

Research Summary Report
Fort Edmonton Park
Public Consultation: Proposed Plan

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March 1, 2010



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Section I: Project Overview

1 Background and Objectives

In the second half of 2009, EDG Global prepared a long term development plan for Fort Edmonton Park. The plan calls for both new development within Fort Edmonton Park (FEP) and the enhancement of several of the Park's existing buildings and attractions. The enhancements will take place over a five-year period and will be completed within the Park's existing footprint. The goal of the proposed plan is to continue to tell the story of Edmonton's history through:

- The addition of new historical buildings
- Increased opportunities for interactions with Park interpreters
- New activities to view and experience in existing buildings

Fort Edmonton Management Company contracted Johnston Research to conduct a public consultation project to gather feedback on this proposed plan for Fort Edmonton Park. The objectives of the public consultation were to:

- Engage City of Edmonton residents, Fort Edmonton Park visitors and pass holders and industry stakeholders;
- Gather reactions to proposed plans for Fort Edmonton Park;
- Assess whether the proposed plan supports the fulfillment of Fort Edmonton Park's mission;
- Explore and quantify:
 - how the proposed plan and its ultimate implementation influences perceptions of the City of Edmonton
 - how the proposed plan and its ultimate implementation influences perceptions of FEP
 - the level of support for the proposed plan
 - how implementation of the proposed plan will impact intentions to visit and/or likelihood to recommend that others visit the Park
- Give Edmontonians a voice on this issue:
 - Solicit feedback through sound research protocols, from a cross section of the public, including users / visitors to the Park and Edmonton residents
 - Provide an opportunity for those who are motivated to seek out information and share their opinion. This is a widely accepted public engagement process, however it is not part of standard research practice

2 Methodology

Four engagement steps were conducted to best reach all target audiences:

- Three focus Groups
 - One (1) group composed of regular Fort Edmonton Park visitors and pass holders at who visit multiple times per year
 - One (1) group composed of members of the public who are casual users who have visited the Park at least once in the past three years, but not more than once per year
 - One (1) group composed of members of the public who have not visited the Park for seven years or more or have potentially never visited

Purposive recruiting ensured a broad range of focus group responses from various age groups, both genders, various levels of education and families with children living at home.

- Stakeholder Workshop (1)
 - Edmonton Historical Board and Edmonton Heritage Council
 - During the workshop, respondents were randomly assigned to one of two breakout sessions where the proposed plan was reviewed
- General Population Online Survey
 - 400 Edmonton residents
 - Cross sample of Edmonton's online community
- Web-Accessed Survey
 - Web-accessed version of the online survey
 - Accessed from the Fort Edmonton Park website
 - Not included in quantitative results

This report includes both the qualitative and quantitative research findings, as well as a separate summary of the web-accessed survey.

Focus Groups and Stakeholder Workshop

Sandra Johnston with Johnston Research moderated all focus groups and stakeholder workshops and facilitated one of the breakout sessions during the workshop. Janet Brown with Janet Brown Consulting facilitated the other breakout session during the stakeholder workshop.

Focus group respondents were screened and recruited by Trend Research. Sample for City of Edmonton user groups was provided by the City of Edmonton user database (pass holders) and Trend Research database (users and non-users). Stakeholder participation was managed by the City of Edmonton. All focus groups and the stakeholder session were hosted at Fort Edmonton Park.

General Population Online Survey

Janet Brown Consulting directed and managed the quantitative survey of Edmonton residents and the survey was programmed and hosted by Research Now. Survey results are based on an online survey of 400 city residents, aged 18 and older. The online survey methodology was chosen because it allowed for images to be shown to survey participants.

Web-Accessed Survey

The results for the web-accessed online survey need to be used with caution. The web-based survey was a support tool that provided an opportunity for any member of the public to participate. The results of the web-accessed online survey provide a good summary of the issues and concerns of those who chose to participate and who actively sought out the website and associated link. However, the respondent base is not a random sample of the population and therefore, results cannot be interpreted as a reflection of the broad population.

3 Executive Summary

The public engagement process combines quantitative and qualitative research methodologies. Quantitative research is designed to quantify public opinion of Edmonton residents by providing an understanding of public perception and the frequency with which they hold that opinion. Qualitative research explores the range of opinions that occur in the Edmonton marketplace and investigates why the public perceives what they do and the factors that influence their range of opinions. Together, these research methodologies provide a robust understanding of the public's response to the proposed plans for Fort Edmonton Park.

The public engagement process shows the vast majority of research participants support the general idea of making enhancements to Fort Edmonton Park, with 95% of the online survey respondents indicating approval for the proposed plan specifically. A copy of the plan shown to all research respondents can be found in Appendix 1.

Qualitative research demonstrates that respondents who are not supportive of the plan tend to have, or have had strong connections to the Park (e.g. frequent visitors, educators, board and/or council members, former Fort Edmonton Park staff or volunteers). These individuals are very vocal during focus groups, emphatically stating their opposition to the plan or segments of it.

How the Park's mandate is interpreted can influence support for the proposed plan. Those who believe the Fort Edmonton Park experience must immerse them into the time period in an historically accurate way (meaning that Edmonton's history will be experienced firsthand, through an authentic recreation of time and place) tend to be most resistant to the proposed plan during the qualitative research process.

Research indicates that the following are the most appealing aspects of the plan (substantiated by both qualitative and quantitative research):

- Overall enhancements
- Densification of the Park / increasing the quality of the experience in existing buildings
- Wilderness waters
- Midway expansion / Hullabaloon / more rides
- Dining options
- Theatre (not specific as to Capitol or Holavision)
- Aviation focus
- Aboriginal focus
- Child friendly / all ages / something for everyone

Research indicates that the following are the least appealing aspects of the plan (substantiated by both qualitative and quantitative research):

- Wilderness waters (especially the Flume Ride)
- Aviation focus
- Midway expansion
- Maintaining historical authenticity
- Use of / appropriateness of technology
- Concerns about costs / ability to maintain in the long term
- Parade

It is important to note that some aspects of the plan appear on both lists. Items that create the most interest for some segments of the population can create the most concerns for others.

Issues with historical accuracy underscore most of the concerns raised during the qualitative research discussion. It is very important to respondents that all aspects of Fort Edmonton provide an accurate portrayal of Edmonton's history. There is some skepticism that full and proper research will be done during the implementation of the plan to ensure historical accuracy and errors found within the proposed plan exacerbate these concerns.

