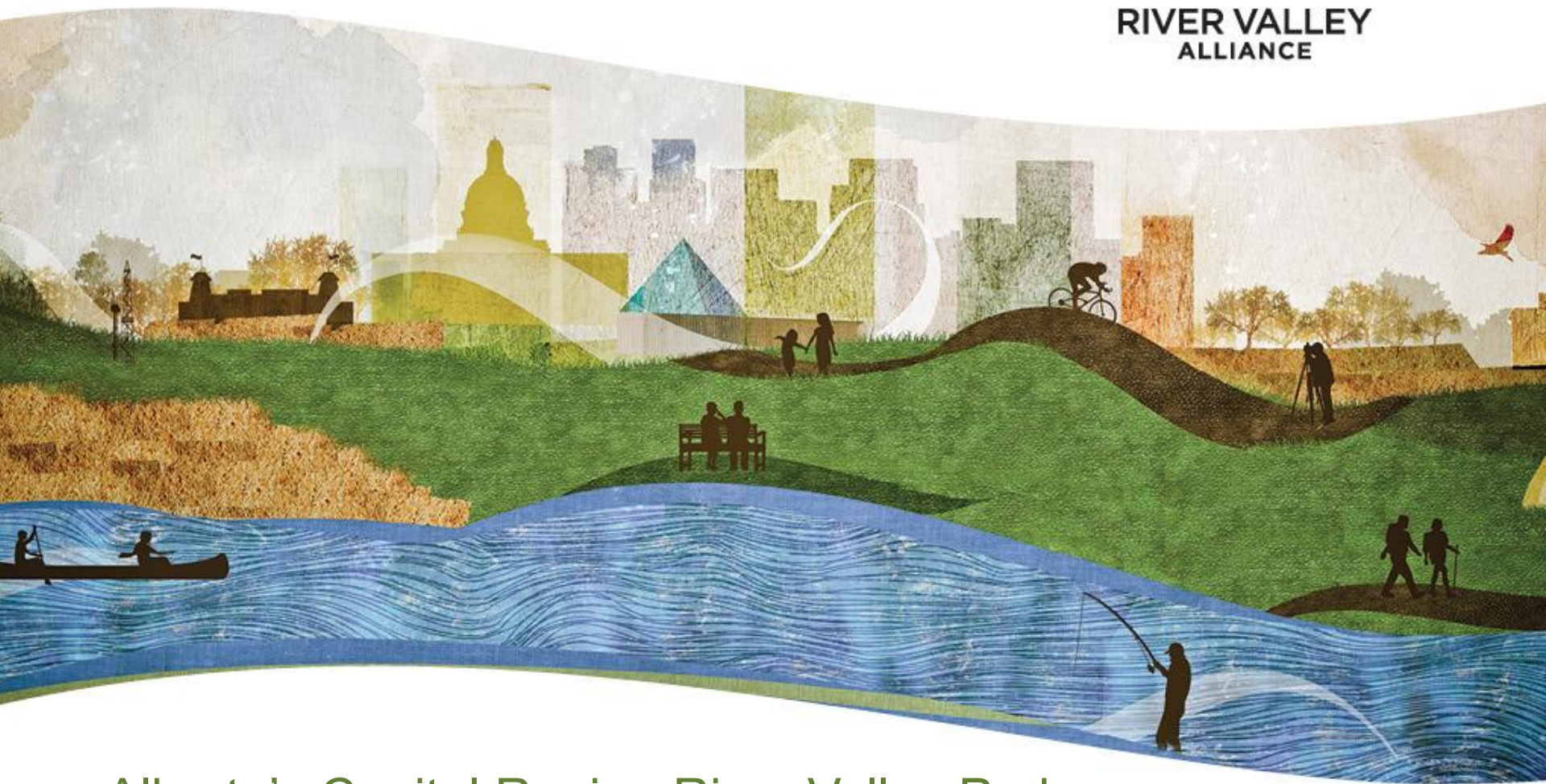


Imagine the entire river valley linked and accessible to all as one of the largest metropolitan river valley parks in the world.



## Alberta's Capital Region River Valley Park

March 14, 2017

9825 – 103 street  
Rossdale House  
Edmonton, AB T5K 2M3  
587-401-3355

# River Valley Alliance

## **Vision:**

To create a continuous, world class metropolitan river valley park.

