

OBSERVATION TOWER

REQUEST FOR FUNDING



For: City of Cold Lake
Chris Holoboff and Kael "Kato" Rennie
26 May 2020

3 Phase Plan



Phase 1

- Dome and radar static display
- 2017 ask → 2019 completed!
 - \$200k project with multiple financial contributors

Phase 2

- Observation and viewing tower
- 2019 ask → 2020 or 2021 proposed completion

Phase 3

- CF-188 static display
- 2022+, upon availability and pending distribution priority across Canada

BACKGROUND & AIM



Background.

- The Radar Hill Museum site was chosen for the original 42 Rdr Sqn in early 1950s because it is the highest “hill feature” in the area with an unobstructed radar look. Ie. The best view in the area!
- **“Bike Park” to be completed in summer 2020 (?),** surrounding the museum grounds
- **Paving of the hill completed (2019), remainder of road will occur in summer/fall 2020.**

Aim. To create a major **tourist attraction** that will:

- bring families to the museum site for the view and to take advantage of the picnic area
- bring increased numbers of visitors into the 4 distinct museum galleries (Air Force, Oil & Gas, Pioneer, and First Nations)
- To capitalize on these on-going projects and associated publicity, allowing the museum to build on the present attendance of approximately 4,000 visitors annually.

DISCUSSION

- ***Common feedback received is that people are not aware of the museum!***
- Increased attendance will generate more revenues in admissions and kit shop sales
 - Expand kit shop to include Cold Lake merchandise
 - Provide a debit machine for admission/kit shop in 2020
- Upgrading the site as a multi-purposed recreation/educational destination will improve quality of life for the area
- Draw tourism from outside the region, increasing economic benefits



**3 Wing Bagotville Air
Force Museum Tower,
Quebec (2015)**

50 ft tower



PROPOSED TOWER LOCATION



PROJECT STATUS

- We received the Tower schematics from the Bagotville museum.
- **NAILS** was selected to provide an updated design reflecting local conditions. Very eager to take on the project and leave mark in community.
- The updated design and estimate was presented by NAILS to the Museum Society on 30 April 2020. The estimate was significantly higher than expected:
 - The current tower estimate is approximately **\$180K**, not including fencing and landscaping.
 - We are working with Nails to further refine the design to reduce costs while ensuring the tower is safe, attractive and will last for many years to come.



THE ASK

- We have secured **\$60k** so far (Medley Society)
- Other potential sources of funding:
 - MD of Bonnyville: 3 June brief with **\$50k ask**
 - Provincial Grant applications: (UCP cuts to many programs)
 - CLFN and Primco Dene: received our ask, awaiting a response
- **Requesting \$50k from the City of Cold Lake**
- Shortfalls in project funding, we will look at soliciting both:
 - Corporate sponsorship (rough time for Oil & Gas...)
 - Individual donations (time-consuming, could delay project by years)



OTHER CONSIDERATIONS



- The proposed location is outside the Museum grounds/fenced area (City Property).
- City of Cold Lake accepts the project and associated risks.
- Assign a dedicated project person? Heather Miller is currently the City of Cold Lake Rep on our Museums board.
- Other??

CONCLUSION



- We feel that the addition of an Observation Tower at the Museum location will be a “*game changer*” regarding visibility and attendance.
- Every improvement to the museum site increases the attraction, improving quality of life for local citizens and drawing in people from outside the region.

QUESTIONS?





THE DOME