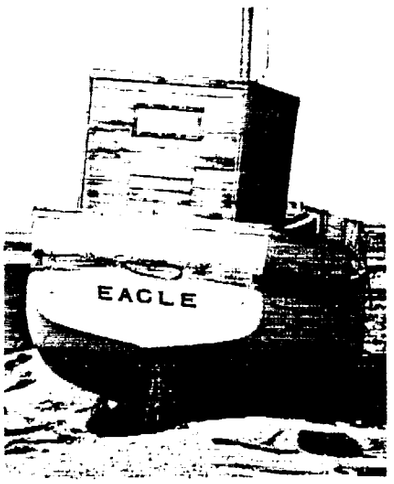
Construction of a new 30 m span bridge should be considered as a low priority or third phase of the development. Estimated construction costs for a new bailey type bridge are $200,000.00.



MT. PELLY PARK PLAN

CAMBRIDGE BAY

4.



DEVELOPMENT PACKAGE: **HISTORIC AREA**

Cambridge Bay

5.0 DEVELOPMENT PACKAGE: HISTORIC AREA

5.1 Site Analysis

The area under consideration is composed of many elements, which at first glance may seem unrelated. There is a common thread which ties the elements together and this should be the point of departure for anyone viewing the historic sites.

The earliest use of the Cambridge Bay area was by ancestors of today's Inuit who came here because of the abundance of fish and to a lesser extent caribou, muskox, and seal. Hundreds of years of use established this and nearby locations as good summer camping sites where food, utensils and clothing from the natural environment were plentiful. This fact was not lost on the Hudson's Bay Company which first established a trading post here in 1921. The quality of the natural harbour offered added incentive to use the area. The R.C.M.P. schooner, St. Roch overwintered here, on several occasions starting in 1935.

The strategic location of Cambridge Bay provided incentive to establish a military presence here as the "Cold War" began in the late 1940's and early 1950's. Due to its existence as a community, albeit small, and its northern location it could provide early warning of Soviet attack with the proper equipment installed. The development of a long range navigational system beginning in 1947 by the U.S. Army, brought a small trading settlement into the twentieth century quickly. Missionary activity increased (both the Anglicans and Roman Catholics established a presence here) and establishment of permanent residents grew with the introduction of substantial wage economy. The original town site would be included within the historic area.

The specific location of the historic area corresponds quite closely to the area designated as an historic area in the draft community plan. More specifically, the historic area abuts the eastern shore of the arm of Cambridge Bay (the water feature) into which Freshwater Creek immediately drains. The property controlled by Ministry of Transport, Government of Canada, on which the Loran Tower is located, would form the southern boundary. The access road to the east acts as the eastern boundary. To the north, the site would extend as far as a line parallel with the southern end of the new community cemetery which is located on the opposite shore. The shoreline of the bay would serve as the western boundary.

The rolling terrain and angular boulders and rocks would necessitate development of a smooth, relatively gentle trail for visitors, especially seniors. A gravel trail bordered by larger stones would facilitate a self-interpretive tour of the historic area. Due to the rapid changes in elevation from bay level to the top of the banks (for example, where the stone church is located) a gradual trail would also be required for ease of access from one level to the other. In places the 12 metre difference in elevation occurs very quickly and would be difficult for seniors to negotiate without a gentle slope, perhaps with steps and railing.

5.2 Market Profile

Relying on the most recent statistics available, approximately 760 non-N.W.T. residents travelled to Cambridge Bay during the summer of 1986. Even though 69% or 527 people indicated they were travelling on business all 760 people are potential visitors to an historic area.

Although three quarters of the visitors in 1986 were male and Canadian, a tour of the historic area could cater to all ages, nationalities, sexes and incomes. In this sense, the type of person who would be attracted to the area is really not limited by any one characteristic.

Because of the many different elements which occur within the historic area visitors to Cambridge Bay, who are travelling on to other Kitikmeot communities, may wish to visit the historic area to get a feel for Kitikmeot history before arriving at the next location. As noted in the Market Analysis section, the overall population is aging and is seeking more cultural and educational experiences. These types of travellers will be more frequent in future.

While it may be suggested that seniors may not wish to have to walk all the way from the community to the historic area, the historic area would be included as part of a package community tour. An opportunity also exists for a local resident or outfitter to show the area to people providing transportation as part of the tour cost.

5.3 Development Program

As noted earlier, the apparently different elements of the area can be viewed collectively as stages of development which started with the original human use of the area. The abundance of fish, Arctic char specifically, resulted in early extended use of the area including sites further north along Freshwater Creek. Use by aboriginal people continued for hundreds of years, well into 1800's when Europeans made initial contact. The seeds of settlement were sown at that time. The elements of the historic area can be interpreted in this context, indicating the progression through time to today.

The components of the development program include: signage, interpretation, trail development, restoration, and an archaeological survey. All of these components will be influenced by the level of development selected by the client, Economic Development and Tourism. It is recommended that, even at the lowest level of development, an archaeological survey of the area be conducted. Numerous sites have been disturbed by the construction of a road to Mount Pelly which follows Freshwater Creek for part of its course. The possibility is strong that other sites in the vicinity of the old town have also been disturbed due to the amount of activity in the area since the advent of full-time habitation and could add further disturbance unless known archaeological sites can be avoided.

The interpretive trail and signage would be established to lead visitors to the specific elements of the historic area, including: the old stone church, a viewpoint of the partially submerged "Baymaud", the "Eagle", the old town site (perhaps where the original R.C.M.P. detachment was located north of the stone church) and, if agreed to by the Northern Heritage Centre, a representative Thule or Inuit archaeological site. Each site would have a plaque established at it which would briefly relate the history behind the feature. As part of the interpretation, especially for a self-guided trail, a booklet should be produced which provides more detail about each component of the historic park and how they interrelate.

Reproductions of period photographs should be acquired from former residents, the Hudson's Bay Company archives or the Northern Heritage Centre. These could be displayed at the Arctic Coast Tourist Association offices or in the visitor information centre. If the stone church is restored and made use of as a park visitor centre, such photographs as a scale model of the Baymaud and articles from prehistoric sites could also be displayed.

Restoration of the stone church could follow one of the three strategies identified later. It is proposed that the church be used as the staging area or initial interpretive stop for the historic area. Depending upon the level of restoration it could function as an open shelter or as a summer headquarters for an historic park.

5.4 Master Plan

Interpretation of the historic area should tie all of the elements together under one unifying theme. Cambridge Bay or Ilaluktutiak, the "fair fishing place" is the appropriate theme for this purpose. The secondary theme of Cambridge Bay as the regional administrative center can also help to unify these elements with the Region. This is particularly applicable since one or more of these sites in the historic area relate to significant characteristics of other regional communities.

Since the histories of the individual elements are known and a theme appropriate to tie them together exists, an interpretive plan should be devised for the historic area. The interpretation of the area should lead the visitor through the history of the area noting its earliest significance, the impact this fact had on later use and development and the resulting changes. These changes would reflect the physical changes to the surrounding landscape as a result of human use (buildings, structures, use of ships) and the cultural/social changes as a result of contact with Europeans initially, settlement and military development.

It is suggested that the historic area be designated an historic park according to the Territorial Park Regulations as administered by Economic Development and Tourism. The Minister of Economic Development and Tourism may establish such a class of park, in this instance consent of the Legislative Assembly is not required. Support of the Hamlet Council is required. Also, since historical resources exist within the area proposed for the park, the Northern Heritage Centre should be consulted about such a designation.

a) **Old Stone Church**

As early as 1937, the Oblates of Mary Immaculate (a Roman Catholic order devoted to preaching the gospel to the poor) were looking to Victoria Island as a place to establish a mission. However, it wasn't until 1953 that any concrete action took place. On June 1 of that year Fathers Lemer, Steinman and Menez began the construction of a stone church based upon the construction methods Father Henry had used in building a similar mission church in Pelly Bay. Incidentally, the church in Pelly Bay, built in 1935, is in better condition and is used as a museum.

The Cambridge Bay church was inaugurated on September 10, 1954, at which time about 300 Inuit lived in the community. The mission officially started with nine Catholics on September 12, 1954. Shortly after completion of the church, Father Steinman was assigned to a new location. Much of the wood used in the church was taken from a mission which had been established on the Burnside River. The framing and roofing, completed by Father Steinman, used all of the transported lumber plus other material found at Cambridge Bay. The stone walls were two and a half feet thick sealed with a mixture of seal oil and sand.

Other features of the church include the "Bell of White Silence" which was donated in 1955. The following summer, a statue of Our Lady of Fatima arrived for the mission. It was donated by a lawyer from Madrid, Spain.

A publication entitled "Nuna" was produced quarterly from Cambridge Bay providing news from the various Oblate missions in the Western Arctic. Father Lemer handled the publication until at least 1964.

Restoration Strategies

Three strategies for restoration are proposed for consideration by the client ranging from minimal to maximum development. Costs increase according to the greater amount of effort required. More detailed considerations follow this cursory description of strategies.

Minimum Restoration

All windows, door frames, and interior wall sheathing (which were added in a restoration attempt in 1984) should be removed. All loose and cracked mortar should be removed from both inside and outside wall faces. Bulk mortar should then be replaced in these cleaned areas. Loose stone within the walls should be consolidated with grout. In this instance, if further restoration work is warranted later, the original shell will be ready.

Moderate Restoration

All door and window frames should be replaced. Wooden areas should be painted. The original bell (in one of the churches in town) should be replaced or a new one put in along with a new bell rope. In this option the building could then be used during the summer for historic park displays.

Maximum Restoration
This option includes full restoration of the building for use as a park visitor centre during the summer. Photographic exhibits could be set up and period furniture brought in. During the winter months the building would be securely locked.

Considerations for Restoration Strategies

Stone Foundation Walls
The old stone church was constructed with load bearing stone masonry walls about 2.2 m (7 feet) above floor level and 0.5 m (1.5 feet) below ground surface. The walls average 0.8 m (2.5 feet) in thickness with stone less than 0.007 m^3 (0.25 ft^3) in size. The mortar is cement - sand mixture and is generally well-bonded to the stone.

The inside face of the stone wall is finished with insulation, vapor barrier, and plywood sheathing. Except for one area at the rear doorway the interior stone face is not exposed. At that location the stone within the wall is loose with large voids with mortared joints only at edges of the wall. The north wall has large 2.5 cm (1 inch) wide cracks running the full vertical height of the wall. These large wall cracks were likely caused by settlement of the wall at the corner since the wall cracks are wider at the top of the wall. Besides mortar failure, some of the stone was also fractured.

Because most of the walls were covered with snow, a comprehensive structural evaluation of the entire wall system was not possible. Photographs provided were helpful in establishing a restoration procedure.

Doors & Windows
The doors and windows were damaged beyond repair or are missing entirely. There are two exterior door openings about 0.9 m (3 feet) wide by 2 m (6.5 feet) high and thirteen (13) window openings of which ten (10) are in the stone walls. The door and window frames are not suitable for re-use.

Building Size
During the site inspection, measurements were taken and sketches were developed (See SK1 through SK5 in the Appendix).

Floor Area - 59.5 m^2
Wall Surface Area, Exterior - 87.0 m^2
Volume of Stone in Walls - 65 m^3
Weight of stone walls, approx. - 160 tonnes

Detailed Restoration Strategies
This building can be restored to be structurally stable without jeopardizing the authenticity of original construction. The construction of the stone foundation walls was very labour intensive, however, restoration could be completed in less than two (2) months.

The restoration of this building could be done in stages as follows:

Phase I - Stone Wall Restoration

1. Remove plywood sheathing, vapor barrier and insulation from the inside face of the wall.

2. Remove loose and/or cracked mortar from both inside and outside faces of the wall.

3. Repoint joints and cracks in both wall faces with a pre-engineered premixed bulk mortar such as "Sikatop 123". This mortar is recommended because of its high tensile strength with excellent bonding to the stone and good freeze-thaw resistance. The mix is easily batched to provide desired workability. The joints and cracks should be filled to a depth of about 7.6 cm (three inches). The minimum temperature during application should be 7° C. Freezing during a five day curing period should not be permitted.

4. After repointing the joints and cracks in the wall surfaces, a high slump grout is recommended to fill the voids and consolidate the loose stone within the wall. The grout should have a field consistency necessary to penetrate thin cracks and small openings. The grout should possess the same strength characteristics as the mortar. The grout can be poured and/or pumped into the wall. Freezing during placement or curing time should not be permitted. Premixed grouts for this application are available and are recommended.

5. To reduce water absorption in the mortar and stone, a water repellent penetrating sealer should be applied to the exterior surface of the walls. Clear and colorless sectors are available and can be applied by brushing or spray.

Phase II - Architectural Elements

Doors and Windows

It is imperative that the doors and windows are of a top quality vandal proof design. The work includes the removal of existing door and window frames and replacement of two new exterior doors and thirteen windows. The windows should be a clear plastic such as "Lexan" as manufactured by Dow Chemical and should be custom made to suit the wall openings. The window unit should be double glazed to minimize heat loss. The main doors should be an exterior grade, solid core with scratch resistant laminate on the exterior side.

Consideration should be given to leave the interior face of the stone wall exposed without any wall covering, such as painted plywood. Summer occupancy, if necessary, during the tourist season is possible without any insulation in addition to that provided by the stone walls. However, should additional insulation be required, then details on SK6 should be implemented.

b) **The Baymaud**

The three masted, 386 tonne schooner was built in Christiania Norway in 1917 for Roald Amundsen. Named the "Maud", after the Queen of Norway, the ship was specially constructed to ride over ice as it travelled in Arctic waters. The ship was equipped with a 240 horsepower Bolinder semi-diesel engine able to induce speeds of 7 knots.

Amundsen planned to drift across the North Pole over a three year period while trapped in the polar ice pack. The journey would allow collection of valuable scientific data. However, due to unforeseen delays, the expedition did not get underway until 1922. The farthest north it reached was 86^{o} N latitude.

In 1925, the ship sailed to Seattle, Washington where it was sold to the Hudson's Bay Company. In June 1926, the renamed "Baymaud" took supplies north to Herschel and Baillie Islands, Bernard Harbour, Tree River and the Kent Penninsula. The following year it was moved to Cambridge Bay where the Hudson's Bay Company was reopening a trading post.

From that time on, the ship was moored in Cambridge Bay where it was used as a floating warehouse, machine ship and wireless station. It provided the first regular winter weather reports by radio from Canada's arctic coast. In 1930, a leak at the propellor shaft developed and the ship sank.

The magazine (or warehouse) for the Hudson's Bay Company was built from timbers removed from the Baymaud by L.A. Learmonth in 1933. Local people also scavenged material from the partially submerged wreck for homes.

Interpretation

The story of the Baymaud can be told to tie several elements together. As noted earlier, the presence of the Hudson's Bay Company resulted from the presence of a fur trading population in the area during the summer. The indigenous people came here initially due to the abundance of fish and other game upon which their survival depended. Trading offered opportunities for both groups. The Copper Inuit received utensils, weapons and foodstuffs while the H.B.C. received furs (largely Arctic Fox) and caribou.

The use of ships to transport goods in the Arctic had been a well established practice for some time. The first European explorers seeking the Northwest Passage were naval officers from Great Britain. Essentially caught between periods of war, they had the time and resources available for such expeditions. The Hudson's Bay Company also made use of ships in the Canadian Arctic. Many well known ships operated in the North such as the Nascopie, supplying H.B.C. posts.