## **Mission:**

To preserve, protect and enhance the river valley becoming recognized as one of the largest and best river valley parks in the world.

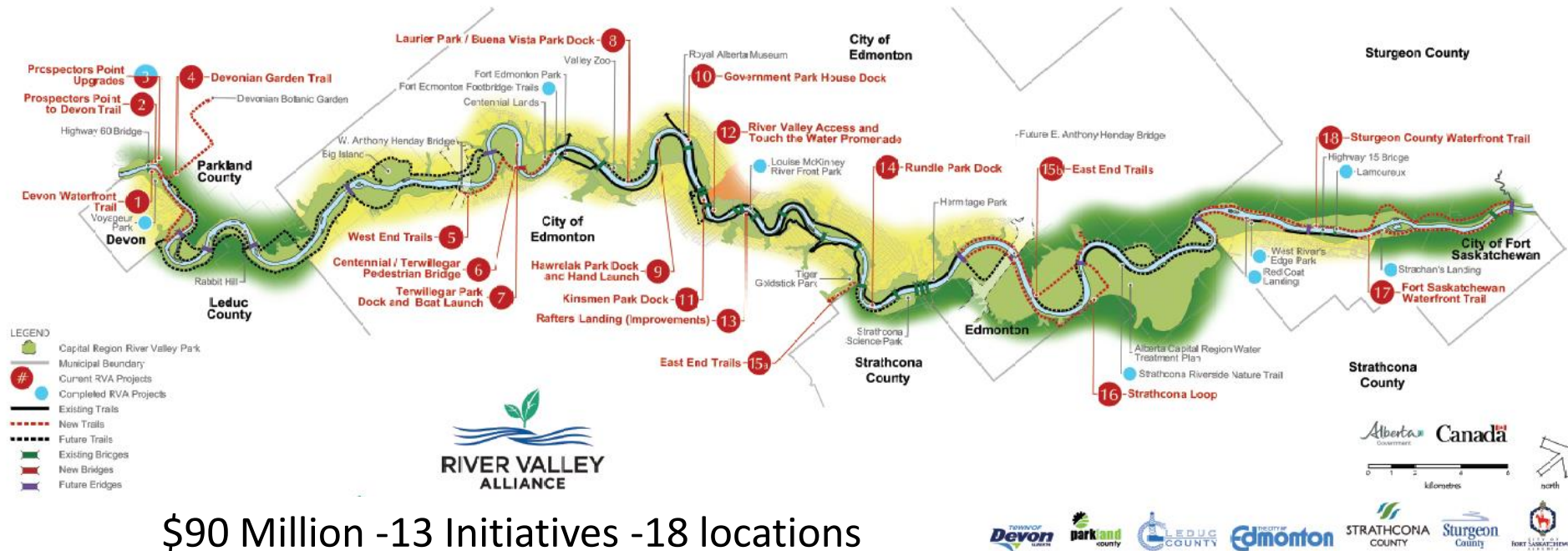
## **Outcomes:**

- > Pride
- > Legacy
- > Quality of Life
- > Attraction
- > Tourism





# 2012 to 2017 Capital Project



\$90 Million -13 Initiatives -18 locations

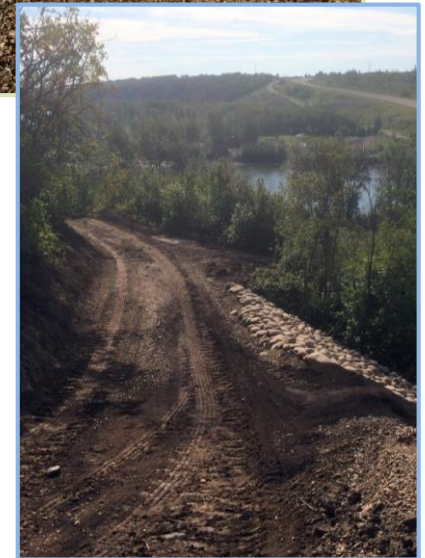
# 2012 to 2017 Capital Program Update



Town of Devon



Parkland  
County



Leduc County  
South Trail





# 2012 to 2017 Capital Program Update



Terwillegar  
Footbridge

Mechanized  
River Valley  
Access