Opportunities exist during the Capitol Theatre planning and development (the first stage of implementation of the proposed plan) to reassure the public and stakeholders that the proposed plan will be implemented based on solid and extensive research. If it is properly executed, the planning and development of the Capitol Theatre could increase support for the rest of the proposed plan.

The use of technology is met with mixed reviews. There is appreciation for its use when technology is seen as a way to present history in new and appealing ways, to engage new audiences, or to create an experience that could not be communicated fully through first person experiences or interactions with interpreters.

For some, the use of technology is in direct conflict with the purpose of Fort Edmonton Park (to provide first person, immersive, historically accurate experiences) as they perceive it. With this segment of the population, any use of technology in the Park is deemed to be inappropriate. For others, concerns about technology are raised when technology is perceived to be the focal point of the attraction and is being used for its own sake.

After viewing the proposed plan, there is an increase in the likelihood to visit and in the positive perceptions of Fort Edmonton Park in all categories.

At least half of all Edmonton respondents indicate strong agreement with the 10 statements presented about Fort Edmonton Park once the proposed plan has been completed. The greatest increases in 'strongly agree' are for the statements:

- Fort Edmonton Park is (will be) a 'must see' attraction in Edmonton (↑ 27%)
- Fort Edmonton Park is (will be) an interesting and engaging place to visit (↑ 26%)
- Fort Edmonton Park provides (will provide) a high quality visitor experience (↑ 26%)

The smallest increases in 'strongly agree' are for the statements:

- Fort Edmonton Park accurately presents (will accurately present) Edmonton's history (↑ 8%)
- Fort Edmonton Park accurately reflects (will accurately reflect) the cultures and traditions of Edmonton's founding peoples (↑ 8%)

In the quantitative survey, approximately one in six (17%) Edmonton residents say that it is very likely they will visit Fort Edmonton Park at some time over the next 12 months. Another 42 percent say they are somewhat likely to visit in the next 12 months. The remainders say they are not very likely (26%), not at all likely (9%) or not sure (7%) if they will visit in the next 12 months.

In contrast, after viewing the proposed plans for Fort Edmonton Park, almost two-thirds (65%) say they are very interested in visiting the Park after the redevelopment is complete. Another 29 percent say they are somewhat interested in visiting. Only seven percent say they are not very interested (5%), not at all interested (1%), or unsure (1%) about visiting after the redevelopment.

When they were told that Fort Edmonton Park's mission is to 'Connect generations to Edmonton's dynamic history by offering fun, unique, immersive exhibits,' almost six in ten (58%) respondents say they strongly agree that the planned redevelopment will help fulfill this mission and another 36 per cent somewhat agree. Only six per cent say they somewhat disagree (3%), strongly disagree (1%), or are not sure (2%).

Section II: Qualitative Research Results

Focus Groups and Stakeholder Workshop

4 Methodology

The qualitative portion of the public consultation process included:

- Three (3) focus groups:
 - One (1) group with regular Fort Edmonton Park visitors and pass holders who visit multiple times per year
 - One (1) group with members of the public, casual users who have visited at least once in the past three years, but not more than once per year
 - One (1) group with members of the public, who have not visited for seven years or more, or have potentially never visited

- One (1) Stakeholder Workshop:
 - Edmonton Historical Board and Edmonton Heritage Council
 - During the workshop, respondents were randomly assigned to one of two breakout sessions where the proposed plan was reviewed

The report findings summarize the opinions and key themes expressed in the qualitative research from both the focus groups and workshop. Summary points are reinforced and illustrated with verbatim comments from respondents. These comments are presented as italicized quotes throughout the report.

Qualitative research is the systematic investigation of subjective experiences, completed through the exploration of beliefs, opinions and perceptions. Focus groups involve small, moderator-led discussions that are exploratory in nature, allowing researchers the flexibility to uncover and examine issues or subjects that arise during the collection process. Due to the limited number of respondents, results cannot be generalized or quantified, but should be considered in a qualitative frame of reference.

5 Support for Fort Edmonton Park Enhancements

5.1 Target Populations

The four target populations for this phase of the public engagement program include:

- Regular Fort Edmonton Park visitors and pass holders who visit more than once per year
- Casual visitors
- People who do not visit the Park or who have not been to Fort Edmonton Park for more than seven years
- Stakeholders: Edmonton Historical Board and Edmonton Heritage Council

Generally, respondent populations share similarities in how they respond to the proposed plans for Fort Edmonton Park. Respondent comments will be reported in aggregate. When comments are not attributed to a specific respondent group, it can be interpreted that at least some members of each target group shared in that particular point of view. If differences in respondent populations exist, it will be highlighted in the report.

Non-visitors and lapsed visitors

Respondents who have not been to Fort Edmonton Park or who have not been in the past seven years tended to fall into one of two categories:

- Not interested in history, or historical attractions

“Honestly, this just isn’t my thing. It probably doesn’t matter what you do to dress it up – I’m not going to go.”

- Previous visitors who attended more frequently in the past, whose family dynamic has changed and the Fort no longer appeals to them

“My kids are teenagers now. This just isn’t something that is going to appeal to them.”

“We used to go all the time, but after a while – you’ve seen it all. It gets a bit tired.”

Casual and Regular Visitors

These respondent groups shared many similar characteristics. They also tend to be very supportive of investing in Fort Edmonton Park and to be less skeptical of the intention of the proposed plan to weigh historical accuracy versus creating interesting exhibits. Respondents generally assumed that the Park's currently displays and attractions accurately reflect the history of Edmonton and will continue to do so into the future.

Edmonton Historical Board and Edmonton Heritage Council

Understandably, the Edmonton Historical Board and members of the Edmonton's Heritage Council have a much deeper and richer understanding of the details and specifics of Edmonton's history. This positions them to look more critically at the plan and to identify possible inaccuracies.

Some members of these organizations have a level of mistrust of the organizations that provide direction to the development of Fort Edmonton Park that is not seen in other respondent groups.

5.2 Overall Reaction to the Plan

There tends to be strong support for the idea of investing in and improving Fort Edmonton Park.

Fort Edmonton Park is perceived to be an important and valuable Edmonton attraction and is a source of pride for many. Respondents appreciate the idea of investing in Fort Edmonton Park's future to ensure it continues to be a landmark attraction.

Respondents indicate that while Fort Edmonton "*is the star of the City's attractions*" and it provides a "*unique gateway*" into Edmonton's past, the Park needs to be expanded and improved to widen its appeal to a broader audience and create a reason for respondents to return.