The R.C.M.P. schooner, St. Roch, travelled extensively through the area. Even recent excursions by U.S. ice breakers (Polar Sea) and oil tankers (Manhattan) could be discussed. The recent voyage of the Lindblad Explorer, a pleasure cruise ship, followed the Northwest Passage.

The other exploits of Roald Amundsen could also be mentioned here. He wintered in Gjoa Haven for two years while making scientific observations of the North Magnetic Pole.

Perhaps the model of the Baymaud now housed in the Hudson's Bay Museum of Winnipeg could be donated to the historic park for display. Another model would be an alternative. At least an interpretive plaque and viewpoint of the remains of the ship could be established on shore. Photographs of the ship while seaworthy could be displayed at the stone church.

Designation of the ship as a national historic site was investigated. The Historic Sites and Monuments Board has already made an initial investigation of sites in the area. Unfortunately, the Baymaud was not included in their list of possible sites. If designated as a national historic site it would receive a plaque. No further funding or recognition would occur. Therefore, it is recommended that designation as a national historic site not be pursued. Inclusion of the ship within a territorial historic park would sufficiently protect the resource.

c) **The Eagle**

In 1954, Father Steinman, one of the Oblate missionaries involved in construction of stone church, purchased a longliner from Johnny Norberg of Tuktoyaktuk. The longliner had operated as a supply vessel in the Western Arctic. Norberg, served with the Hudson's Bay Company on many ships including the Nechilik.

The longliner "the Eagle" was towed from Tuktoyaktuk to Cambridge Bay, but leaked all the way. Since Steinman was the only priest knowledgeable about boats, repairing the ship would be his concern. However, he was stationed elsewhere in 1954. The Eagle was left on the beach just south of the stone church and has remained there ever since.

Due to the rather lacklustre history of this landmark, its interpretive potential is limited. However, similar to the Baymaud, it could be used to tell the significance of water transportation in the area and the Arctic Coast generally.

The present ownership of the vessel is not clear so this should be resolved before any use of the ship is made or it is moved to another site.

The Aklavik

This ship, although not identified in the terms of reference as an element of the historic area, should be considered for inclusion. It's exact whereabouts in the bay is not know, but the operation of the vessel in the 1930's again illustrates the early "settlement" of the area.

The Aklavik was a motor schooner built of Douglas Fir in 1923. Built in Vancouver by George Askew, the ship weighed 30.5 tonnes, was 17.7 metres long and, empty, could travel at 7.5 knots.

In 1931, Scotty Gall was hired as the engineer for the Hudson's Bay Company boat. From 1932 to 1938, the ship operated in the area between Bernard Harbour and Fort Ross. On September 14, 1937, the Aklavik, having travelled from Cambridge Bay, met the Nascopie out of Montreal at Fort Ross. This was a new post being established by the H.B.C. This meeting of ships marked the first successful freighting of goods by way of the Northwest Passage. The crew of the Aklavik included Scotty Gall as master, Patsy Klengenberg as engineer and pilot and Trader J. R. Ford.

The ship wintered in the Bellot Strait near Fort Ross with Patsy Klengenberg operating it. Gall had returned to Cambridge Bay to work at the Hudson's Bay Company post.

In April 1942, Patsy Klengenberg purchased the Aklavik from the H.B.C. for $1.00. In preparation for a trip to Gjoa Haven on August 15, 1946, Klengenberg apparently ignited some engine oil while trying to start the engine. A fire started, followed by an explosion. The ship sank, Patsy Klengenberg was killed and his adopted son badly burned.

Perhaps the fate of the ship had been predetermined as it had a history of sinking. It sank in Bernard Harbour in 1930, was salvaged and sank again eight years later in Three Rivers Bay where it was also "rescued".

Although not visible from the shore, the story of the Aklavik would fit in well with other elements of the historic area. Old photographs of the ship are available so a visual exhibit is possible. Since the ship operated in the area during the very early days of white settlement of the area, its story could tie in with this. It could help to tell the story of the impact of white or southern contact with Inuit culture and the changes which occurred as a result.

d) Old Town Site

The old town site is assumed to be that area of the historic park which experienced the first development of permanent year round homes. Such permanent settlement did not occur in the area of Cambridge Bay until the arrival of whitemen from the south.

Although the Hudson's Bay Company established a post on the opposite shore (western) to the historic area in 1921, settlement did not occur immediately. The H.B.C. hoped to trade for Arctic or White Fox pelts with the Copper Inuit who came to the area to harvest wildlife, including Arctic char, on a seasonal basis.

The R.C.M.P. established a detachment within the historic area directly across from the current float plane base in 1926. The current library building is that original detachment structure. By 1929 the Canalaska Trading Company, a rival of the H.B.C. established a post just north of the Hudson's Bay post. The rival was purchased by the H.B.C. in 1939.

It wasn't until 1947, with the construction of the Loran (long range navigation) beacon, that Inuit began settling in the old town site. The 195 metre tower built by the United States armed forces employed about 20 Inuit during construction. They established the old town, building their houses out of scrap lumber scavenged from packing cases and left over lumber from the beacon construction. Once construction was completed, however, the local population of over 100 Inuit quickly dwindled to 3 or 4 families clustered around the R.C.M.P. post and the mission (St. George's Mission). By 1951, the Loran beacon had become outdated. The federal Ministry of Transport took over the site and operated it as a weather station and radio communication facility.

In 1955, construction began for the Distant Early Warning System (DEW line) west of the current community location. At peak construction, about 200 Inuit were employed. The fact that construction was occurring further west helped shift the community centre to the opposite shore from the historic area. To all intents and purposes, the old town was just a memory. The oblates established their mission at the site of the old stone church but were never able to boast of a strong following. Even their efforts could not provide a "civic centre".

The influx of material, equipment and manpower for the construction of the DEW line system between 1955 and 1957 would have an enormous impact on people used to seeing occasional southerners. The days of nomadic subsistence survival which started each spring as the char ran Freshwater Creek were fast disappearing. The introduction of regular employment attracted many Inuit to work on the navigation beacon. As a result of this project, and the DEW line several years later, many native people gave up hunting and trapping as a way of life. A traditional lifestyle was threatened as more and more southern influences were introduced to the Inuit. The Inuit, in turn, became less nomadic and settled into the growing community.

Completion of DEW line construction meant that the stations were ready to be manned. Cambridge Bay became a major transportation and supply centre for all DEW line sites in the region. The site at Cambridge Bay was established as sector headquarters for 12 sites located at 85 kilometre intervals between King William Island and Bernard Harbour.

The old town was gone and the modern age had arrived at Cambridge Bay.

The exact location and extent of the old town site is difficult to pinpoint. Perhaps, if they exist, photographs from the period would help delineate its location and size. The main boundaries of the old town can be set by the stone church to the west, the access roadway to the south and the shoreline of the bay to the north. The eastern boundary is set at that point where the roadway and shoreline almost meet.

e) **Thule/Inuit Sites**

William Taylor has conducted archaeological investigations along the west shore of Freshwater Creek to the east of the historic area. The Northern Heritage Centre in Yellowknife has also conducted field surveys in this vicinity. The evidence supports the belief that the area near Freshwater Creek was used for extensive periods of time, perhaps hundreds of years, by ancestors of today's Inuit. Large summer gatherings occurred here well into historical times. The prehistoric Eskimos and, more recently, the Copper Eskimos obtained much Arctic char from the stream as well as seal, waterfowl and caribou from the immediate surroundings.

The prehistory of the Cambridge Bay area is inferred from archaeological investigations which have occurred in numerous locations on Banks and Victoria islands. Further investigation would very likely yield other archaeological sites near Cambridge Bay. It is recommended that before any physical development occur within the historic area, for example interpretive trail construction, further archaeological surveys be conducted.

It is believed that the first people to inhabit the Arctic islands of Canada migrated east from Asia sometime after the retreat of the last glacial period. The Paleo-Eskimo could have moved into the areas as early as 5,000 B.C., however very few Paleo-Eskimo sites have been found.

Three cultural groups are distinguished in the Canadian Arctic based on distinctive tools each group was known to employ. In the Central Arctic the pre-Dorset culture occupied the area from about 1500 B.C. to 900 B.C. These people lived in skin tents and houses with sod or snow walls. They survived by hunting land and coastal marine animals.

Between 1000 B.C. and 1000 A.D., technological changes appeared which gave rise to a cultural group known as the Dorset. This group is characterized by the use of subterranean winter houses, rectangular soapstone lamps, sled-shoes and snow-knives. Dorset people subsisted on caribou, small sea mammals, fish and birds. This cultural group was likely the first group to exploit the riches of the Cambridge Bay area.

The next stage is the Thule culture. It is from this group that the traditional Arctic Eskimo emerged. This cultural group wintered in semi-subterranean houses which had an entrance tunnel and cold air trap. The people depended more heavily on caribou, and seal and fish than the Dorset. It is believed that a climatic warming which occurred in the northern hemisphere about 1000 A.D. may have coincided with the emergence of this culture in Alaska. It then migrated eastward through the Canadian Arctic replacing the Dorset culture.

It is believed that the Copper Eskimo culture developed from a part of the Thule culture which adapted to the specific environmental conditions of the Central Arctic. The use of local wood supplies, soapstone and copper were partly responsible for this adaptation. Subsistence on seals, caribou and fish rather than large sea mammals obtained by open water hunting also brought about this variation. The Copper Eskimo were present in the area during the 1800's. Captain Richard Collinson met over 200 people at Cambridge Bay in 1852. A population of 700 to 800 individuals was estimated for the Central Arctic as late as 1914.

Further archaeological excavation may provide more details which will help fill in the postulated history of the prehistoric ancestors who lived in this area.

Interpretation of the Thule/Inuit sites, initially at least, should focus on telling the prehistory of the area without identifying existing sites of summer occupation or use. In this way visitors to the area or even local residents won't be tempted to disturb existing sites.

The Northern Heritage Centre or National Museum of Civilization may be willing to provide copies of artifacts found in area archaeological sites for display. More likely, copies would be obtained from the National Museum, since the N.H.C. rarely does artifact copies. Staff from the Centre could be very helpful in providing a better understanding of the prehistoric peoples of the area.

Cultural change in the area from Paleo-Eskimo to Copper Eskimo was very slow, taking roughly 7,000 years. The transition from a subsistence existence (relying on seal, caribou and fish and living on the land) to the present day for Cambridge Bay Inuit, occurred in less than 200 years. That point is worth stressing through interpretation to visitors who are seeing the Central Arctic for the first time.

5.5 Cost Estimates

The following cost estimate identifies, on a project basis, the unit quantities and costs for the various facility components.

a) **Old Stone Church**

<u>Phase I</u>		
Restore Stone wall		78,300.00
<u>Phase II</u>		
a)	replace 13 windows and 2 doors	12,400.00
b)	provide new interior wall finishing	10,300.00
c)	exhibits/displays	20,000.00
Subtotal		121,000.00

The restoration work outlined for Phase I would require about five weeks of summer weather. Installation of doors and windows could be done while Phase I work is in progress.

b) **The Baymaud**

i)	floating dock for shoreline access to wreak, lump sum	15,000.00
ii)	interpretive sign with photo explaining history	1,200.00
Subtotal		16,200.00

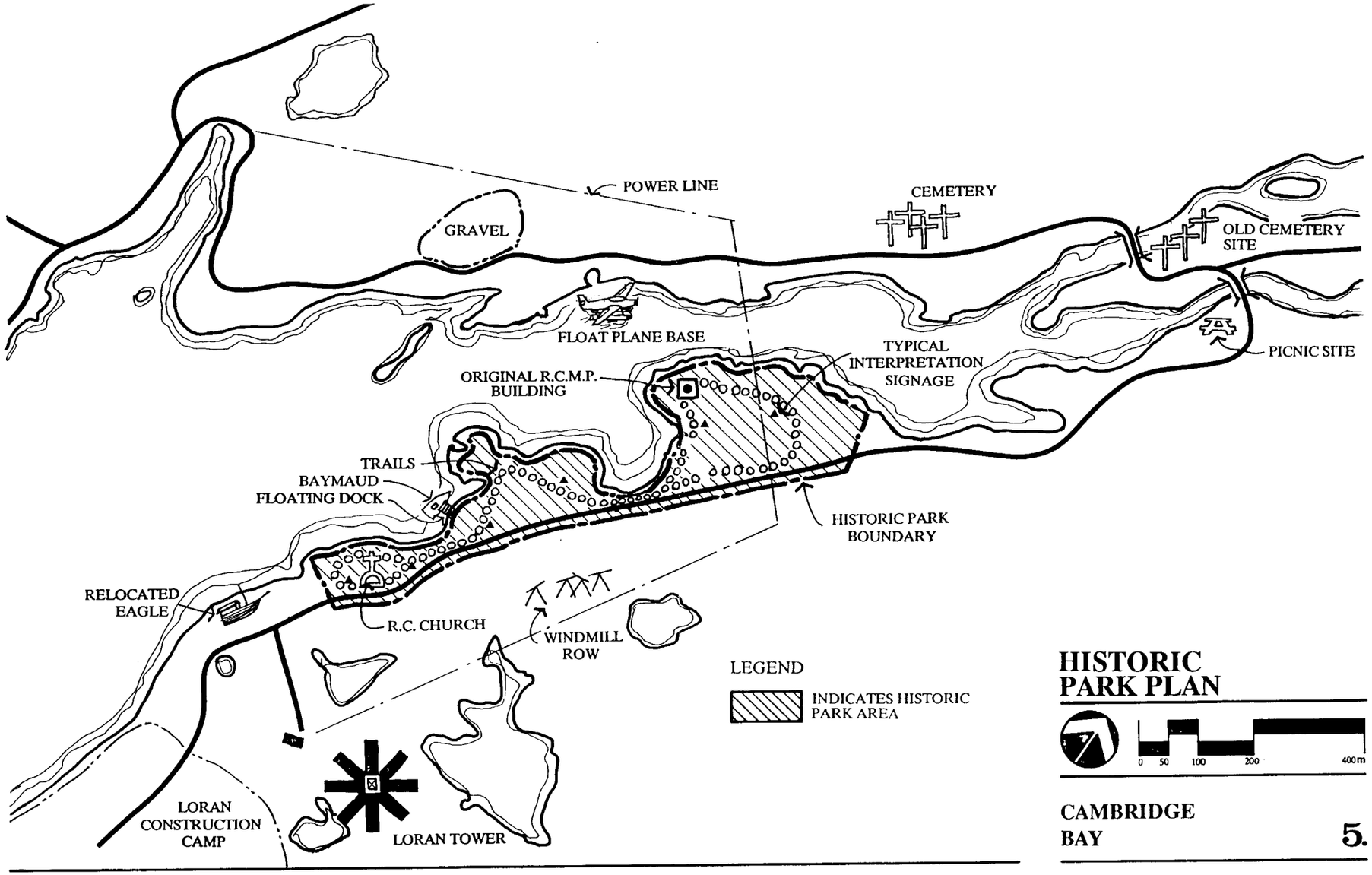
c) **The Eagle**

i)	relocation cost including concrete foundation, lump sum	8,000.00
ii)	minor restoration of boat (siding, painting, railings, etc) lump sum	2,000.00
iii)	interpretive sign with photo explaining history	1,200.00
Subtotal		11,200.00

d) **Old Town Site**

i)	circulation trail 250 m at $12/m	3,000.00
ii)	trail grade change/steps at two places along trail 24 m at $50/m	1,200.00
iii)	interpretive signage - old town site - Aklavik - Thule site - Arctic char 4 signs at $1,200 each	4,800.00
Subtotal		9,000.00

