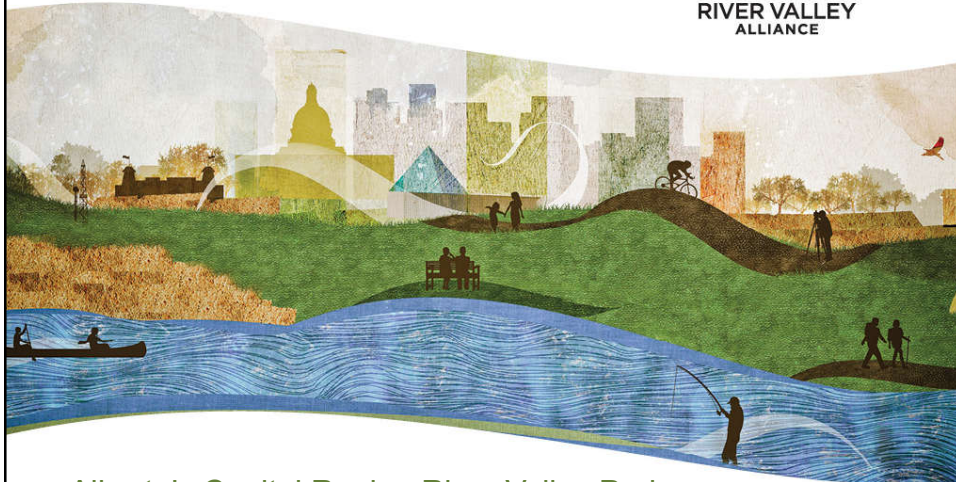


Imagine the entire river valley linked and accessible to all as one of the largest metropolitan river valley parks in the world.



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



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2012 to 2017 Capital Project



2012 to 2017 Capital Program Update



2012 to 2017 Capital Program Update



Terwillegar
Footbridge

Mechanized
River Valley
Access



Approximately
21km of trails



Boat Docks & Launches



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2012 to 2017 Capital Program Update

Strathcona
Nature Trail
Extension



Riverside
Trails



Lamoureux Trail



West River's Edge



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Near Term Connectivity (2020)



NEXT PHASE Capital Program

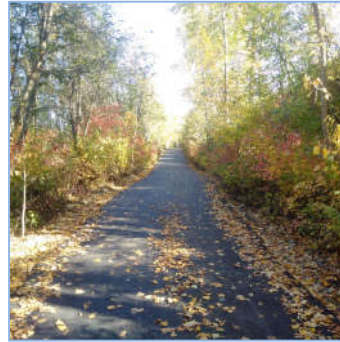
In 2016 you were asked

- 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)



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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



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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)

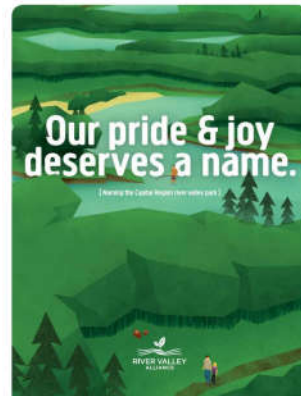
River Valley Alliance:

- 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



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Sustainable Funding Strategy

- Operating Funding
Thank you for municipal support!
Requesting extension of provincial support
- Capital Funding
- Fund Development Strategy



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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).



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