*"When I compare this to the Ukrainian Cultural Center – there is just lots more to do (at the Ukrainian Cultural Center) – more interaction with interpreters, - in **every** building. There is a reason to go back."*

It is widely acknowledged however, that Fort Edmonton Park is an historical attraction first and foremost and as such won't appeal to everyone's interest. While there are perceived opportunities to expand the appeal of Fort Edmonton Park, making it a destination for more than just "*the diehard history buffs*," expansion and redevelopment plans cannot detract from the historical relevance and accuracy of the Park.

"As long as you don't make it all things to all people I think there is probably a lot of opportunity to increase its appeal, making history interesting to more people, but it must still stay true to what it is... A presentation of Edmonton's history."

Those who show the most support for expansion appreciate the diversity of activities and variety of opportunities presented by the plan to experience Edmonton’s history, creating an attraction that will appeal to a broader segment of the population.

“I see something for everyone here. It will have something for my parents, there is something for my teens and I don’t have young kids anymore, but with the additional play areas, it will also keep the little ones entertained.”

The segment of the population who do not support the proposed plans tend to be opposed to the perceived changes in the Park’s mandate. While the proposed plan continues to offer immersive and experiential opportunities, it also provides new ways to display and commemorate Edmonton’s history. For this group, these new opportunities are perceived to be in direct conflict with the current model and they find this completely unacceptable.

“This is not what Fort Edmonton Park is about. It is ridiculous to use holograms {sic} to tell the story of the Chinese Laundry. That is something the Chinese community should do. We should go to them and have them provide interpreters. I find it insulting that we would use technology for this. It’s silly.”

Summary of Reactions

Benefits of the Plan

- New things to see and do
- Increasing the number of interpreters
- Making better use of the existing Park and providing new ways for the public to interact with and enjoy the Park
- Seems more fun and interesting
- Caters to a wider section of the population (ages and interests)
- Increases both hours of use (after-hours dining and entertainment opportunities) and seasonal use (skating, tobogganing)
- For those who find the current focus of the Park to be too much on education and not enough on entertainment, the proposed plan brings that into a more appropriate balance

Challenges of the Plan or Suggestions

- Use of technology
- Doesn’t accurately reflect Edmonton’s history (either generally, or for Edmonton specifically)
- Takes away from the current immersive, first person experiential learning
- Needs to provide more stories about founding immigrant populations and First Nations peoples of the Edmonton area
- Some areas of the Park are perceived to need significant repair and maintenance (e.g. the Fort) and there are concerns the proposed plan will overshadow those current needs
- Need to ensure the proposed plan takes ongoing operational and maintenance costs into account (both for new and existing buildings and attractions)
- Costly
- Impacts on entrance fees and pay-as-you-go costs

5.3 Purpose of the Plan

Respondents are uncertain about the purpose of the proposed plans for Fort Edmonton Park and do not know how likely the plans for Fort Edmonton Park are to be implemented or if they are, in what way.

“Is this what it is going to be for sure?”

“Is there any opportunity to change these plans? To make sure the Park is telling the right stories about Edmonton.”

Respondents who are familiar with the specifics of Edmonton’s history are able to identify inaccuracies in the proposed plans. Because respondents are uncertain about the opportunity, if any, they have to change or impact the details of the plan, these inaccuracies can heighten resistance to the plan.

“But they’ve already got it wrong. There was no gambling at that time. It was against the law. If there were card games going on, they would have been in the back of the Chinese Laundry –not at Kelly’s Saloon.

Even when respondents are advised that further research will be done to ensure that Edmonton’s history is represented accurately, respondents are concerned that the research process will be manipulated to reflect the desired result.

“Will the researchers be given full opportunity to influence the process? Will they be asked to find out what best represent’s Edmonton’s history or will they be told to find the one instance in Edmonton’s history that supports the plan. For example, was there a jazz movement in Edmonton, did we really have restaurants that played jazz music? Are the researchers going to be told to find evidence of the one time that jazz music was played in Edmonton rather than researching to find out what kind of restaurant was popular in the 1920’s?”

There are opportunities to reassure the public through the planning and development of the Capitol Theatre (the first piece of the proposed plan to be implemented) the remainder of the proposed plan will be implemented based on sound research resulting in historically-accurate buildings and exhibits from Edmonton’s past.

5.4 Immersive Historical Experience

While public engagement process was not intended to be a forum to discuss the mandate or vision for Fort Edmonton Park, respondent’s support for the proposed plan can be influenced by their perceptions of what they feel the Park’s mandate is or should be.

There is a segment of the population who believe the Fort Edmonton experience must immerse them in the time period, meaning that Edmonton’s history will be experienced first hand, through a recreation of time and place that involves artifacts, activities and interactions with interpreters. Any plans for Fort

Edmonton Park that deviate from this model are resisted by the portion of the population that feels strongly about this approach to presenting Edmonton's history.

"The whole purpose of Fort Edmonton Park is to allow people to experience history first hand... to really feel what it would have been like to have lived at that time. Technology flies in the face of that. Why do we want to take away people's opportunity to immerse themselves in that time period?"

5.5 Historical Accuracy

Most of the concerns about Fort Edmonton's proposed plans are underscored by issues about historical accuracy. It is widely considered to be of paramount importance that all aspects of Fort Edmonton portray Edmonton's history accurately; presenting stories that are about Canada, western Canada or the prairies is not sufficient. While concerns about historical accuracy are perceived to be important in all aspects of the plan, the history of the First Nations people of the Edmonton area are considered to be especially important.

Ensuring accuracy is seen to be a joint effort that brings together cultural organizations, educated experts (historians) and descendants of the families who are going to be highlighted in the stories.

5.6 Densification

The proposed plan can be appreciated for "making better use" of the existing land and buildings. Respondents indicate that there really isn't much to see or do in some buildings and it is difficult to get a sense of what would have happened in the space. The proposed attractions or interpreter experiences are perceived to offer an enhanced visitor experience compared to what exists today.

"There are lots of buildings that are just sort of empty. Right now, you go into Kelly's Saloon – turn your head left and right – and leave. With the interpreters playing pool or cards it will be more interesting and will give you a sense of what it would have been like at the time."

5.7 Interpreters

Consistent with previous research, Fort Edmonton Park interpreters are praised for their skills and knowledge, and their ability to "bring history to life." Much of the current success of Fort Edmonton Park is attributed to the interpreters' ability to engage visitors, creating a sense of time and place, and enriching the visitor experience.