Grand Subtotal	157,400.00
15% planning/design	23,610.00
10% contingency	15,740.00
Total	196,960.00

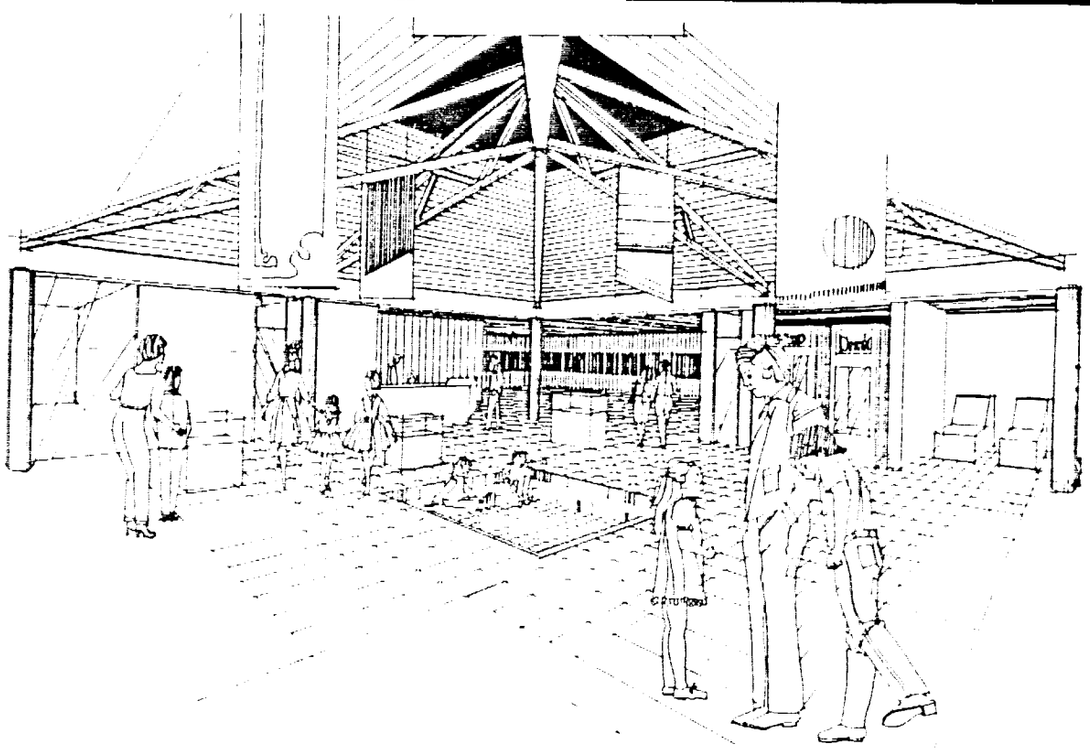


HISTORIC PARK PLAN

0 50 100 200 400m

CAMBRIDGE BAY

5.



DEVELOPMENT PACKAGE: **VISITOR CENTRE**

Cambridge Bay

6.0 DEVELOPMENT PACKAGE: VISITOR CENTRE

6.1 Project Identification

.1 Name:

Kitikmeot Regional Visitor Centre
(as identified in feasibility study)

.2 Location:

Cambridge Bay Kitikmeot Region N.W.T.

.3 Client:

Department of Economic Development and Tourism, Kitikmeot Region

.4 User Groups:
- business visitors
- vacation/holiday visitors
- stop-over visitors
- local residents
- school groups
- Arctic Coast Tourist Association
- Arctic College (Tourism And Hospitality Training)
- local Library Board

.5 Project Personnel:

Joe Ohokannoak
Regional Tourism Officer
Department of Economic
Development & Tourism
Kitikmeot Region

.6 Functions of Facility:

Cambridge Bay is the gateway to the Kitikmeot. The purpose of a regional orientation centre is to encourage tourism in the Kitikmeot by making visitors to Cambridge Bay aware of the region's natural and cultural history. The presentation should stimulate visitors' interest and make them receptive to retail promotions which they will be exposed to elsewhere in the Visitor Centre, community and region. The centre will also act as the orientation for Cambridge Bay.

The building will house the offices of the Arctic Coast Tourist Association. A subordinate purpose is to enhance the awareness of residents of tourism and its importance to the economy.

This common facility will also house a new expanded regional library providing much needed space for storage and increased community presence.

.7 Trends affecting expansion:

The present program for development has been based on a shared (visitor centre and library) community centre. Given this community focus both in program form and actual siting within the Hamlet, it is possible that the facility may be expanded to include other culture related uses such as museum or theatre. It should also be recognized that as tourism increases in Cambridge Bay, expansion to the visitor centre may be required. A 25 - 30 year lifetime, has been estimated for the facility.

.8 Scope of Project:

The estimated gross floor area is 385.54 m^2. A site size of 1000 to 1500 m^2 is recommended of which approximately 400 to 600 m^2 is allocated for outdoor display purposes.

.9 Target Date:

A four year project schedule is suggested with the first year for program development, second year for design and tender, the third year for actual construction and the fourth for construction completion and owner's occupancy. Given this schedule and a start-up in 1988, occupancy could be excepted by fall 1990 with funding approval.

6.2 History

.1 Problem/Justification:

This project was identified in the Arctic Coast Destination Zone Tourism Development and Marketing Strategy of 1985. As the entry point to the eastern corridor, Cambridge Bay was identified for an information centre. Although an existing tourist information centre/office for the Arctic Coast Tourist Association exists in the community, it is not adequate in terms of space, operating costs and aesthetics.

In addition, there is need for an expanded library facility to replace the present cramped quarters which do not allow for proper storage, display or reading space.

A new building would provide for joint-use of two important community facilities on a centrally located site.

.2 Sequence of Events:

As noted previously, the concept of a regional visitor centre was first identified in 1985 in the Arctic Coast Destination Zone Tourism Development and Marketing Strategy. Further to this study, a decision was made in 1987 to undertake a Tourism and Parks Plan for Cambridge Bay. Part of this study involved a more detailed examination of the visitor centre as one of three major tourism development packages. The other two packages included Territorial Park developments at Mount Pelly and an Historic Park at the old town site.

In December 1987, EDA Collaborative Inc. was retained to complete the Tourism and Parks study. In January 1988, Mr. Ted Muller and Mr. Dave Lapp visited the community to collect information and discuss concerns with government and community representatives.

On February 10, 1988, a "Summary Brief" was submitted to Joe Ohokannoak, Regional Tourism Officer. This working paper outlined the various issues, options and management methods of the three main development packages. Comments and direction on this working paper, were received and incorporated into the final study draft.

The final draft was sent to the client on March 17, 1988, and a presentation of the study recommendations made to the Hamlet Council and Economic Development and Tourism on March 21, 1988.

.3 Community/Regional Priorities:

A new visitor information centre is one of three major tourism related projects identified for Cambridge Bay. If developed in conjunction with a new regional library, this centre will provide an important cultural focus for the community. It will also provide the office base for a proposed community host. This person would provide basic tourist information services and also host tours of Mount Pelly, the Historic Park, and community attractions. Although the Mount Pelly and Historic Park projects can proceed without an improved visitor centre, their viability and tourist impact are greatly reduced without a facility where tourists can first become aware about them and other community and regional attractions.

As the gateway and administration centre for the Arctic Coast, Cambridge Bay plays an important role in the regional tourism strategy. A visitor centre, located here, could provide visitor-directed information and services on all the Arctic Coast communities.

.4 User/Client Perceptions/Attitudes:

During the study process, the following major perceptions were identified:

a) Although the Arctic Coast Tourist Association (A.C.T.A.) presently provides tourist information and services in the community, the office lacks visibility and adequate space. Demand for tourist services has increased and with it increased pressure on the A.C.T.A. to handle both community and regional tourist services.
b) There is a need to define more tourist opportunities in the community.
c) The visitor centre should be located in a central community location and not at the airport.
d) A new tourist centre should be combined with an expanded community library which is overcrowded and looking for a new facility.

e) A visitor centre should operate year-round providing services to both tourist traffic and community residents.
f) Consideration should be given to future expansion potential for other cultural facilities such as a museum or theatre.
g) The centre could provide interpretation services for community school groups.
h) Exterior display/interpretive features should be considered in conjunction with the visitor centre site.
i) Existing facilities should be evaluated for visitor centre functions. The desire to make better use of existing community facilities was considered important.
j) The visitor centre should link to other visitor services at the airport and Co-op hotel.
k) A new visitor centre should stress a diversity of functions while allowing flexibility to accommodate future, unforeseen, changes in use.
l) Suggested visitor centre functions included:
- reception/seating area
- A.C.T.A. office space
- community host office space
- storage space
- exhibit/display space
- washrooms
- library space
- meeting space
- librarian office space
- mechanical room
- space for community elders to meet
- space for craft workshop

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

.5 Alternative Solutions:

Two development alternatives to a new visitor centre structure were examined during the study process. Their program and evaluation included:

a) Existing Facilities Expansion

- this option would see the expansion of the existing A.C.T.A. office as a link to a renovated library building to the east
- the present A.C.T.A. office space would be upgraded and expanded to offer more space
- the existing library building would be renovated to its original condition (R.C.M.P. bldg) and used as an interpretive centre focussing on Cambridge Bay

- the renovated library might also offer visitors and locals a light lunch menu (tea, bannock, char)
- an exterior display (caribou tent, etc.) would also be developed
- initial cost estimate: $600,000

Problems with this option centered primarily on the suitability of the existing buildings to sustain renovation and expansion. Both the existing A.C.T.A. office and library are old buildings moved from the original town site across the Bay. As such D.P.W.H. considered their expansion to be structurally unsuitable.

b) Dispersed Facilities Expansion
- in this option no single visitor centre is developed but rather a dispersed facility with improvements at the airport, A.C.T.A. office and in conjunction with the proposed Co-op hotel expansion
- development at the airport would include a large arrival display inside the terminal showing a map of Cambridge Bay and surrounding area together with a legend of attractions, names and phone numbers
- outside the terminal building: large cairn with latitude and longitude and community name would serve as an entry feature
- development at the existing A.C.T.A. office would include better identification signage and an interior display
- development at the hotel would include office space for a "community host", display space for exhibits and an information counter where visitors could collect brochures and book tours or outfitters for the entire region
- initial cost estimate: $300,000

The concept of dispersed facilities in the community was generally supported and felt to be important enough to include in one form or another with a new visitor centre structure. Development at the hotel would comprise both the proposed hotel expansion as well as the visitor services facility. This option does not address the library expansion pressure.

.6 Site(s) Available:

The proposed site for a new visitor centre is located north of the existing A.C.T.A. office building in the central community core. This site is adjacent to the main access road from the airport and within easy walking distance from the hotel, Co-op, Hamlet offices and other community service facilities. The attached location plan (figure 6) indicates this proposed site.

Two alternative sites were also considered including the existing A.C.T.A. building site and a second site located close to the waterfront. Construction on the A.C.T.A. site would force demolition of two existing structures: the A.C.T.A. office and existing library and the temporary relocation of their services until the new centre

was constructed. Although the new centre would eventually replace these structures, it is felt that their relocation after the new centre was constructed would be less disruptive and free the A.C.T.A. site for future commercial land use.

The waterfront site, although providing a more aesthetic setting for a new centre, does not relate well to the community core. It is located at the opposite end of the airport entry road and presents a more difficult, sloping site to build on.

An evaluation matrix used during the preliminary study stages is provided for comparison purposes of the development options (see Appendix).

.7 Similar Existing Works

Similar projects have been initiated in three other arctic communities; Pangnirtung, Rankin Inlet and Iqaluit. All three serve as regional visitor centres, although with different supporting facilities.

The centre in Pangnirtung is nearly complete with owner occupancy in the spring of 1988. In addition to visitor reception services, the centre provides meeting space for community elders and space for a community museum. Total building size is 258 square metres with a construction cost of $649,000.00. Display costs, consultant fees and furnishings increase the total visitor centre budget to over $850,000.00.

The remaining two projects have not been constructed as yet. Both proposed a single function facility oriented primarily as a visitor centre. Common space characteristics included lobby space, display/exhibit space, theatre/audio-visual space and associated washrooms/mechanical rooms. The estimated space requirements for Rankin Inlet are 367 square metres and 295 square metres for Iqaluit. Both centres estimated a capital construction cost in excess of one million dollars. It should be noted that the Iqaluit centre program was recently revised to include a regional library as a joint user. This multi-use aspect, of a new facility development, is a desirable method to reduce capital and operating costs of G.N.W.T. facilities.

6.3 Financial Aspects

.1 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)	963,850.00
Library furnishings/shelving (15%)	66,000.00
Visitor centre furnishing (10%)	30,000.00
Exhibits/Displays/Signage	100,000.00
Total	1,308,912.00

.2 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, site survey)
- 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 exhibit
- close tenders and award contract for winter 1989-90 exhibit construction and 1990 building construction
- site preparation, foundation piles
- estimated funding: $174,062.00

1990 - commence construction of building
- estimated funding: $990,625.00

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

.3 Special Conditions/Cost Implications:

The visitor centre program proposes a joint-use facility with a new regional library, an important component of the project. This shared use should also translate into a shared funding program. A joint-use and funding agreement will need to be approved and incorporated into the five year plan for both Economic Development and Tourism and Culture and Communications.

Other alternative funding sources may include the Economic Development Agreement (EDA), Tourism sub-agreement, product and facility development program, tourism and business public infrastructure development, Tourism related public infrastructure program. This program will fund establishment or upgrading of projects to 80% of their cost.

.4 Operations and Maintenance estimate:

The following estimated costs have been based on a joint-use facility combining a visitor centre and library

- permanent staff 1 library, 1 visitor centre	90,000.00
- seasonal staff	25,500.00
- administrative services	5,250.00
- exhibit/audio-visual equipment	8,500.00
- library acquisition	10,000.00
- facility maintenance	22,500.00
- grounds maintenance	2,250.00
- exterior display support (seasonal)	5,000.00
- utility costs	18,000.00
Subtotal	187,000.00
Miscellaneous (5%)	9,350.00
Total	196,350.00

6.4 Detailed Project Requirements

In order to calculate net square metre requirements of a new visitor centre, typical public space standards of between .93 m^2 and 1.86 m^2 per person were used. Group use for both library functions and peak visitor centre functions have been estimated at approximately 30 to 35 people at a time.