Approximately  
21km of trails



Boat Docks & Launches



# 2012 to 2017 Capital Program Update

Strathcona  
Nature Trail  
Extension



Riverside  
Trails

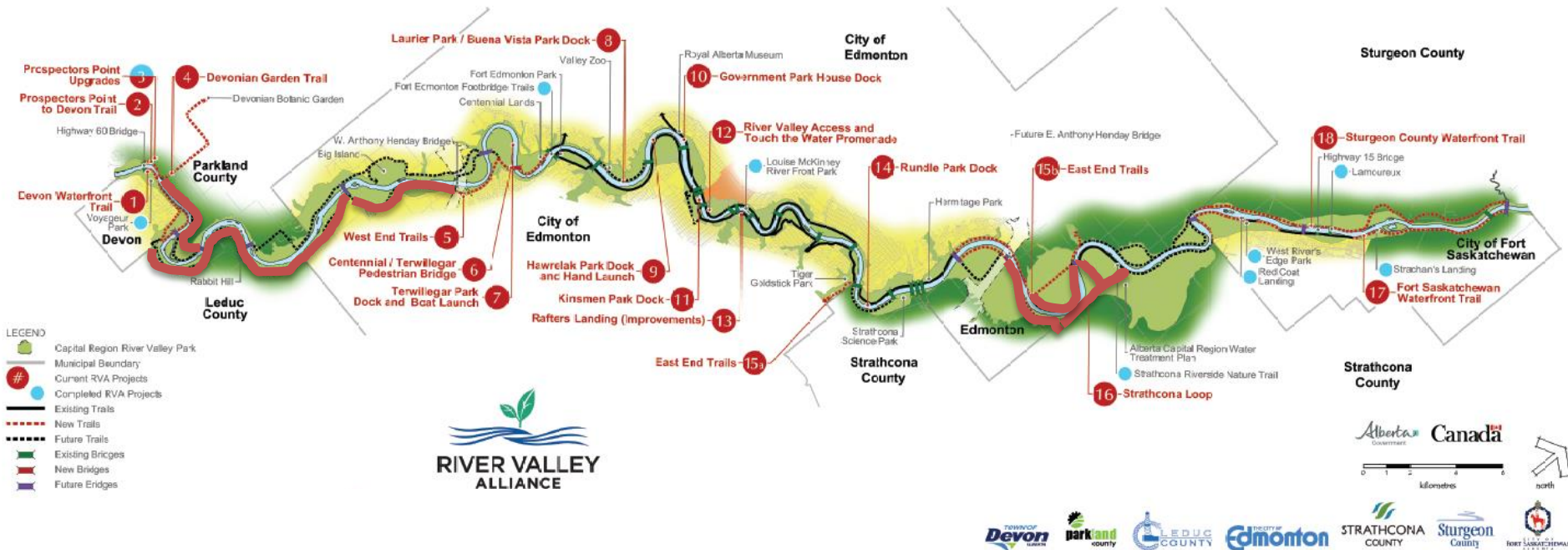


Lamoureux Trail



West River's Edge

# Near Term Connectivity (2020)



# NEXT PHASE Capital Program

## *In 2016 you were asked*

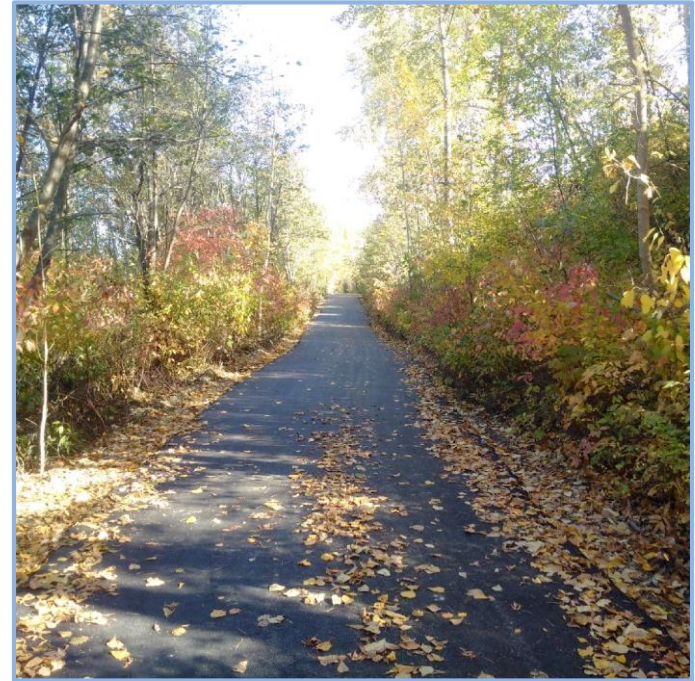
- Do you support the Capital Projects listed?
  - *You said...*
- Will you support cost shared municipal funding (1/3)?
  - *You said...*
- Will your municipality support project management and maintenance of identified projects?
  - *You said...*