There is significant resistance to the idea of any reduction in the number of interpreters at Fort Edmonton Park. After viewing the proposed plan, some research participants believe that interpreters will play a secondary role or will be replaced by technology and this is viewed to be unacceptable. Similarly, any use of technology that is perceived to be telling a story that could be told by an interpreter can be resisted by respondents.

Respondents who note the increase in the number of interpreters in the proposed plan strongly support the increase. The promotion of new technology can overshadow the information about adding more interpreters in the Park however.

5.8 Use of Technology

The use of technology at Fort Edmonton Park is met with mixed reviews.

Most positively, technology is appreciated as a way to increase the appeal of Fort Edmonton Park, offering new ways to portray Edmonton's history. For those who are interested in the use of technology, it is embraced as way to make the Park and its attractions more interesting and engaging.

Technology is appreciated by respondents as a way to create new opportunities for people to experience history, especially those who do not have the personal historical knowledge to fully appreciate the immersive, first-hand experience approach.

"I was at the Halifax museum and watched a presentation like this (referring to the multi-media experience at the Capitol Theatre). It was fantastic. It told the story in a way my imagination never could. I think you guys should give this a chance."

Interpreters are considered to be a vital part of the Fort Edmonton Park experience and there is general agreement that technology should not replace interpreters. Some respondents indicate they are not always comfortable interacting with an interpreter however, and look forward to having different ways to experience Fort Edmonton Park.

"I don't really get the interpreters. What are you supposed to do? Ask them questions and stuff? (followed by a group discussion of the interpreters' role) Yah – I am never going to do that. What is wrong with me watching a video (referring to the Chinese Laundry exhibit)? That seems kind of cool."

Technology is appreciated for the way it can create an experience that might not otherwise be communicated through first-person experiences.

"I really like the idea of the (360 degree projection screen). I would never know what a bush pilot's flight over Edmonton's North would look like. You could never create this with pictures. This will be a really interesting way to tell that story."

Technology can also be appreciated for the way it can engage youth and teens in a manner that is relevant and meaningful for them.

“The reality is that our youth experience their world through their technology. I have teens in my house and I can tell you they think Fort Edmonton Park is a boring place for old people. Creating some new, exciting rides and exhibits like this might be the way to get them interested in history.”

There are respondents who will argue with this perception, believing that Fort Edmonton Park does not need technology to be exciting to youth.

“We sell teenagers short. Once we introduce them to the interpreter experience, they are hooked.”

Concerns about technology tend to fall into three categories:

1. **It does not belong at Fort Edmonton Park:** Because the technology being suggested in the proposed plan did not exist in the time periods portrayed at the Park, some respondents will resist its use in any form.

Similarly, respondents can be concerned that the use of technology in one area will interfere with enjoyment of the Park in other areas.

“Technology comes with other noises... wires ... compressors. It is going to interfere with the quiet that I love about 1885 Street. Even if there isn’t any technology in the building I am in, I am going to be aware of it. ”

2. **It becomes the focal point of the attraction.** Respondents are concerned that the use of technology will become the attraction itself, overshadowing the historical experience.

“I don’t like technology for the sake of technology. It serves no purpose here. There are other ways to tell these stories – take the money and hire more interpreters. Fort Edmonton Park isn’t about technology... leave that to the Space and Science Center (sic).”

3. **It requires more operational care and upkeep.** The appeal of technology is perceived by some to become dated quickly, requiring more frequent updates to maintain its appeal.

“Technology becomes dated very quickly. What seems cool and interesting now will seem old fashioned in 18 months.”

Additionally, there are concerns that technology will require more maintenance, upkeep and potentially a larger operational budget than other historical exhibits.

6 Reactions to Specific Elements of the Plan

Respondents want to ensure the activities, attractions, or buildings are an accurate reflection of Edmonton's history for every aspect of the proposed plan and this comment is not restated for each element of the plan.

6.1 Increase in Pay-As-You-Go Activities

<u>Advantages</u> <ul style="list-style-type: none">• Keeps entrance fees low• Allows you to select the "extras" in which you want to participate	<u>Suggestions & Challenges</u> <ul style="list-style-type: none">• Creates many additional costs once inside the Park• Would like to see an opportunity to pre-pay for a discounted bulk purchase of pay-as-you-go activities
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6.2 Midway Expansion

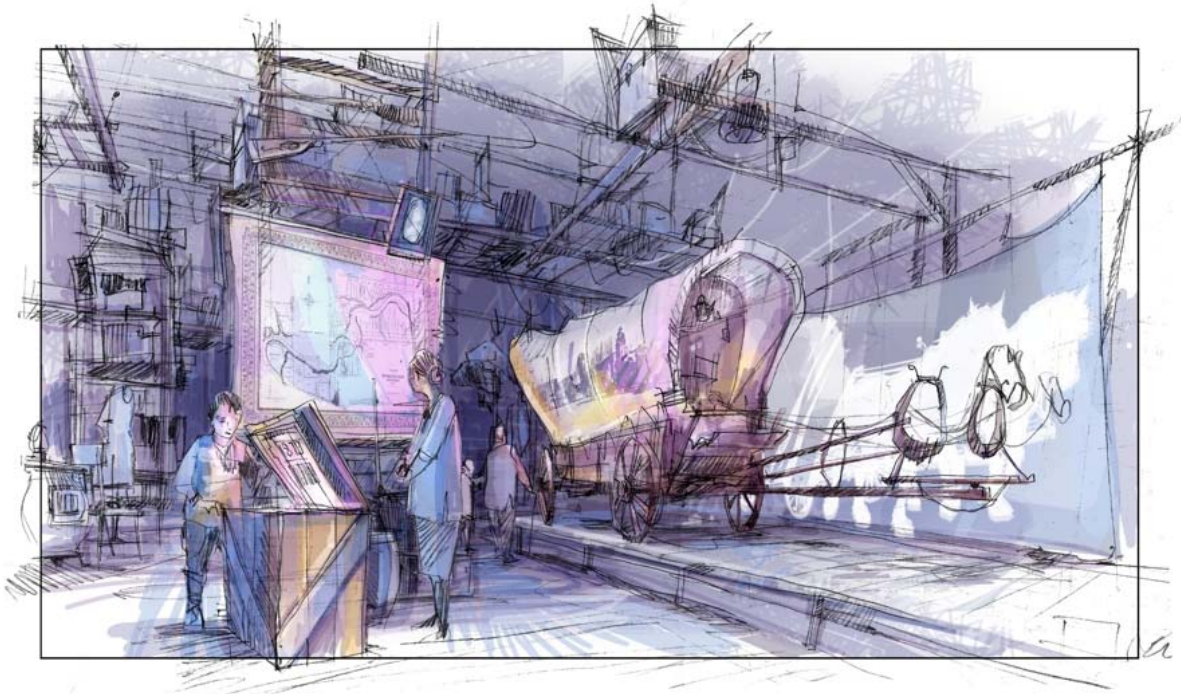
<u>Advantages</u> <ul style="list-style-type: none">• Fun and interesting area• It is "far off the street" so adding more activities makes it "worth your while to go over there."	<u>Suggestions & Challenges</u>
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6.3 Hullabaloon Ride