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

Common Areas

a) Function: Public Washrooms
Estimated area: 18.58 m^2 (200 ft^2)
Activities: for use by both staff and visitors

b) Function: Entry Vestibule
Estimated area: 4.65 m^2 (50 ft^2)
Activities: provide entry pocket with coat and boot storage

c) Function: Mechanical Room
Estimated area: 18.58 m^2 (200 ft^2)
Activities: common mechanical plant and electrical room for building

d) Function: Group Meeting Room
Estimated area: 46.45 m^2 (500 ft^2)
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 m^2 (300 ft^2)
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 m^2 (700 ft^2)
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 m^2 (300 ft^2)
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 m^2 (1000 ft^2)
Activities: collection space for 3500 to 5000 books including A.V. materials (20 year forecast)

b) Function: Reception/Charge-out
Estimated area: 27.87 m^2 (300 ft^2)
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 m^2 (200 ft^2)
Activities: reading/browsing area with periodical shelf and seating lounge

d) Function: Tutorial Meeting Room
Estimated area: 9.29 m^2 (100 ft^2)
Activities: meeting space for 6 to 8 people in a small group setting

e) Children's Service Area
Estimated area: 27.87 m^2 (300 ft^2)
Activities: open lounge area with stuffed furniture for children's use
- story telling, reading, resting

Total centre estimated areas

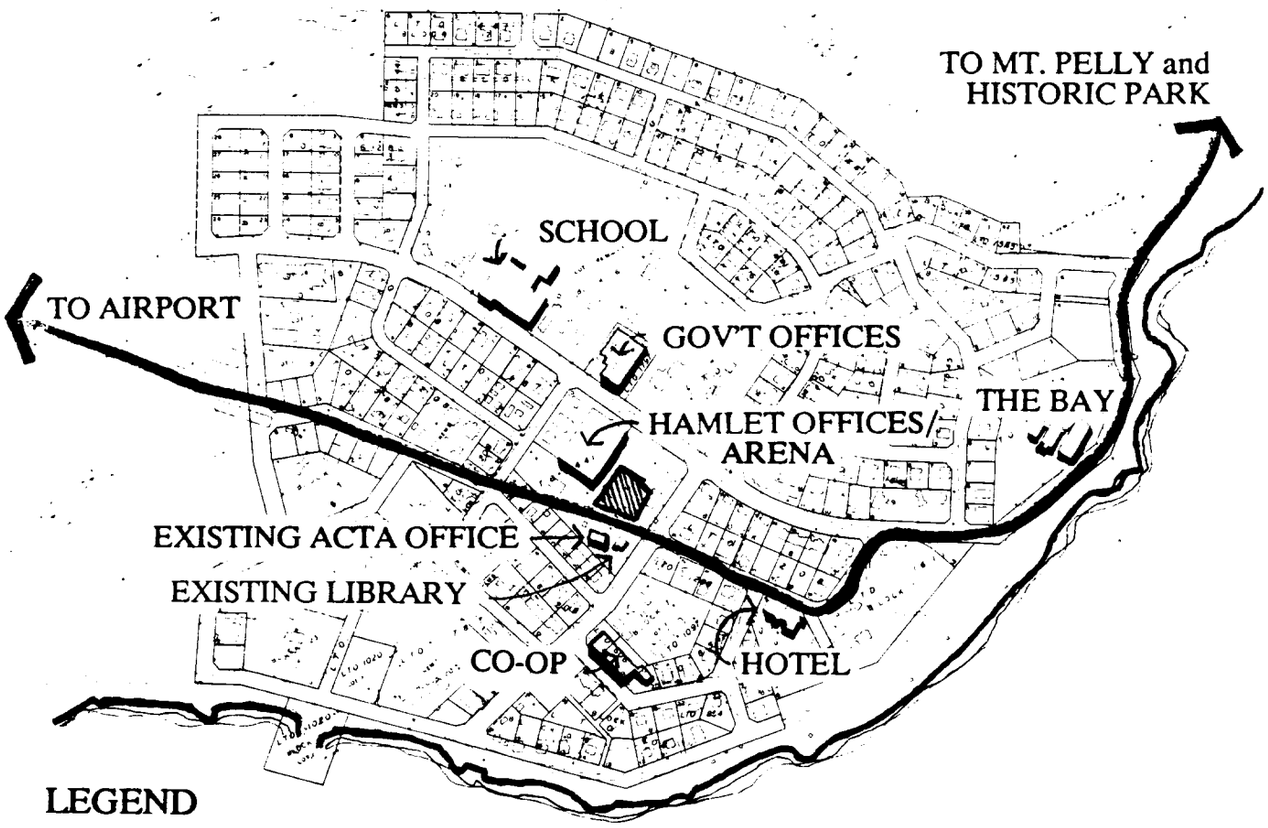
common area	88.26 m^2 (950 ft^2)
visitor centre	120.77 m^2 (1300 ft^2)
regional library	176.51 m^2 (1900 ft^2)
	385.54 m^2 (4150 ft^2)

.2 General Theming Requirements

As this building is to promote Tourism in the region and provide regional library space as well, some interpretive and information displays are needed. The building is not intended to be a community museum, although future expansion may consider this use. Overall, the centre should be focussed on regional versus community themes. The "Arctic Coast" theme implies a combination of land, ice, water based activities and Inuit culture. This theme should guide the design of the centre as opposed to the various destination area subthemes. The seven identified destination areas of the Arctic Coast should be highlighted in the centre through displays/exhibits that provide visitors with information on them. Perhaps a large map or model of the region could form the focus of the display.

The actual centre structure should be distinguished in the community and reflect the architectural context of its environmental historical influences and "Arctic Coast" imagery. The use of stone, metal and heavy timber reflect a traditional and marine influence to building material; a dominant roof form with deep metal ribs, the image of shelter and permanence; and a single accent colour - deep blue, the presence of ice as a dominate landscape feature. The building exhibits, displays, signage and furnishings should all combine in one strong theme identifying this facility as a unique Arctic Coast structure.

HAMLET OF CAMBRIDGE BAY



LEGEND

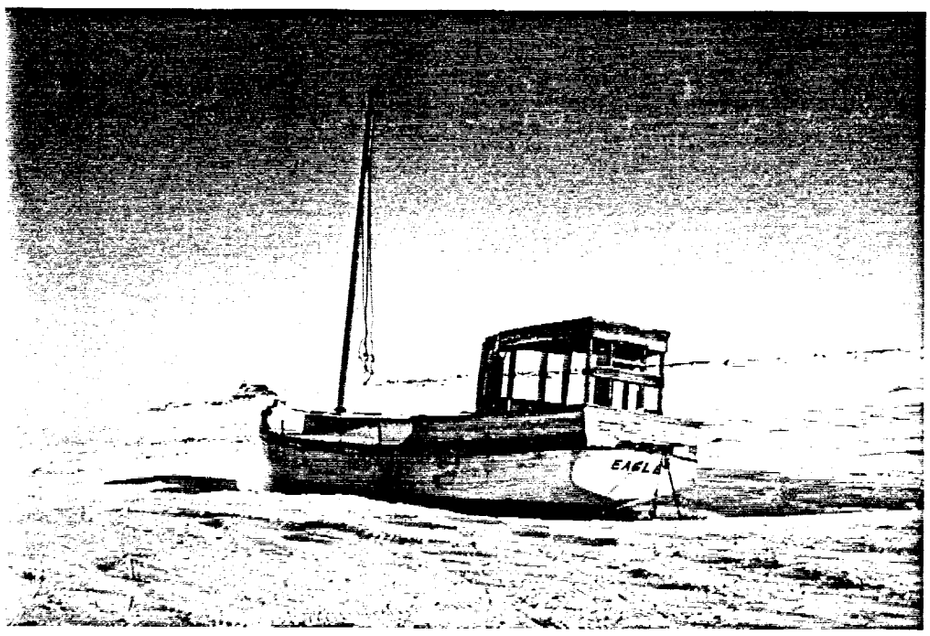
PROPOSED VISITOR CENTRE
REGIONAL LIBRARY SITE

VISITOR CENTRE SITE PLAN

0 100 200 400 700 m

CAMBRIDGE BAY

6.



IMPLEMENTATION

Cambridge Bay

7.0 IMPLEMENTATION

7.1 Action Plans

Each development opportunity can be implemented by carrying out a series of steps which follow a specific sequence. In all these cases implementation depends upon the successful completion of each step.

Mount Pelly

Prior to development of the day use area or campground, the area identified as suitable for a territorial park should be designated an Outdoor Recreation Park. This requires consent of the Legislative Assembly. Since the land which will be included in the park is already designated Commissioner's Land, (i.e. it is incorporated within the boundaries of the Hamlet of Cambridge Bay) there is no requirement for a transfer of land from the Federal Government to the Territorial Government (in this case Economic Development and Tourism). The Department of Municipal and Community Affairs should be informed of the establishment of the park as they can register the use of that particular parcel of land.

At this point capital funds, identified in the five year capital plan for park related work in the Kitikmeot Region can be accessed. Development of the day use area can be initiated. This could be started as early as summer of 1988, as long as local contractors are available, with the establishment of park signs and a walking trail to the top of Mt. Pelly.

Although a written description of the park area is sufficient for legal designation, it is recommended that a park boundary survey be conducted in future. Two reasons prompt this recommendation. First of all, for reasons of enforcement it is wise to know the specific boundaries of the park. Secondly, as a result of land claims, it is advisable to know the specific boundaries of a territorial park within municipal boundaries.

Historic Park

As in the case of Mount Pelly, before development of the components of the historic park occur, it should be designated as an historic park. In this instance the Minister of Economic Development and Tourism can designate the area as an historic park. Consent of the Hamlet Council should precede any designation. It is also advisable to inform the Prince of Wales Northern Heritage Centre of the intention to create such a park to obtain the cooperation of staff.

Again the designation of the area as a territorial park enables the use of funds from the five year capital plan. Initially, park signage, interpretive signs and trail development should occur to serve current visitors to the area. This would also link all the park components together. Text for signs and trail development could be carried out as soon as the archaeological survey is complete. As W. Taylor will be doing an archaeological survey at Ekalluk River this summer (1988), a survey of the historic park area could be done at the same time.

Church restoration, whichever restoration strategy is selected, can be scheduled later. Also, developing access to the Baymaud by dock may be carried out in later years. Collecting period photographs and objects from earlier times at Cambridge Bay can be an ongoing exercise. Initially, such material could be placed on exhibit at the Arctic Coast Tourist Association office or in the visitor information centre. If and when, the stone church is fully restored these exhibits could be moved there. The "Community Museums Advisor" would be involved at that stage to properly record the collection.

Visitor Information Centre

The completion of this study will provide Economic Development and Tourism with the information necessary to approach the Department of Public Works and Highways to initiate the development of this facility. It is recommended that Economic Development and Tourism and Library Division of Culture and Communications cooperate on this project as a joint venture. Therefore, the requirements of both agencies must be fully determined. It will also be necessary for both departments to commit the required funds to their five year capital plans to ensure project completion. If funds have not been targeted for such a project, a request for additional funding may have to be made to the Financial Management Board. Assuming approval is given for such funds, the succeeding steps can be carried out. Then both agencies can contact DPWH to initiate the development process.

At this stage, the Project Planning and Implementation Process, as identified by DPWH, begins. Both client agencies participate in the process, while DPWH oversees the exercise. Both client agencies also transfer funds from their capital budgets to see the project through to final completion, that is construction and warranty period.

This is usually a three or four year exercise involving design development and site investigation by a hired contractor the first year. Construction alone can occupy the next year or two, depending on the size of the project and location. Finishing work and occupancy of the completed facility would occur in the last year.

7.2 Future Studies

During the course of this project, several planning and design concerns were identified which require greater in-depth study. In particular, the implementation of the territorial park development packages requires a Management Plan and Community Host Training Manual. The Management Plan and the Training Manual are very closely related. The Management Plan essentially identifies the duties of the Community Host. The Training Manual would identify what areas of training are required and how that training should be carried out. An archaeological survey of the area within the historic park is also considered important.

Management Plan

A study is required to develop a management plan, particularly for the outdoor recreation park at Mount Pelly and the historic park. The plan

would establish four components: an interpretive program, marketing plan, maintenance schedule and visitor data collection.

The interpretive program would provide the story-lines for each of the development packages, particularly the two parks. In this way, the developments can be tied together and to the community theme. Visitors will be provided with information about the natural environment, wildlife, history, culture and existing community. As part of this exercise a self-guiding interpretive trail guide could be produced for the historic park.

The marketing plan would suggest where best to promote the attractions of Cambridge Bay, based on an assessment of the types of visitors who have travelled to the community and what they are seeking. It would also identify the most effective means of promotion. Future trends would also indicate what types of services and attractions should be developed in future.

A schedule for the day-to-day maintenance of the two parks would be devised. This would include regular requirements for clean-up, ensuring proper equipment is installed for visitor use and that the equipment is in good condition. The schedule would also identify duties related to preparing the parks for summer use at the beginning of the season and ensuring that they are properly closed in preparation for the non-tourist seasons.

As a part of an ongoing exercise to keep track of visitors who travel to Cambridge Bay, a means of surveying visitors would be devised. This would help provide statistics to determine the level of use of facilities. It would also assist in planning for future development or expansion.

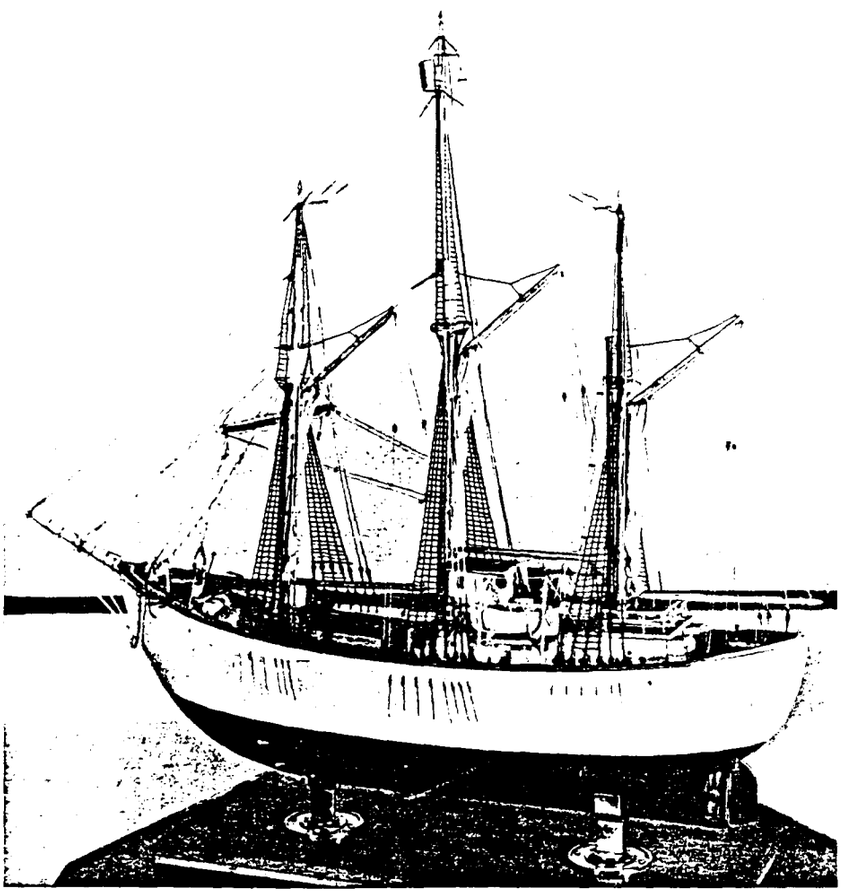
Community Host Training Manual

The Community Host is proposed as a summer employment position. This position would require an individual who is responsible for many duties ranging from welcoming "ambassador" to visitors arriving at the airport to delivering the interpretive program.

This study would identify the knowledge such a person would require to carry out the position. It would also describe the training measures best suited to impart that knowledge to such an individual.

Archaeological Survey

It was stressed in the discussion of the proposed historic park, that such a survey should be carried out before development occurred in the park. Due to the long period of use of the area (as attested to by the many archaeological sites found along Freshwater Creek) by ancestors of today's Inuit there is a very good possibility that other sites may exist. Any knowledge gained from such newly excavated sites would add substantially to the limited information now available. Therefore, arctic archaeologists should be engaged to ensure that such valuable information is gained before development unwittingly obliterates it.