# NEXT PHASE Capital Projects

- Initial Trail Connectivity
  - 16 km of trails, 3 bridges
- Primary Trail Connectivity
  - 24 km of trails, 5 bridges
- Water Access – Docks and Launches
  - Vehicle and hand launches (2)



# Community Outreach Activities

- Friends of the River Valley Alliance
- Events & Presentations
- River Day (spring)
- River Fest (fall)
- Do It Yourself Adventures
- Fort Edmonton Canoe Brigade





# River Day 2017



## Spring Event Goals

- Celebrate National River Day promoting public awareness of the importance of preserving the heritage and health of Canada's rivers.
- Support Municipal Program Initiatives with \$1,000 grant
- Promote Vision for Capital Region River Valley Park
- Build support for continued public investment



# River Fest 2017

## Fall Event Goals

- Promote Capital Region River Valley Park
- Celebrate what the river valley means to us
- Build Relationships with stakeholders/ partners/ sponsors
- Promote the vision for the Park
- Build support for continued public investment in protection, preservation and enhancement initiatives



## 2017 Program - Sept 15-17

- Riverside Rendezvous  
(Upstream, Central, Downstream)
- End-to-End Xplore Challenges (DIY)
- Point-to-Point Adventures (DIY)
- Partner Programs
- Co-promoted programs/ services



# Title Sponsor relationship

## *Sponsor:*

- Title sponsorship/brand recognition
- Executive profile/influence
- Input into programming (focus on water)

## *River Valley Alliance:*

- Overall direction of the event
- Remains decision maker/owner of event
- Receives added resources (human and financial)

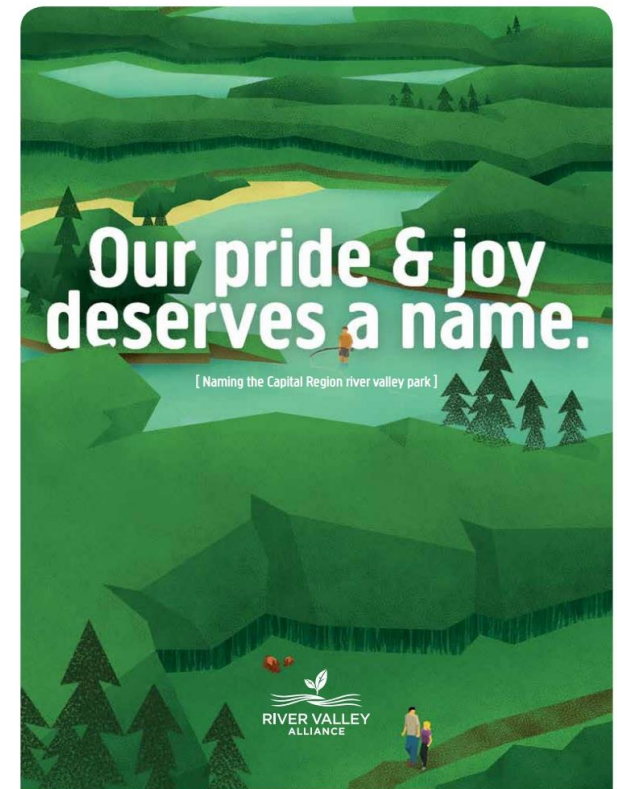




# Naming the Capital Region River Valley Park

A name that will be:

- distinctive
- timeless
- memorable
- easily learned
- applicable to a broad range of ages and cultures
- relevant to Alberta



# Sustainable Funding Strategy

- Operating Funding

***Thank you for municipal support!***

***Requesting extension of provincial support***

- Capital Funding
- Fund Development Strategy



# Municipal Call to Action continues

- ✓ Protect, Preserve, and Enhance the CRRVP
- ✓ Support the NEXT PHASE Capital Program
- ✓ “Champion” the cause of the Capital Region River Valley Park to public and private funding decision makers and influencers.
- ✓ Continue support for Naming the Park
- ✓ Be “on board” for River Day (spring) and RiverFest (fall).