<u>Advantages</u> <ul style="list-style-type: none">• Unique and different experience• Offers a different view of the Park• Will be interesting to youth and teens
<u>Suggestions & Challenges</u> <ul style="list-style-type: none">• Use is weather dependant• Possible safety concerns

6.4 Warehouse and Holavision Theatre



Advantages

- Good indoor activity that provides an opportunity to escape from the elements
- Appreciate the opportunity to display and share more artifacts

Suggestions & Challenges

- Some resistance to use of holographic characters, especially if seen to be *“taking the role of an interpreter”*

6.5 Capitol Theatre



Advantages

- Recognized landmark and an important part of Edmonton's history
- *"It's an icon."*
- Welcome the opportunity to showcase time period theatre and movies
- Younger respondents who are not current patrons of Fort Edmonton Park find the idea of coming to an *"old movie"* appealing.
- *"I don't come to Fort Edmonton Park, but I can see bringing my girlfriend down for dinner and a movie. That might be a cool date."*
- Interest in seeing the multi-media show of Edmonton's history

Suggestions & Challenges

- Use of technology is resisted

6.6 Additional Retail, Dining and Entertainment

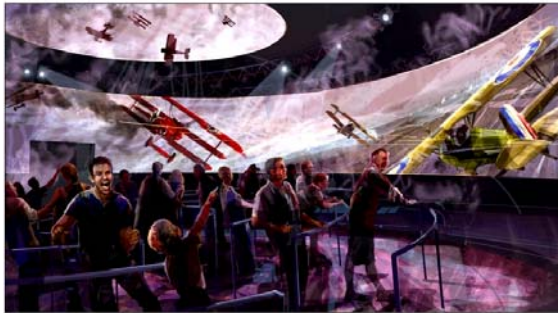
Advantages

- Opportunity to experience restaurants and social events of the time period
- Interesting
- Partially addresses the lack of quality food options currently missing from the Park

Suggestions & Challenges

- Seems to be all *"high end options"*
- Would like to see more family-friendly food options that reflect the past
- Concern that this area will create a *"dead zone"* during the day where there is a large area of the Park that you cannot experience, either because it is closed, or because you don't want to pay to use it

6.7 360 degree Projection Screen – Aviation



Advantages

- Interesting way to present a part of Edmonton's early aviation history
- Perception that this could not be done as well without technology
- Because aviation itself is a technological advance, the use of technology to tell the story is not as unpopular as in other areas

Suggestions & Challenges

- Technology is already "old" and won't be interesting to the younger audiences "*it is designed to attract.*"

6.8 Expanded Aviation History Focus

Advantages

- Provides activities for younger children
- Provides an opportunity to "escape from the heat"
- Focuses on a proud part of Edmonton's history

Suggestions & Challenges

6.9 Bringing life to Buildings (School, Chinese Laundry, Kelly's Saloon)



Advantages

- Provides additional activities in existing buildings, increasing their appeal and educational opportunities
- The Chinese Laundry tells an important story about one of Edmonton's immigrant populations

Suggestions & Challenges

- Use of technology
- Historical accuracy (no gambling in Edmonton; only Chinese men came to Canada, not wives)

6.10 Spirit of First Nations



Advantages

- A very important story to tell

Suggestions & Challenges

- Must get the participation, support and agreement of Edmonton and area aboriginal groups
- Story must be accurate to the Edmonton area
- Building does not appear to be historically accurate from the outside and therefore will not fit with the look of Fort Edmonton Park
- Appears to be very technically focused, which does not fit with the aboriginal culture

6.11 Wilderness Waters – Lazy River

Advantages

- Fun for all ages
- Like the transition to winter activity

Suggestions & Challenges

- Trivializes the role, importance, and sheer size of the York Boats
- *“Why not use a real York boat on the North Saskatchewan?”*
- Poor environmental practice to create a *“crafted”* river

6.12 Wilderness Waters – Flume Ride



Advantages

- Fun ride for kids and teens

Suggestions & Challenges

- Very significant resistance to this idea
- Not perceived to be historically accurate in any way
- Our season is too short to make this a good financial investment
- *"It will be lame"* compared to what people are exposed to at other theme parks and expositions

6.13 Wilderness Waters – Frontier Path

Advantages

- Builds on similar activities elsewhere in the Park
- See potential to incorporate a display on the aboriginal peoples who would have lived in a *"settlement"* just outside the Fort
- Provides opportunities to tell the stories of the fur traders and trappers that are not currently represented well in the Park

Suggestions & Challenges

- Does this complete with the mandate of the John Janzen Nature Centre?

6.14 Pride of Edmonton Parade



Advantages

- Could be fun on special occasions

Suggestions & Challenges

- Feels forced or artificial
- Not historically relevant
- Difficult to understand what the educational or entertainment value would be
- *"I don't get it – what are they going to do – just walk down the street in their costume – seems lame."*
- Wonder how this would be managed on an operational level
- *"How many interpreters are on in a day – and they are all going to leave their posts 30 minutes before the parade at least. I don't know – doesn't make sense to me."*

Section III: Quantitative Research Results

Online Research with Edmonton Residents

Fort Edmonton Park

General Edmonton Population
Online Survey

January, 2010



janet brown consulting

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Objectives and Methodology

OBJECTIVES

The objectives of the online research survey were to provide information about Fort Edmonton Park's redevelopment plans to a wide-cross section of Edmonton residents (aged 18 years and older) and assess their reaction to the plan. More specifically, the research was designed to assess:

- Current familiarity with and use of Fort Edmonton Park
- Past usage of Fort Edmonton Park and anticipated usage after the redevelopment is complete
- Perceptions of Fort Edmonton today and after redevelopment
- Approval for the proposed redevelopment plan
- Most and least appealing features of the proposed redevelopment

SURVEY METHOD

Survey results are based on an online survey of 400 City of Edmonton residents, aged 18 and over. The survey was administered to members of Research Now's Online Panel between January 14 and 21, 2010. The sampling method was designed to complete 400 interviews with a representative sample of *online* City of Edmonton residents, ages 18 and older.