Auxiliary Schooner *BAYMAUD*

This stout little ship was built for the famous explorer Roald Amundsen in 1917 at Christiania (Oslo), and named *Maud*. She was constructed specially for work in the Arctic, with a hull so shaped that, when squeezed in the ice, she would simply ride up on top of it instead of being crushed. She was 107 feet long, with a beam of 41 feet. Her sides were of solid oak timber twenty inches thick sheathed in three inches of ironwood, and her rudder and propeller could be hauled on deck in case of damage.

In 1918, Amundsen took her to the North Siberian Islands, from where he hoped to drift across the Pole. But the attempt failed, and the *Maud* finally arrived at Nome in 1920, having been the second vessel in history to negotiate the Northeast Passage. In 1922 Amundsen again took his ship into that region, and drifted in the ice for three years.

The *Maud* was then put up for sale in Seattle, and in 1926 she was bought by the Hudson's Bay Company and renamed *Baymaud*. That year she took supplies from Vancouver to the Western Arctic posts, and two years later was anchored as a floating warehouse and wireless station in Cambridge Bay.

This model was made by the ship's carpenter.

APPENDIX

CONTACTS

Joe Ohokannoak, Regional Tourism Officer, Economic Development and Tourism, G.N.W.T., Cambridge Bay
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Katie Hayhurst, Community Planner, Municipal and Community Affairs, G.N.W.T., Cambridge Bay.
Ikey Evalik, Secretary Manager, Hamlet of Cambridge Bay
Pat Thagaard, Manager, Arctic Coast Tourist Association, Cambridge Bay
Bill Lyall, President, Arctic Co-operatives Ltd., Cambridge Bay
George Angohiatok, Outfitter, Cambridge Bay.
Shawn Sutherland, Airport Manager, Transport Canada, Cambridge Bay

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Margaret Bertulli, Arctic Archaeologist, Northern Heritage Centre, Yellowknife
Richard Valpy, Archivist, Northern Heritage Centre, Yellowknife
Caroline Kobelco, Librarian, Northern Heritage Centre, Yellowknife

Scotty Gall, former master of "Aklavik" and Cambridge Bay resident, Victoria
Andrew Gouseart, Arctic Co-operatives Ltd., Winnipeg
Peter Scott, former Regional Superintendent, Economic Development and Tourism, G.N.W.T., Whitehorse
Cheryl Voitella, Northwest Territorial Airways, Yellowknife
Gary Plexman, First Air, Yellowknife

The Beaver Magazine, Winnipeg
Judith Hudson Beattie, Hudson Bay Company Archives, Winnipeg
R.C.M.P. Centennial Museum, Regina
R.C.M.P. Historian, Ottawa

Province of Alberta Archives and Library, Edmonton

Michael Morse, Regional Engineer, Public Works and Highways, Baffin Region, G.N.W.T.
Marion Pape, Chief, Public Library Services Culture and Communications, G.N.W.T.

VISITOR CENTRE EVALUATION MATRIX

Comparison matrix of the three development options

EVALUATION MATRIX

OPTION \ EVALUATION FACTOR		Ability to meet regional needs	Ability to meet local needs	Visibility	Accessibility	Availability	Zoning	Development cost	Ease of Construction	Lead Time	Use of existing Facilities	Flexibility for future expansion	Economic benefit to community from construction
Option One: New Building	Site 1	●	●	●	◓	◓	◓	O	◓	O	O	●	●
	Site 2	●	●	●	◓	◓	◓	O	◓	O	O	●	●
	Site 3	●	●	●	◓	O	O	O	◓	O	O	●	●
Option Two: Existing Facilities Expansion		◓	◓	◓	◓	◓	◓	◓	O	◓	●	O	◓
Option Three: Dispersed Facilities		◓	◓	O	●	◓	◓	●	●	●	◓	O	O

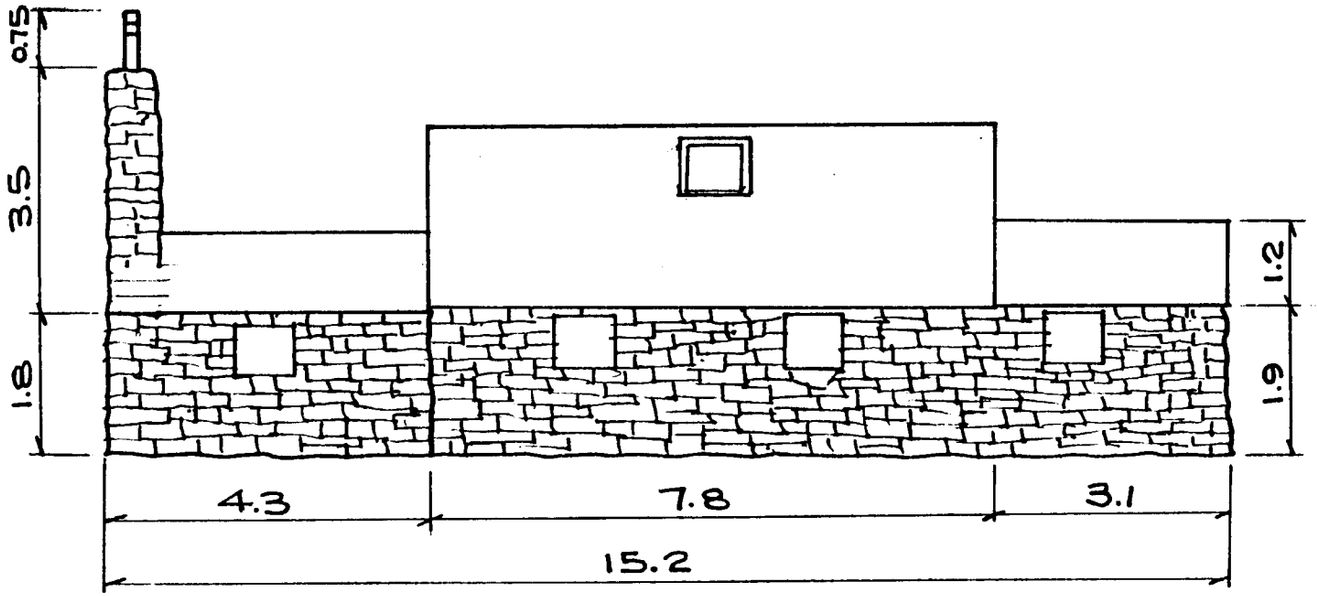
● Most Suitable

◓ Suitable

O Least Suitable

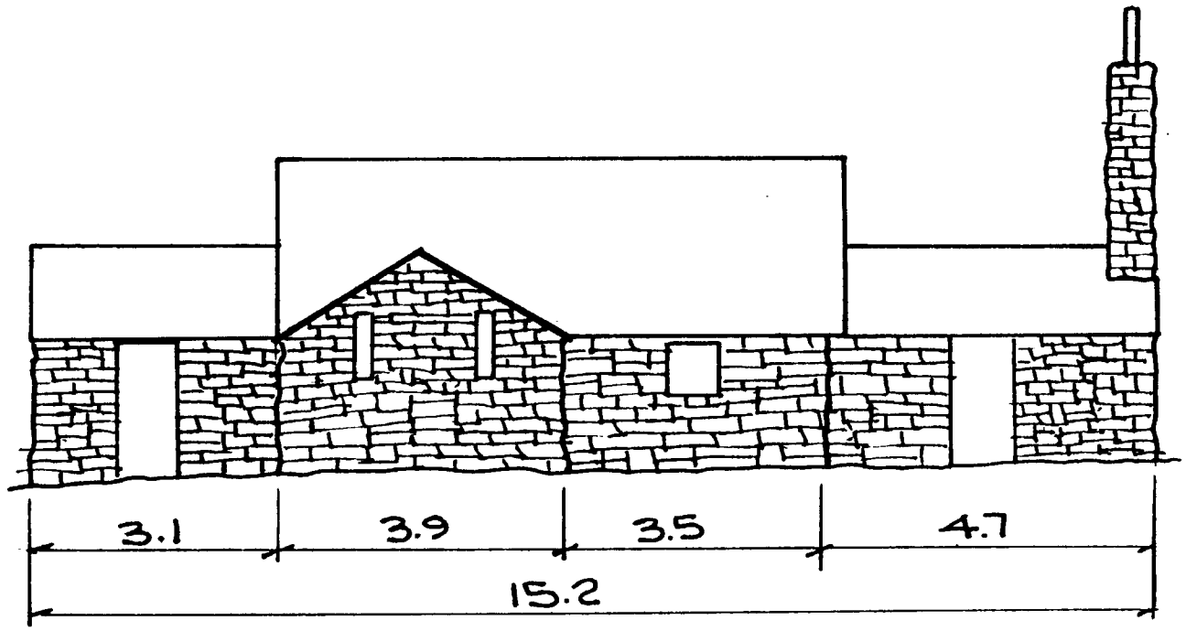
OLD STONE CHURCH

Drawings of west, east, north, south elevations, floor plan, and typical wall section as well as photographs of church (4 angles).