A random sample of 400 is considered to be accurate to within +/-4.9 percentage points (19 times in 20). However, the reader should note that an online survey of this type is considered to be a 'convenience sample' not a 'random sample' and the margin of error is only presented as a guideline.

An online survey methodology was chosen because, unlike a telephone survey, this approach allows for images to be shown to survey participants. Obviously, an online survey tends to underrepresent people who do not typically have access to Internet, such as some seniors and people in a lower income bracket. However, Internet penetration in the City of Edmonton is quite high (estimated to be in excess of 82% according to the 2007 Statistics Canada Canadian Internet Use Survey).

Survey participation was designed for respondents 18 and over. Individuals under 18 who were interested in sharing their opinions on the proposed plan were able to complete the web-accessed survey.

Throughout this report, the 400 people surveyed for this research are referred to as 'Edmonton residents.'

Research Highlights

- Approval for the proposed redevelopment plan for Fort Edmonton Park is very strong, as 59 percent of Edmonton residents indicate that they strongly approve of the proposed plan after viewing a series of 21 slides that explain the plan (the slides are appended to this report). Another 36 percent somewhat approve of the plan, resulting in a total approval rating of 95 percent.
 - Strong approval for the proposed plan is particularly high among the Park's most loyal users, including those who are likely to visit in the next 12 months (79%) and recent visitors (67% of those who visited in past 12 months and 69% who visited in past one to three years)
- When asked to name the specific aspects of the proposed plan for Fort Edmonton Park that they find most appealing, the most popular responses include "everything" (14%), Wilderness Waters (11%), the midway expansion (10%), the theatre (10%), and the aviation focus (10%).
- When asked what aspects of the redevelopment plan they found least appealing, four in ten (40%) said there was nothing that they found unappealing. Among those who did have a negative reaction to a specific aspect of the proposed plan, they were most likely to mention Wilderness Waters (7%), the aviation focus (6%), concern about maintaining the authenticity of the Park (6%), concern about the costs (6%), and the daily parade (5%).
- Among ten statements about Fort Edmonton Park today that were presented to survey respondents, at least half indicated strong agreement with the following three:
 - Fort Edmonton Park is an interesting and engaging place for students and children (62%),
 - I am proud to have Fort Edmonton Park as an attraction in Edmonton (53%), and
 - Fort Edmonton is an interesting and engaging place for visitors to Edmonton to visit (50%).

Research Highlights

- After viewing the slides that explained the proposed plan, agreement with each of the ten statements presented increased and majorities indicated strong agreement with all of the statements, including:
 - Fort Edmonton Park will be an interesting and engaging place for students and children to visit after the redevelopment is complete (74%)
 - Fort Edmonton Park will be an interesting and engaging place for visitors to Edmonton to visit after the redevelopment is complete (67%)
 - Fort Edmonton Park will provide a high quality visitor experience after the redevelopment is complete (65%)
 - I will be proud to have Fort Edmonton Park as an attraction in Edmonton after the redevelopment is complete (65%)
 - Fort Edmonton Park will make history fun and interesting after the redevelopment is complete (64%)
 - Fort Edmonton Park will provide an appropriate mix of education and entertainment for its visitors after the redevelopment is complete (63%)
 - Fort Edmonton Park will be a 'must see' attraction in Edmonton after the redevelopment is complete (62%)
 - Fort Edmonton Park will be an interesting and engaging place for me to visit after the redevelopment is complete (59%)
 - Fort Edmonton Park will accurately present Edmonton's history after the redevelopment is complete (53%)
 - Fort Edmonton Park will accurately reflect the cultures and traditions of Edmonton's founding people after the redevelopment is complete (51%)
- Women, those who are very or somewhat familiar with Fort Edmonton Park, and those with children aged 2 to 12 were particularly likely to express strongly positive opinions when presented with these statements about the character of Park after redevelopment.

Research Highlights

- Approximately one in six (17%) Edmonton residents say that it is very likely that they will visit Fort Edmonton Park at some time over the next 12 months. Another 42 percent say they are somewhat likely to visit in the next 12 months. The remainder say they are not very likely (26%), not at all likely (9%) or not sure (7%) if they will visit in the next 12 months.
- In contrast, after viewing the slides of the proposed plans for Fort Edmonton Park, almost two-thirds (65%) say they are very interested in visiting the Park after the redevelopment is complete. Another 29 percent say they are somewhat interested in visiting. Only seven percent say they are not very interested (5%), not at all interested (1%), or unsure (1%) about visiting after the redevelopment.
- When told that Fort Edmonton Park's mission is to 'Connect generations to Edmonton's dynamic history by offering fun, unique, immersive exhibits,' almost six in ten (58%) say they strongly agree that the planned redevelopment will help fulfill this mission and another 36 percent somewhat agree. Only six percent say they somewhat disagree (3%), strongly disagree (1%), or are not sure (2%).