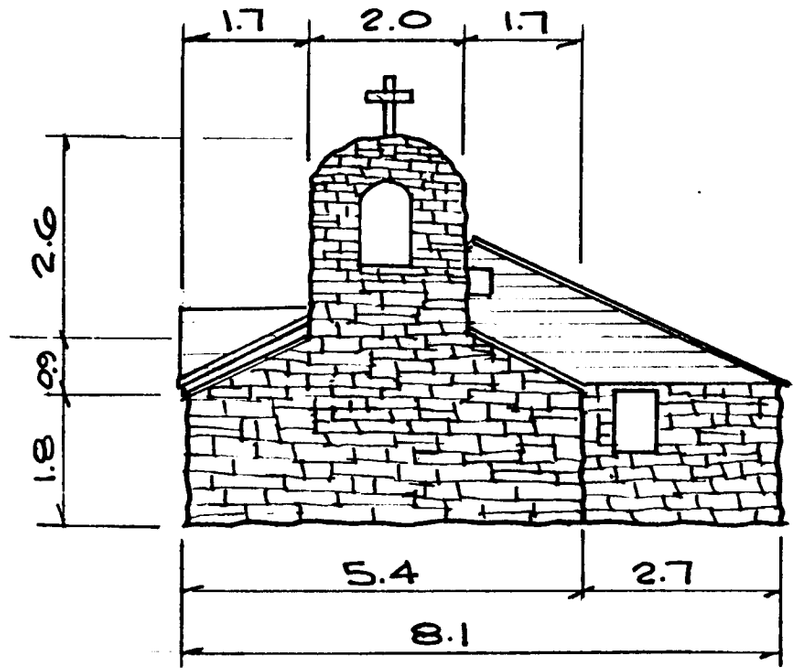
WEST ELEVATION

OLD STONE CHURCH
CAMBRIDGE BAY
SK #1 MAR. 88



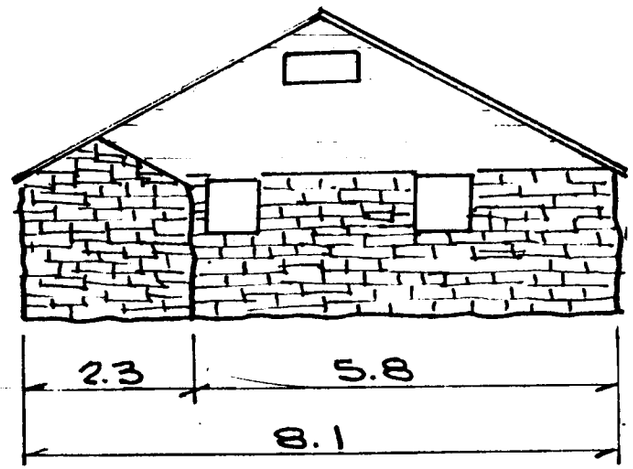
EAST ELEVATION

OLD STONE CHURCH
CAMBRIDGE BAY
SK #2 MAR, 88



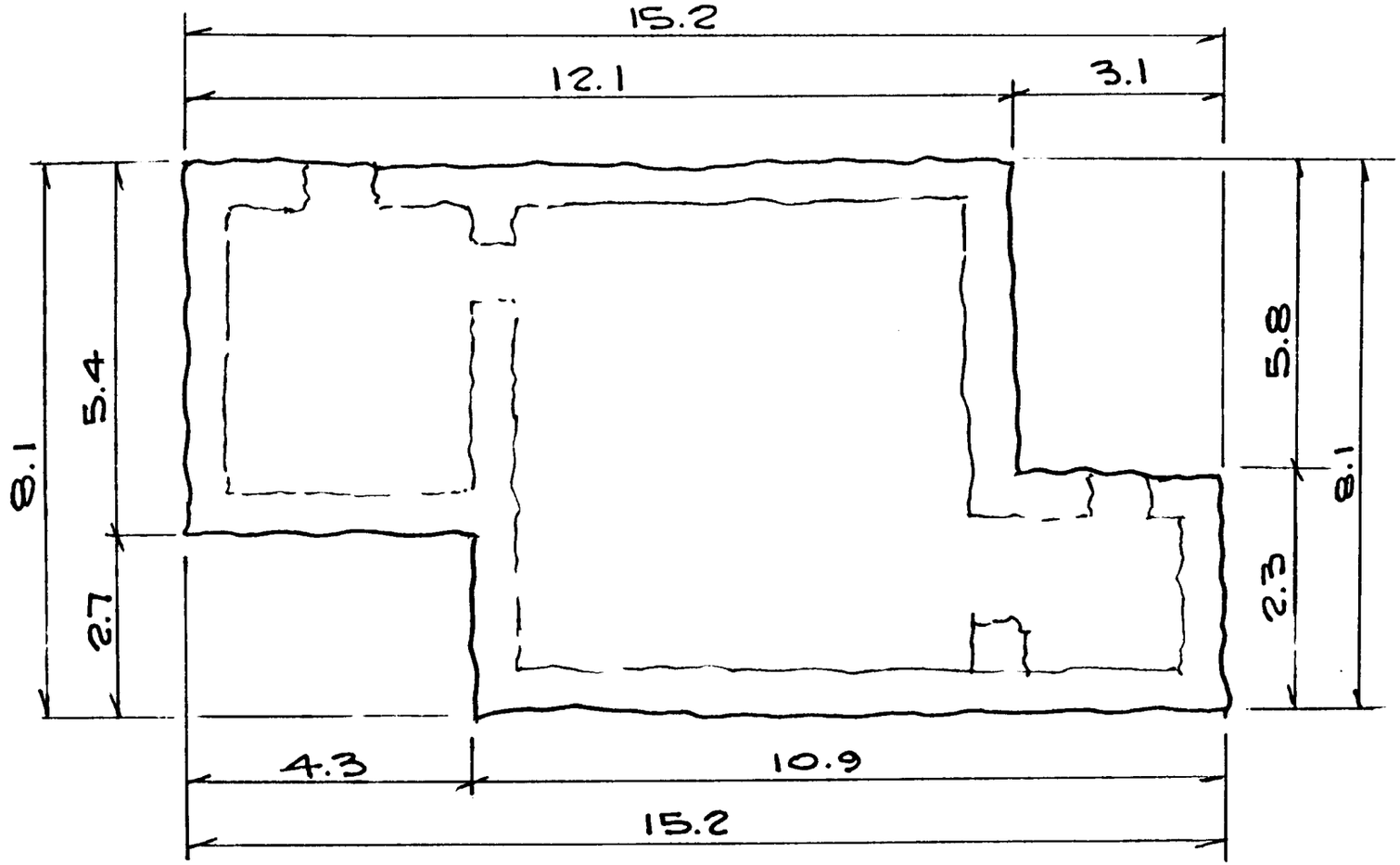
NORTH ELEVATION

OLD STONE CHURCH
CAMBRIDGE BAY
SK #3 MAR 88



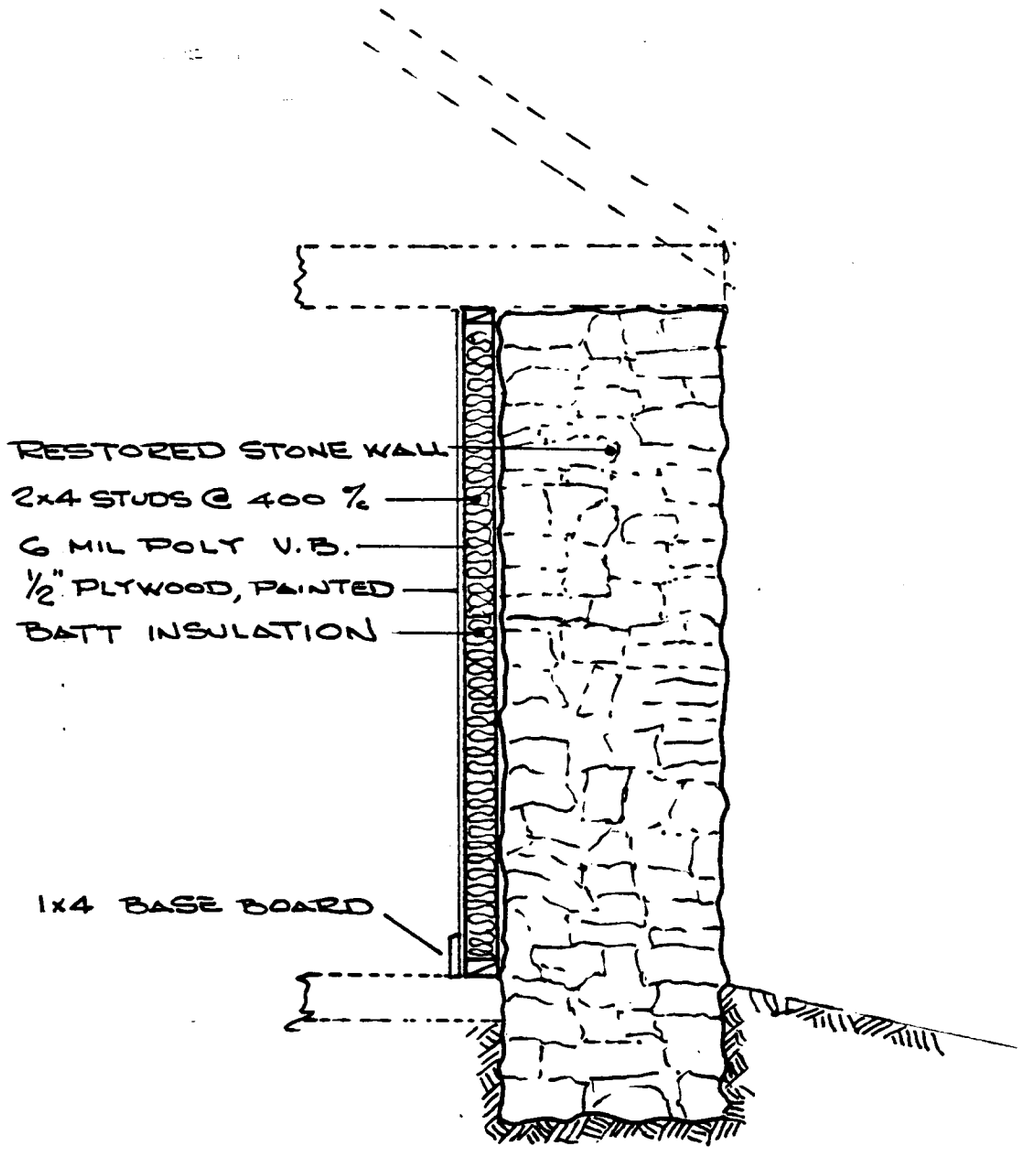
SOUTH ELEVATION

OLD STONE CHURCH
CAMBRIDGE BAY
SK# 4 MAR 88



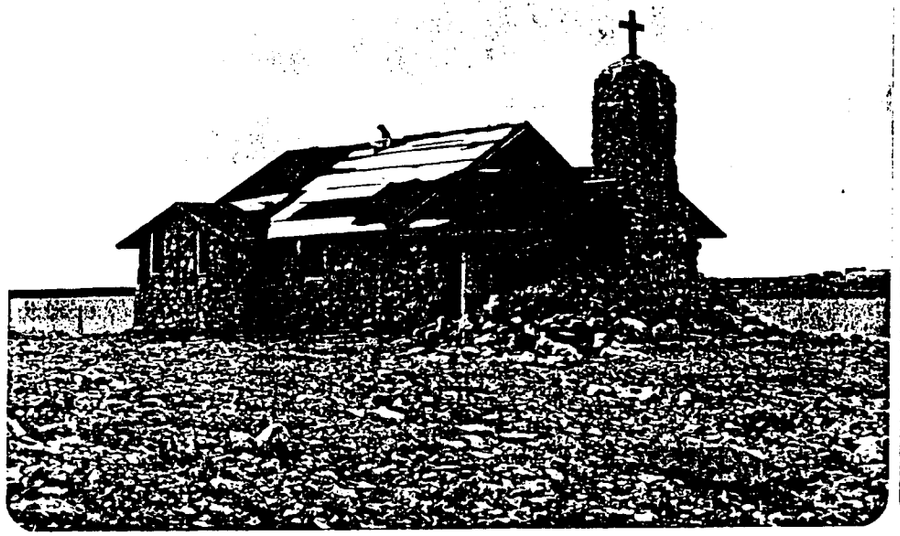
FLOOR PLAN

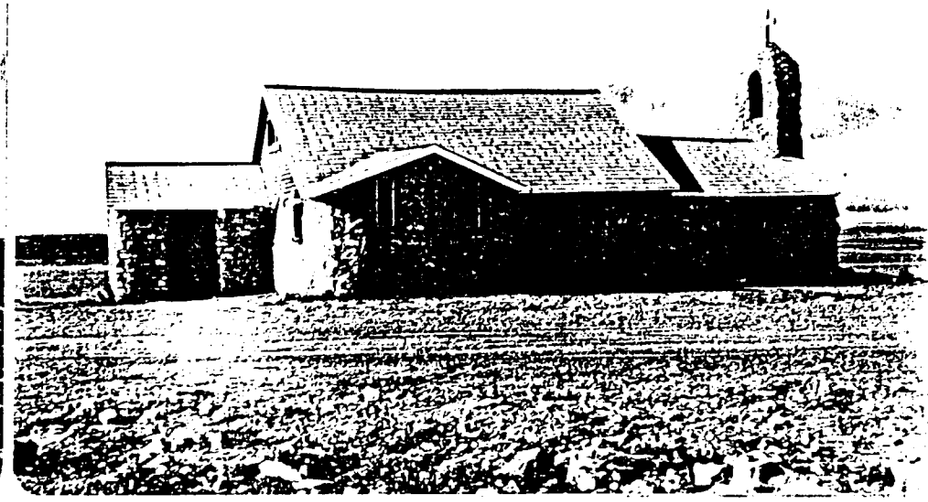
OLD STONE CHURCH
CAMBRIDGE BAY
SK # 5 MAR 88

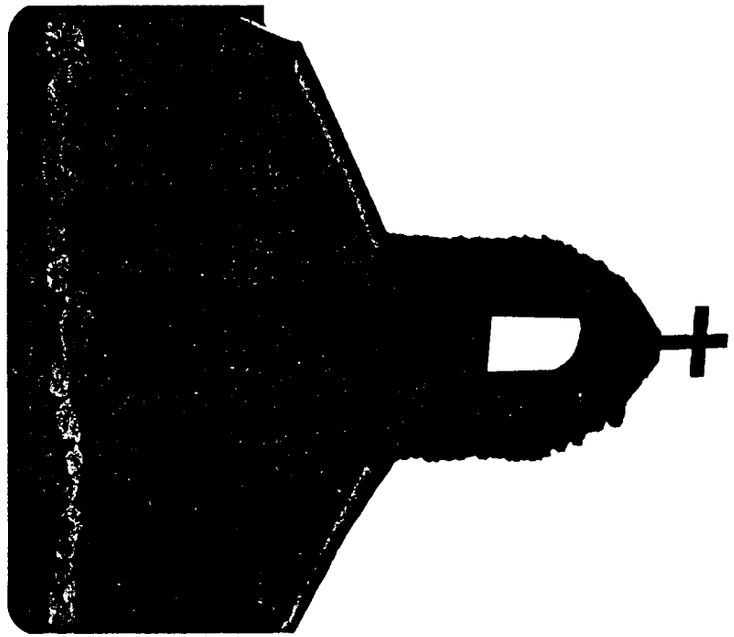


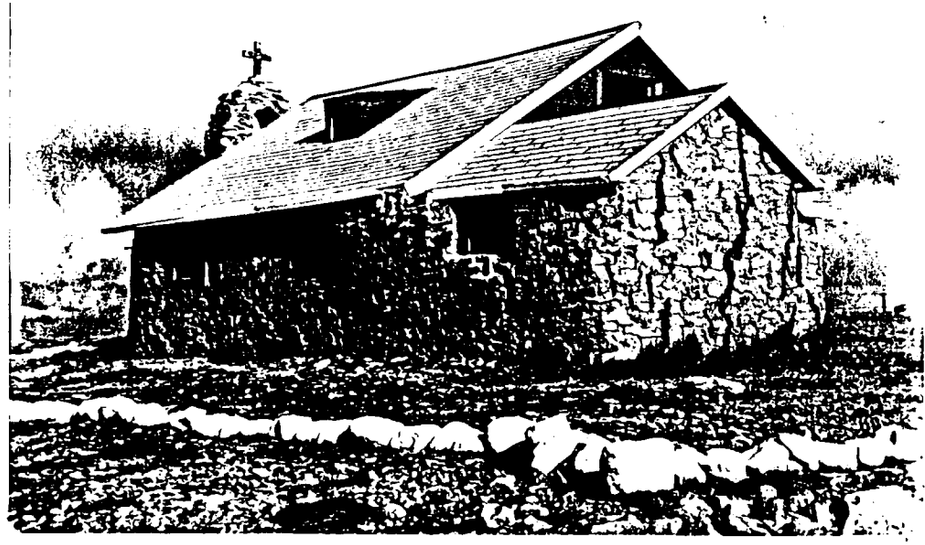
TYPICAL WALL SECTION

OLD STONE CHURCH
CAMBRIDGE BAY
SK # 6 MAR 88









SUMMARY BRIEF
TOURISM AND PARKS PLAN
CAMBRIDGE BAY

Submitted by

EDA Collaborative Inc.

February 10, 1988

TABLE OF CONTENTS

SECTION ONE

MARKET ANALYSIS

Summer Visitation and Expenditures

	N.W.T.		Arctic Coast	
	Visitors	Expenditures	Visitors	Expenditures
1982	43,800	$40 million	400	$440,000
1984	41,800	$46 million	400	$600,000
1986	52,000	$47.5 million	1159	$2.2 million

- total number of visitors to Arctic Coast in summer 1986 (non-N.W.T. residents) - 1159
- average expenditure per person - $1,800
- origin - Alberta, Yellowknife, U.S.A. each contributed 20%
- 67% travelling on business
- 21% travelling on vacation
- 12% visiting friends and relations
- 89% who travelled in groups did not travel with other family members
- 75% male, average age 39
- total visitation to Cambridge Bay - 764
- average length of stay in Cambridge Bay - 11 nights
- activities most frequently participated in while in Cambridge Bay:
    - business (59%)
    - fishing or hunting (38%)
    - touring or sightseeing (26%)
    - visiting or socializing with locals (23%)
    - hiking or walking (10%)
    - camping (5%)
- hotels in Arctic Coast were 66.5% full for year in 1986
- Ikaluktutiak Hotel at full annual capacity - 14,600 guests
    - at 66.5% occupancy would accommodate 9,700
- in 1987 about 200 visitors registered at Economic Development or Arctic Coast office
- if visitation grows by 2% per year for Arctic Coast and Cambridge Bay, by 1992 Arctic Coast would have 1,300 and Cambridge Bay would have 850 non-N.W.T. resident summer visitors
- Trends:
    - baby boomers are main visitors
    - tourists expecting cultural/educational experiences
    - visitors want specialty travel products
        - dogsled trips
        - views of natural environment
        - learn of Inuit culture
    - population is aging so outdoor/adventure market will decline
    - more Canadians travelling in Canada
    - deregulation of airlines may lessen travel costs
    - more awareness of North due to more news coverage

SECTION TWO

DEVELOPMENT PACKAGE: MT. PELLY

TERMS OF REFERENCE

"The consultant should choose an appropriate location for a campground near Mount Pelly. The campground will service day visitors to Mount Pelly (on tours and local visitors) as well as overnight campers."

- need for legal designation
- name of campground

ISSUES/DISCUSSION

- Mt. Pelly dominant visual, landscape feature in area.
- located approximately 15 km from townsite
- access via road with at least one major water crossing (bridge)
- Mt. Pelly within municipal boundary - Hamlet jurisdiction
- Mt. Pelly affords excellent views of surrounding landscape and wildlife
- Mt. Pelly rises approximately 550 feet above surrounding landscape
- Renewable Resources have identified the south eastern slopes as an important falcon nesting area
- a partially constructed lodge (plywood shell) and wooden cabin pads are situated on the east side of the mountain close to the adjoining lake shoreline.
- two cabins (trailers) are located north of the mountain between the road and east lake
- the mountain top is accessible by foot or on ATV from both the east and west slopes
- the site visit was limited to the north half of the mountain
- little or no protection is afforded the user from strong prevailing winds (N.W.)
- visitors wishing to visit the area would spend a minimum of a half day on any excursion or day trip
- Mount Pelly is either an esker or moraine produced during last glaciation 10,000 to 12,000 years ago
- at one time it was submerged, along with surrounding land, below sea level, as land rose once pressure of ice sheet left Mt. Pelly rose as well, beach lines and marine deposits occur on feature
- some form of marker is present on top of Mt. Pelly
- two other features occur in area: Lady Pelly and Boy Pelly

PROPOSED PROGRAM

- develop both a separate day use area and separate campground (refer to attached map)

Day Use

- locate enlarged roadway turn around/parking area for use by local taxi on the east approach
- provide outhouse (initially honey bucket, could progress to pump-out later on)
- picnic table could also be provided
- place low level trail head sign which informs users of trail length, viewpoint at mountain top and need to pack-out garbage
- delineate a trail to the top with low stone markers (possibly epoxy to fix in place) (such as inukshuks)
- construct a protected viewing platform, trail terminus where user can sit and view landscape
- may incorporate viewing scopes provided while visitors present but safely stored when no visitors at site
- viewing platform to be located off the crest of the mountain, on the east side

Campground

- locate campground on east side of mountain at existing lodge site
- reuse existing cabin pads (3) for tent pads complete with tie down loops and chains
- reuse and renovate existing lodge for a campground shelter and food preparation area
- incorporate garbage containers with lodge, away from exposed site - picnic tables
- construct access road to campsite from existing Mt. Pelly road
- provide one outhouse (honey bucket initially, pump-out once road from town can handle regular sewage truck traffic)

General

- restrict access and development on south/east slopes in order to avoid meeting conflict
- designate the Mt. Pelly area as an Outdoor Recreation Park to take advantage of Territorial funding opportunities
- designate a Park boundary that includes the entire mountain area and adjacent northern and eastern shorelines
- exclude the existing cabins/trailers to the north of the mountain from within the park boundary
- construct a new bridge over the Greiner Lake inflow channel allowing a future road access north to Ferguson Lake

OPTIONS

- no options to development have been considered but rather a phased approach in which the day use area components are developed first and the campsite developed at a later date
- options for a name include:
  1. Mt. Pelly Territorial Park
  2. an inuit name for the mountain
  3. other

DECISION

- a review and approval of the proposed program is requested including day use components, campsite components, Territorial Park designation and boundary delineation
- a name selection based on one of the three options

SECTION THREE

DEVELOPMENT PACKAGE: HISTORIC AREA

TERMS OF REFERENCE

"The area to be considered includes the boat, the "Eagle", the old Roman Catholic stone church, the "Bay Maud", and the old town site. There are some Thule/Inuit sites within this area."

Approach
Although components of the historic area have been explained on an individual basis (e.g. stone church, old town site, etc.) we would propose an integrated development strategy, which phases development over a period of years. We have termed this "a phased development strategy."

ISSUES/DISCUSSION

Stone Church
- built by Oblate fathers Lemer, Steinman and Menez
- started June 1953, inaugurated September 1954
  - two year effort
  - story has it that stone for church was brought from Pelly Bay, by boat (used as ballast)
  - walls are two and a half feet thick, sealed with mixture of seal oil and sand
  - wood for window frames and interior scrounged from packing cases which carried radar equipment for LORAN tower
- at that time about 300 Inuit in community, but mission started with only 9 Catholics - even by 1960 only 20 Catholics
- restoration was carried out on church in 1984 at cost of $40,000
- visual landmark on opposite shore to townsite
- only remaining building from original, old townsite
- unique structure given central arctic location
- bell missing from church
- church site provides excellent vantage point of townsite, airport, Mt. Pelly, Bay Maud, windmills and LORAN tower
- vandalism of church a problem
- church site removed from townsite, hard to reach without vehicle
- church has "historical" status with Prince of Wales Centre

PROPOSED PROGRAM

Interpretation

- options include - plaque on side of church giving brief history
  - brief historical sketch detailing history of Oblate fathers in Cambridge Bay incorporating church's history in it, mention publication of 'Nuna'.

Restoration Development Options/Phases

- three phases to development (refer to attached "Structural Investigation")
- although a phased development strategy is proposed for the church, the phases could be viewed as options and development limited to the extent described within each of the phases detailed below

Minimum restoration, Phase One

- stabilize stonework
- remove all windows, doors, and interior wall siding
- possibly have plaque or sign on or near church giving brief history - when built, by whom, when last occupied

Moderate development, Phase Two

- replace doors and windows, paint wooden areas, replace bell and bell rope
- establish summer use - historic parks interpretive centre, craft workshop
- ACTA controls access with key to door kept locked when not in use
- establish displays - historic pictures of church, old town site and town people, model of Maud
- provide brief written history of church in relation to Oblate mission history of Cambridge Bay
- provide history on "Aklavik" and "Maud"

Maximum development, Phase Three

- full restoration/reconstruction
- repair wooden sections or replace as necessary
- provide heat for summer use as office for community host or ACTA
- furnish interior with period furniture
- keep church locked during winter months
- interpretive displays and written sketch of church history

ISSUES/DISCUSSION

The Bay Maud

- originally named "Maud", 380 ton, three masted schooner was built for Roald Amundsen in 1917 at Christiania (Oslo) Norway.
- specially constructed so that ice would slip underneath the strengthened hull, pushing the vessel up on top of the ice.
- ship was 120 feet long, 40 feet wide with 14 feet draft.
- equipped with 240 horsepower Bolinder semi-deisel engine which provided speed of about 7 knots (8 mph), and carried 26 fuel tanks which acted as ballast.
- propeller was provided with a well in the stern into which it could be stowed to protect it from ice.
- deckhouse contained: galley, dining saloon, laboratory, ten cabins for crew.
- Amundsen left Norway on July 18, 1918 with supplies for five years and intention of drifting across the north polar basin and collecting valuable scientific data
  - took Northeast Passage around Siberian coast
  - delayed for two years due to poor ice conditions
  - reached Nome in 1920
  - propellor damaged shortly after so sailed to Seattle in summer of 1921.
- wasn't until August 1922 that ship finally entered polar pack ice for intended purpose
  - drifted north of Siberia for 3 years, 2 months but farthest north it reached was 76°51'.
- returned to Seattle on October 5, 1925
- Amundsen put boat up for sale and Hudson's Bay Company bought it.
- in June 1926 ship travelled north with supplies and proceeded east stopping at Herschel and Baillie Islands, Bernard Harbour, Tree River and Kent Peninsula
- over-wintered in Bernard Harbour
- in 1927 ship was moved to bay at Cambridge Bay where HBC post was being established.
- from then on it was used as floating warehouse, machine shop and wireless station
  - it provided the first regular winter weather reports by radio from Canada's arctic coast
- in 1930, boat developed a leak at the propeller shaft and sank at her moorings
- a model of the Bay Maud built by the ship's carpenter in 1926 is on display at the Hudson's Bay Museum in Winnipeg
- majority of wreck below water surface, only hull remaining
- wreck hard to reach and view without boat
- historically significant ship for entire Arctic

PROPOSED PROGRAM

Interpretation (three phases)
- plaque on shore near ship
- plaque, plus period photographs on display in stone church
- attempt to have replica model like one in HBC museum made and displayed in stone church

Development Phase

Minimum development - Phase One
- install plaque or interpretive sign on shore
- Historic Sites and Monuments Board recognition may not be necessary

Moderate development - Phase Two
- interpretive sign on shore
- period photographs on display in church
- floating dock access to position above boat so visitors can look down through water to it

Maximum development - Phase Three
- fixed dock which provides access to ship location
- model of ship on display in church
- pamphlet with history of boat
- provide glass viewing boxes for tourists

* Historic Sites and Monuments Board
- initial evaluation of sites in area made and Bay Maud not identified
- application for designation could be made, if approved a plaque would be installed, but no further funding is available

ISSUES/DISCUSSION

The Eagle
- longliner which was purchased by Father Steinman (OMI) about 1954 from Johnny Norberg of Tuktoyaktuk
  - Norberg used to master for HBC
- boat was towed from Tuk to Cambridge Bay, but constantly leaked
- when it reached Cambridge Bay it wasn't considered worth repairing so has sat on beach ever since
- Father Steinman was transferred to Laborador so interest in making boat operational also left with him.
- overall condition good except for wheel house siding which is missing (easily restored)
- present location removed from townsite, hard to reach without vehicle.
- present ownership of boat uncertain

PROPOSED PROGRAM

Interpretation
- essentially an uninspiring story with little significance for Cambridge Bay
- could place a plaque on boat which briefly describes its history
- if boat moved to another site similar action would suffice.
- history of boat prior to Cambridge Bay should be investigated.*

Development Phases

Minimum development
- brace sides of boat to ensure it is stable
- provide ladder for access for curious
- install interpretive sign on boat describing its history

Moderate development
- move boat closer to Bay Maud
- stabilize and restore
- install interpretive display
- could even consider establishing it as a children's playground centrepiece within historic park
  - would need installation of safety features
- or move to visitor centre location and use it as children's play equipment with sign indicating other features at historic park.

Maximum development
- repair to the point of seaworthiness
- use boat for excursions around harbour, to West Arm, Starvation Cove, possibly even Ekalluk River (archaeological sites) at west end of Ferguson Lake.

ISSUES/DISCUSSION

The Aklavik (wreck in Cambridge Bay waters)
- 30 ton schooner which operated in Western Arctic for Hudson's Bay Company, registered in Winnipeg
- in 1937 Scotly (E.J.) Gall was master and Patsy Klengenberg was engineer and pilot
- on September 14, 1937 "Aklavik" met R.M.S. Nascopie at new HBC post, Fort Ross, on Boothia Penninsula
  - considered historic event in that this was the first time goods had been freighted via the Northwest Passage
  - Aklavik travelled from Cambridge Bay and met Nascopie which had set out from Montreal.
- in 1942 ship was sold to Patsy Klengenberg

* further investigation of ship required

PROPOSED PROGRAM

Interpretation

- plaque or interpretive sign in vicinity of Bay Maud to tell story of ship
- period photographs in stone church, if church used as interpretive centre for historic park
- possibly have scale model of Aklavik built for display
- consider potential of wreck for scuba diving interest.

Development

Minimum development

- install interpretive sign or plaque on shore near Bay Maud or Eagle telling story of "Aklavik".

Moderate development

- plaque on shore
- brief historical write-up
- period photographs for display

Maximum development

- plaque on shore
- historical sketch and period photographs for display
- model of ship for display
- provide glass-bottomed boat trips to wreck, promote for scuba-diving enthusiasts.

ISSUES/DISCUSSION

Old Town Site

- archaeological evidence indicates use of area for hundreds of years
  - abundance of caribou, seal, fish (char) and wild fowl insured Inuit ("Copper Inuit") presence during summer.
- early explorers visited area
  - Dr. John Rae in 1851
  - Captain Richard Collinson in 1852
  - Roald Amundsen on board "Gjoa" in 1905
- Hudson's Bay first established post here in 1921, closed in 1925 and reopened in 1927.
- in 1947 LORAN beacon built near old town site
  - when construction completed over 100 Inuit had settled but population began to decline due to lack of work.
- RCMP first established post in 1926 (current library is original detachment building).
- in 1954 about 300 Inuit in community
- many of homes in old town site built from packing cases for LORAN tower and related equipment, and left over construction materials.
- current town site established in late 1950's with DEW line development

- primarily two main building sites on south side of Bay; one relates to the construction camp for the LORAN Tower, the other could be considered the true "old town site".
- stone church only remaining building
- old RCMP building site and docks location confirmed
- exact location and extent of other town site buildings unknown
- historic airphoto's available (1952) 1:40,000
- main boundaries of old town site set by stone church to the west, roadway to the south, the shoreline to the north and roadway/shoreline junction to the east.
- townsite opposite side of Bay, hard to reach without vehicle.

PROPOSED PROGRAM

Interpretation

- interpretive signs
- walking trail
- obtain and display photographs of time period

Development Program

Minimum development

- establish interpretive signs which indicate where town site was, how big it became and when abandoned.

Moderate development

- display any photographs of time period in church if it is used as interpretive centre for park.
- provide brief history which describes transition from nomadic hunter / gatherers to community dwellers by Inuit of area.

Maximum development

- move RCMP building back to old town site and any other period building
- establish walking trail to cemetery where some old grave markers could tell of past inhabitants.

* designate the old town site area as an historic park to take advantage of territorial government funding.
* park boundary should be designated so that it includes the "defined" old town site

ISSUES/DISCUSSION

Thule/Inuit Sites

- Taylor/Bertolli recognized numerous sites along Freshwater Creek
- no sites presently identified within Old Townsite boundary
- Archaeological sites - Prince of Wales Heritage Centre, requires archaeological survey of area prior to any development
- likelihood of archaeological sites very high given traditional fishing site status

Interpretation

- plaque or interpretive sign in vicinity of old town indicating that site has been used for hundreds of years by ancestors of today's Inuit.
- brief history of pre-Dorset, Dorset and Thule cultures of Arctic with specific reference to "Copper Inuit" - traditional people first seen in area by European explorers.
- provide displays of archaeological artifacts unearthed from local sites
- possibly erect traditional summer tent or winter dwelling with interpretive signs in vicinity of old town.

Development Program

Minimum development

- establish interpretive sign in old town area indicating occupation of site by Thule culture and brief description of the people.

Moderate development

- provide brief history of migration of people into and through Arctic
  - pre-Dorset, Dorset, Thule
  - details of "Copper Inuit" known in this area
- also establish displays, if church used as interpretive centre for park, of archaeological artifacts from nearby sites
  - may want to use copies instead of actual artifacts for safety reasons

Maximum development

- establish typical summer or winter habitation of Thule culture in reproduction which tourists can view and enter
  - would have interpretive signs

DECISION

- a review and approval of the proposed phased development strategy for the identified components (stone church, Bay Maud, Eagle, Aklavik, Townsite and Thule/Inuit sites)
- approval for Territorial Park designation and boundary delineation.

SECTION FOUR

DEVELOPMENT PACKAGE: VISITOR CENTRE

TERMS OF REFERENCE

"This part of the study will determine the program requirements for the building."

"The purpose of a regional orientation centre is to encourage tourism in the Kitikmeot by making visitors to Cambridge Bay aware of the region's natural and cultural history."

ISSUES/DISCUSSION

- existing ACTA office recently renovated to provide office/ display space
- existing ACTA office centrally located but poorly identified to visitors
- ACTA manager presently provides visitors with majority of Cambridge Bay tourist services
- need to define more specific tourist opportunities in community
- visitor/interpretive centre now open in Pangnirtung and planned in Iqaluit and Ranklin Inlet these centres average 310 sq m in size and offer office space
- display and theatre space
- space in existing building limited at present
- visitor centre would have to be located in community centre which is zoned commercial/institutional
- new building construction costs are very high ($2,000/sq m) and must be scheduled for in advance of actual construction date (3 years)
- no visible information on visitor services available at airport terminal
- proposed visitor centre program suggested to include:
  - reception/seating area
  - office space for two
  - storage
  - washroom
  - exhibit/display space
  - no requirement for AV/theatre
  - should accommodate ACTA
  - space for elders to meet
  - space for craft workshop
- visitor centre could service approximately 2,000 visitors per year
- the existing community library is overcrowded and looking for new, larger space

;RAM

pment options have been identified for provision of
: services (refer to attached maps)

/ Building (initial cost estimate $500,000.00)
'ould see the development of a new building that
required space functions for the visitor centre,
: and new library under one roof

:ations for this new building have been identified
CTA lot with the existing buildings removed
ipty lot directly across from the existing ACTA
:d
/ view" lot beside the Anglican church overlooking

r other

sting Facilities Expansion (initial cost estimate

vould see the expansion of the existing ACTA office
ı renovated library building to the east
ACTA office space would be upgraded and expanded to
pace
library building would be renovated to its
dition (RCMP bldg) and used as an interpretive
sing on Cambridge Bay
:d library might also offer visitors and locals a
nenu (tea, bannock, char)
display (caribou tent, etc.) would also be

persed Facilities Expansion (initial cost estimate

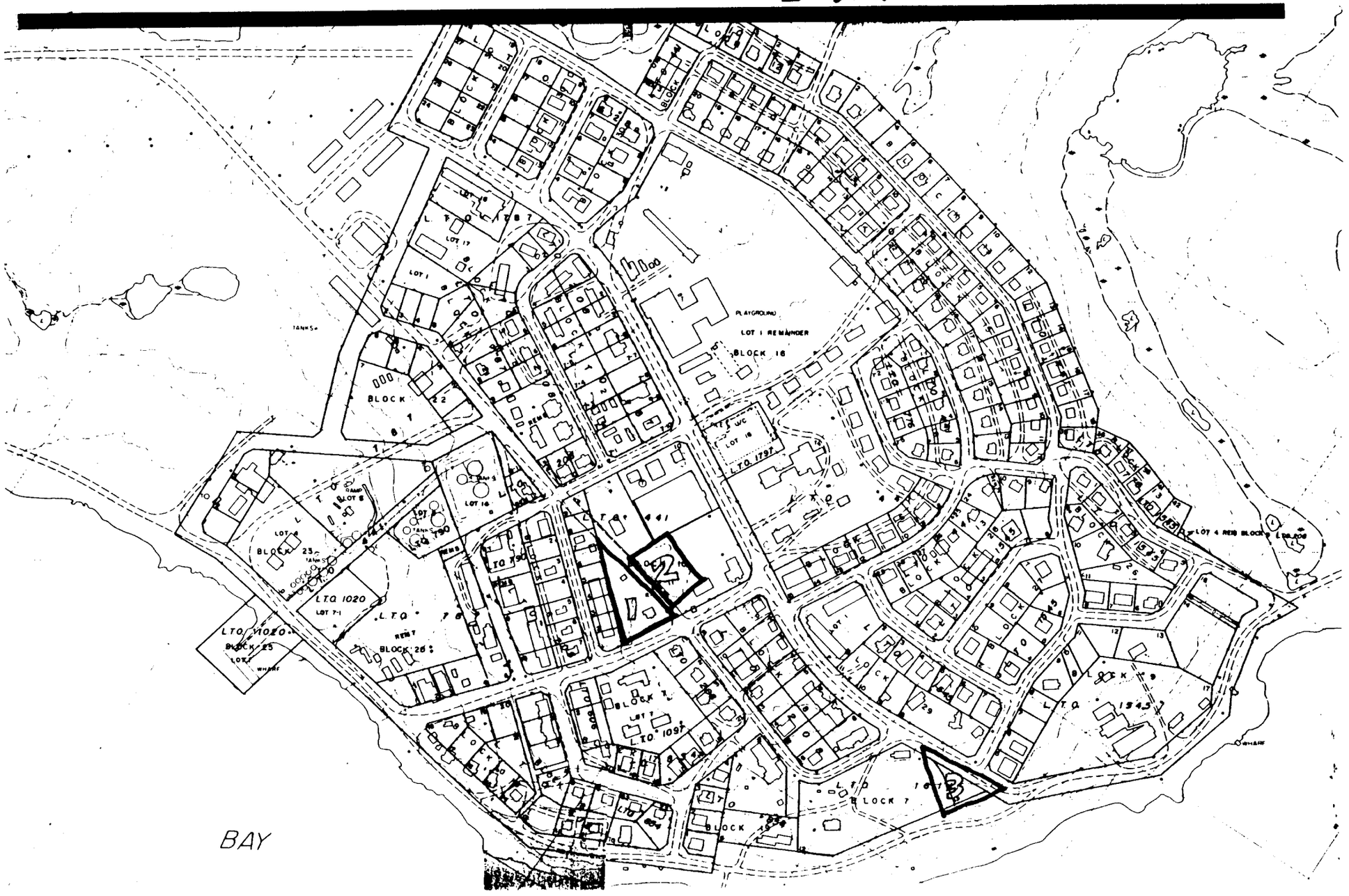
n no single visitor centre is developed but rather
facility with improvements at the airport, ACTA
ıjunction with the proposed Co-op hotel expansion
ıt at the airport would include a large arrival
le the terminal showing a map of Cambridge Bay and
; area together with a legend of attractions, names
ıumbers
terminal building a large Inukshuk would serve as an
'e
ıt at the existing ACTA office would include better
)n signage and an interior display
ıt at the hotel would include office space for a
' host", display space for exhibits and an information
:re visitors could collect brochures and book tours
; for the entire region

OPTION 1.

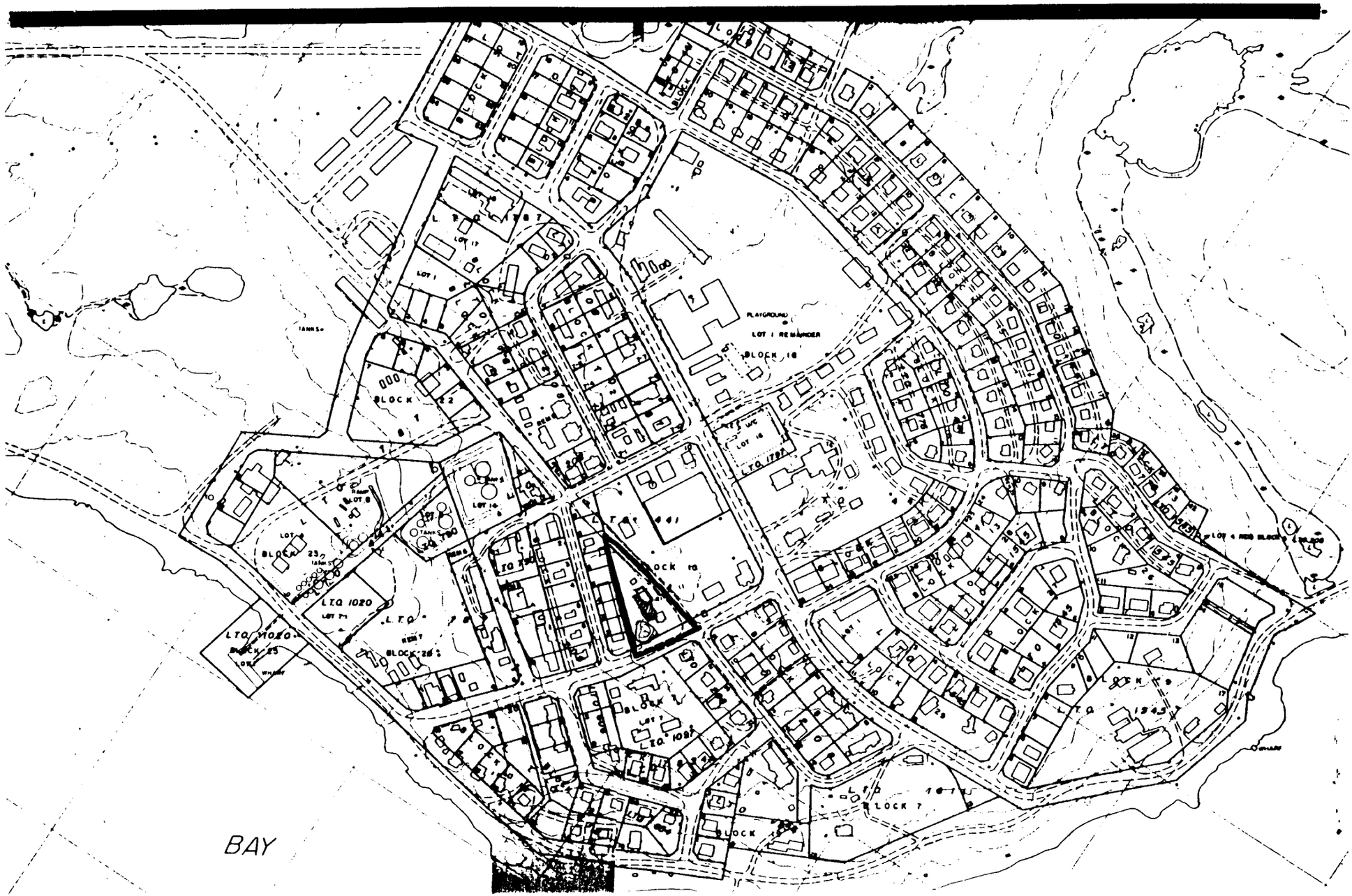
NEW BLDG.

New Bldg. housing ACTA & LIBRARY.

1 ACTA LOT W/O BLDGS.
2 ACCESS FROM ACTA.
3 "BAY VIEW"

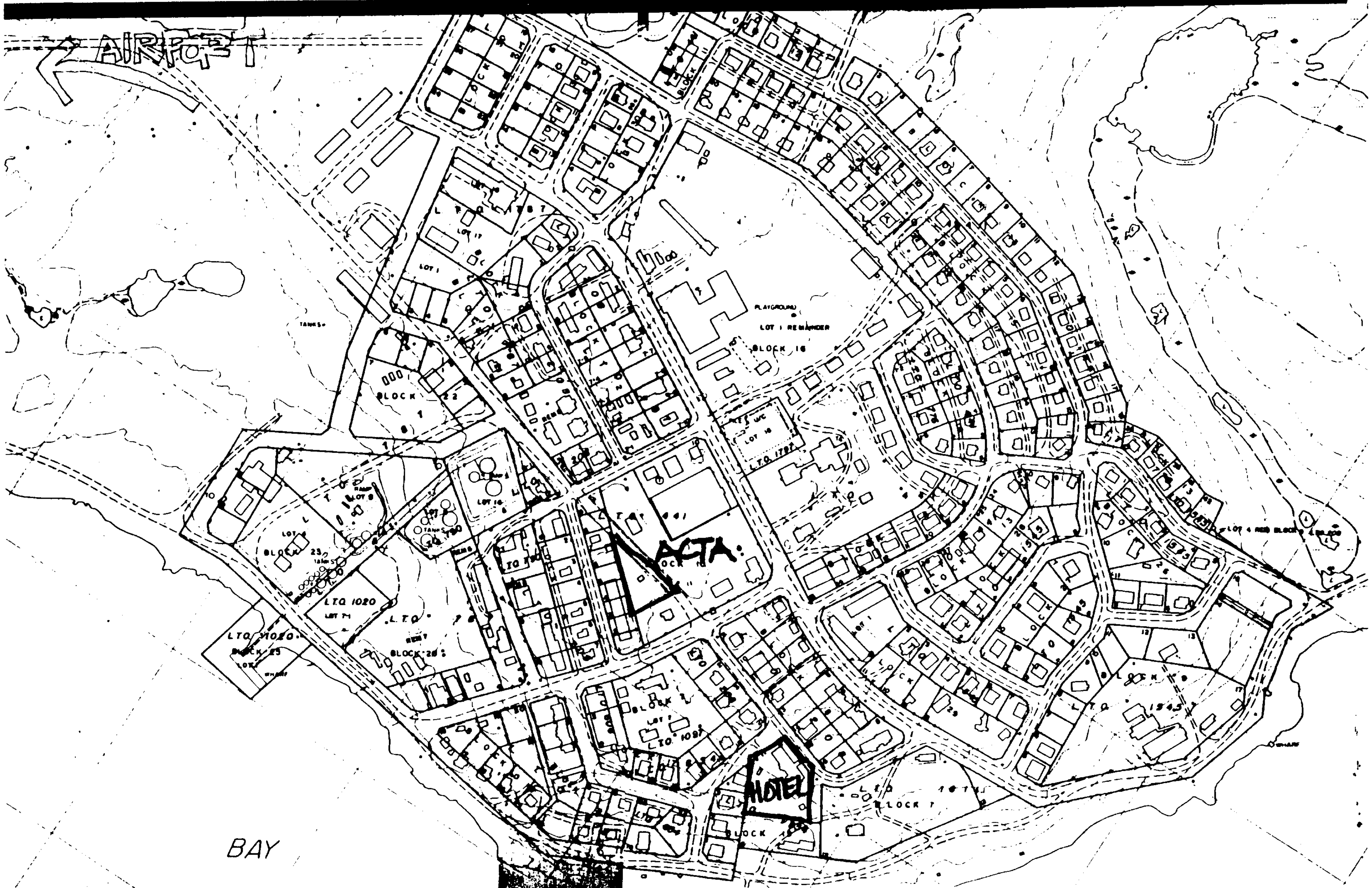


OPTION 2 EXISTING EXPANSION



OPTION 3 DISPERSED EXPANSION

- incorporate of Hotel expansion
- upgrade existing ACTA w/ outdoor display & tea room
- develop airport arrival display



SECTION FIVE

COMMUNITY HOST

Issues

- development of territorial park at Mount Pelly, historic park centred on old town site and visitor centre will create tasks which require person/people to carry them out
  - territorial park at Mount Pelly requires person to:
    - clean up sites
    - ensure equipment is available for visitors
    - maintain equipment and trails
    - ensure weather and vandalism haven't destroyed equipment or facilities
    - enforce territorial park regulations
    - if interpretive program developed, act as interpretive guide
  - historic park needs person to:
    - maintain site and interpretive signs
    - act as interpreter - tell story of old town site, church, and boats
    - answer questions of visitors or guide them through site
    - open up stone church in summer for visitors, make sure it is secure, close it up for winter, curb vandalism on site
  - visitor centre could make use of a person to:
    - meet visitors arriving on flights at airport
    - greet visitors to community
    - conduct community tours
    - give out information about tourist opportunities in Cambridge Bay as well as other Arctic Coast communities
    - keep track of number of visitors to centre
    - help visitors book trips with local outfitters
- for park at Mount Pelly and historic park interpretive programs should be developed in order to establish means of presenting story of each to visitors in simple but effective manner
  - person could be hired, or study commissioned, to develop these programs
- community host would be summer only position, therefore last for 2 months.
- would also require training period of, perhaps, 3 weeks prior to work start

Options

1. hamlet hire individual as community host
   - could be problem of lack of funds in hamlet budget
   - may be able to access funds through Canada Employment and Immigration Commission (CEIC)
2. Economic Development and Tourism hire as parks officer/host
   - again, question of budget
   - possibly could hire under STEP or through funding assistance from CEIC, maybe Economic Development Agreement

3. Arctic Coast Tourist Association hire community host
   - associations can access funds through Priority Funds available to tourist associations from G.N.W.T.
   - also could be funds available through Economic Development Agreement
   - in this instance, G.N.W.T. could contract ACTA for park duties such as clean-up, maintenance, interpretation, enforcement
   - perhaps hamlet could supply some funding for community host who would be operating as "community ambassador".
   - would be effective as assistant to manager of Arctic Coast allowing her to perform regional duties while seasonal person performs local ones.

DECISION

- a review and approval of the preferred option is requested

Structural Investigation

R. C. MISSION STONE HOUSE
CAMBRIDGE BAY, N.W.T.

On January 21, 1988 a structural investigation of the R. C. Mission Stone House (church) was conducted by Mr. R. Andriuk, Mr. E. Muller and Mr. D. Lapp.

Snow outside as well as inside the church made a comprehensive structural evaluation of all areas impossible. Measurements were taken and areas of structural distress were noted. The inside face of the stone walls were not exposed for evaluation. Historic information such as photographs and written documentation was provided by the tourist association. This information enabled us to better evaluate areas of distress and cause of structural deterioration of some of the building components.

The stone masonry walls vary in thickness from 20 to 30 inches. These walls are uneven and not straight or truly vertical but provide an attractive rustic appearance. Some cracks have already occurred in the mortar joints in the exterior face of the walls even though these walls were restored three years ago.

The doors and windows were damaged beyond repair. The ground floor and upper floor as well as roof structure appear sound and generally good condition.

Suggested Restoration Strategy

Phase One:

The stone masonry walls should be restored to withstand severe temperatures without substantial deterioration.

Phase Two:

Install new doors and windows. The door and windows should be of a type suitable for the northern climate and be vandal proof.

Phase Three:

Restore house interior by lining the walls with insulation, vapor barrier and suitable wall covering. Other features can be added depending on the type of occupancy.

It is our opinion that 75% of the restoration budget will be spent on Phase One, Stone Wall Restoration.