Detailed Findings

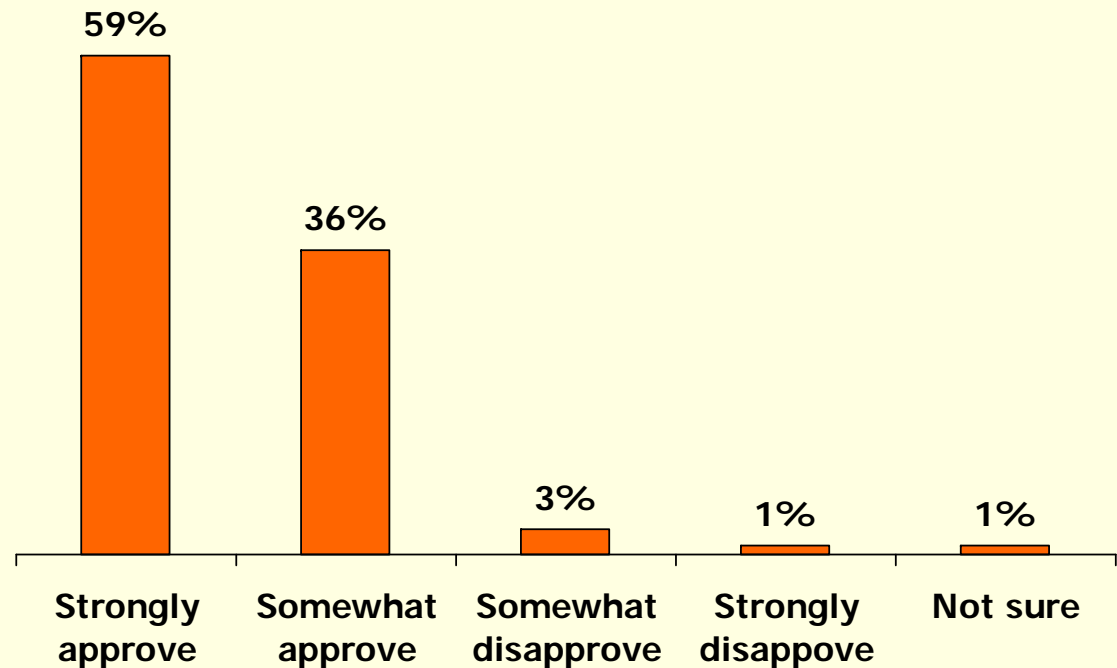
Approval of Proposed Enhancements

To gauge public reaction to Fort Edmonton Park's proposed development plan, survey respondents were given the opportunity to read through a series of 21 slides that explain the proposed plan (the slides shown are included at the end of this report. After reviewing the slides, respondents were asked to indicate the extent to which they approve or disapprove of the plan.

Approval of the proposed redevelopment plan is very strong, as 59 percent of Edmonton residents indicate that they strongly approve of the plan, and another 36 percent indicate that they somewhat approve. Only five percent disapprove (3% somewhat and 1% strongly) or are unsure (1%).

Strong approval of the plan is particularly high with:

- Those who are very likely to visit FEP in the next 12 months (79% versus 49% who are not likely)
- Those who are very interested in visiting FEP after the redevelopment is complete (79% versus 9% of those who are not interested)
- Those with a high school education or less (72% versus 47% of those with a post-graduate degree)
- Middle income earners (70% of those with a household income of \$40-80,000 annually versus 57% of lower earners and 54% of higher earners)
- Those with children aged 2 to 12 (70% versus 57% without)
- Recent visitors to FEP (69% of those who visited 1 to 3 years ago and 67% who visited in last 12 months versus 53% who visited 4+ years ago and 43% who have never visited)



Q.12 Thinking of the proposed enhancements to Fort Edmonton Park, please indicate the extent to which you approve or disapprove of Fort Edmonton Park going ahead with this redevelopment plan. Would you say you ...

Most Appealing Aspects of Redevelopment

Most Appealing Aspects

Responses over 3%

When Edmonton residents are asked to name the specific aspects of the proposed plan for Fort Edmonton Park that they find most appealing, they give a wide variety of answers. The most popular responses include “everything” (14%), Wilderness Waters (11%), the midway expansion (10%), the theatre (10%), and the aviation focus (10%).

It should be noted that the 10 per cent who mentioned liking the “theatre” did not specify whether they were referring to the Capitol Theatre or the Holavision Theatre. However, seven per cent did specifically mention liking the Capitol Theatre and three per cent (not shown in the table) specifically mentioned liking the Holavision Theatre.

Everything/ all of it/ it all sounds good	14%
Wilderness Waters/ water feature/ water park/ water slides	11%
Midway expansion	11%
Dining/ more dining venues/ new restaurants	10%
Theatre (not specified)	10%
Aviation focus/ aviation history	10%
Spirit of First Nations/ Aboriginal exhibit	8%
Kids/ fun for/ activities for/ kid friendly	8%
Activities/ more activities/ things to do/ new activities	8%
Hullaballoon	7%
Interaction/ interactivity/ hands on	7%
Rides/ more rides (not specified)	7%
Capitol Theatre	7%
History/ historical aspect/ chance to experience history	7%
More/ new attractions/ entertainment/ sights (not specified)	6%
Interactive people/ interpreters/ more interpreters/ live actors	5%
Enhancement/ expansion/ extension “freshening” what is already there	4%
1920’s street	4%
All ages/ something for everyone/ family entertainment	4%

Q.13 Which aspects of the proposed redevelopment plan for Fort Edmonton Park do you find most appealing?

Least Appealing Aspects of Redevelopment

When asked what aspects of the proposed redevelopment plan they found least appealing, four in ten Edmonton residents (40%) said there was nothing that they found unappealing.

Among those who did have a negative reaction to a specific aspect of the plan, they were most likely to mention Wilderness Waters (7%), the aviation focus (6%), concern about maintaining the authenticity of the Park (6%), concern about the costs (6%), and the daily parade (5%).

Least Appealing Aspects Responses over 3%

Wilderness waters/ water feature/ water park/ water slides	7%
Aviation focus/ aviation history	6%
Midway expansion	6%
Concerns about maintaining authenticity/ aspects of development need to remain close to original Fort/ commercialization	6%
Concerns about costs/ how development funded	6%
Parade/ daily parade	5%
Nothing/ don't know	40%

Q.14 Which aspects of the proposed redevelopment plan for Fort Edmonton Park do you find least appealing?

Statements About Fort Edmonton Park

To understand how attitudes toward Fort Edmonton Park may change after the redevelopment is complete, survey respondents were given a list of attributes and asked to rate each based on their current knowledge of the Park. After reviewing the redevelopment plan, they were given the same list again and were asked to rate each attribute based on their perception of the proposed plan for the Park.

Agreement with all 10 statements that were tested is significantly higher when Edmonton residents consider what the Park will be like after development versus how the Park today.

When thinking about Fort Edmonton Park today, at least half of Edmonton residents indicate strong agreement with the following statements:

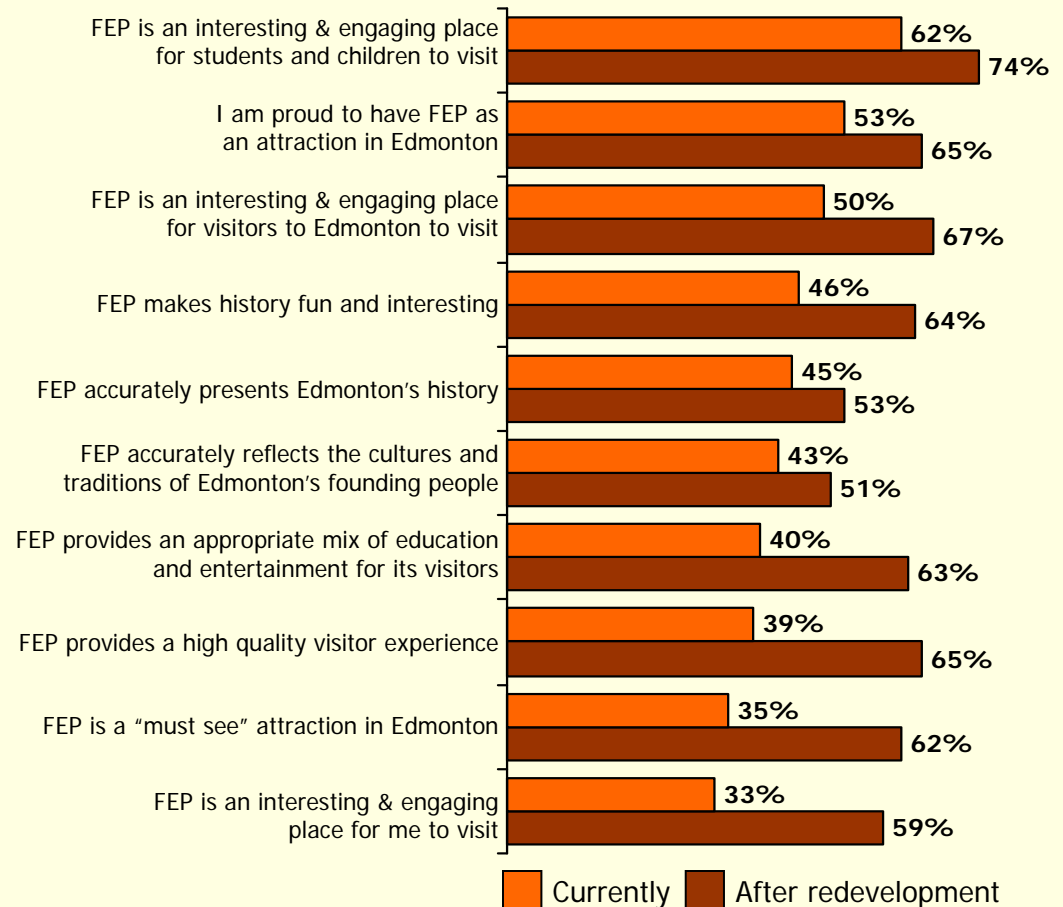
- FEP is an interesting and engaging place for students and children (62%)
- I am proud to have FEP as an attraction in Edmonton (53%)
- FEP is an interesting and engaging place for visitors to Edmonton to visit (50%)

When thinking about the Park after redevelopment, majorities strongly agree with all 10 statements presented. However, it should be noted that agreement is lowest when regarding:

- FEP will accurately present Edmonton's history (53%)
- FEP will accurately reflect the cultures and traditions of Edmonton's founding people (51%)

There are a number of variables that tend to impact agreement with the statements tested. Key variables are examined in more detail on the next three pages.

% who strongly agree



Q.11 Based on your own experience, or anything you have seen or heard about Fort Edmonton Park, please indicate the extent to which you agree or disagree with each of the following statements.

Q.15 Thinking of the proposed redevelopment of Fort Edmonton Park, please indicate the extent to which you agree or disagree with each of the following statements.

Statements About Fort Edmonton Park

% who strongly agree
 † notable difference

As the table to the right illustrates, women are more likely to indicate strong agreement with virtually every statement tested – both when thinking of the Park as it currently is and after redevelopment.

	Currently		After	
	Male	Female	Male	Female
FEP is an interesting & engaging place for students and children to visit	51%	73% †	68%	80% †
I am proud to have FEP as an attraction in Edmonton	46%	59% †	55%	73% †
FEP is an interesting & engaging place for visitors to Edmonton to visit	40%	59% †	57%	77% †
FEP makes history fun and interesting	40%	52% †	57%	70% †
FEP accurately presents Edmonton's history	41%	49%	48%	58% †
FEP accurately reflects the cultures and traditions of Edmonton's founding people	39%	47%	46%	56% †
FEP provides an appropriate mix of education and entertainment for its visitors	34%	45% †	53%	71% †
FEP provides a high quality visitor experience	34%	44% †	59%	71% †
FEP is a "must see" attraction in Edmonton	31%	40% †	55%	67% †
FEP is an interesting & engaging place for me to visit	23%	42% †	50%	67% †

Q.11 Based on your own experience, or anything you have seen or heard about Fort Edmonton Park, please indicate the extent to which you agree or disagree with each of the following statements.

Q.15 Thinking of the proposed redevelopment of Fort Edmonton Park, please indicate the extent to which you agree or disagree with each of the following statements.

Statements About Fort Edmonton Park

% who strongly agree

↓ notable difference

Those who consider themselves to be very or somewhat familiar with Fort Edmonton Park are more likely to agree with all of the statements presented, both when thinking about the Park as it is now and after redevelopment, than those who say they are not very or not at all familiar with the Park.

	Currently			After		
	Very familiar	Somewhat familiar	Not familiar	Very familiar	Somewhat familiar	Not familiar
FEP is an interesting & engaging place for students and children to visit	84%	63%	43% ↓	88%	75%	59% ↓
I am proud to have FEP as an attraction in Edmonton	78%	51%	33% ↓	81%	66%	47% ↓
FEP is an interesting & engaging place for visitors to Edmonton to visit	82%	46%	29% ↓	83%	70%	49% ↓
FEP makes history fun and interesting	77%	43%	25% ↓	81%	64%	50% ↓
FEP accurately presents Edmonton's history	68%	46%	25% ↓	71%	54%	35% ↓
FEP accurately reflects the cultures and traditions of Edmonton's founding people	70%	42%	22% ↓	69%	52%	34% ↓
FEP provides an appropriate mix of education and entertainment for its visitors	58%	39%	26% ↓	78%	64%	47% ↓
FEP provides a high quality visitor experience	67%	38%	17% ↓	84%	67%	44% ↓
FEP is a "must see" attraction in Edmonton	59%	34%	18% ↓	82%	62%	43% ↓
FEP is an interesting & engaging place for me to visit	55%	31%	17% ↓	74%	62%	39% ↓

Q.11 Based on your own experience, or anything you have seen or heard about Fort Edmonton Park, please indicate the extent to which you agree or disagree with each of the following statements.

Q.15 Thinking of the proposed redevelopment of Fort Edmonton Park, please indicate the extent to which you agree or disagree with each of the following statements.

Statements About Fort Edmonton Park

% who strongly agree
 † notable difference

When thinking about Fort Edmonton Park today, those with children age 2 to 12 give similar ratings to the statements tested to those without children in the same age group.

However, when thinking about Fort Edmonton Park after redevelopment, those with children age 2 to 12 give higher ratings to almost all of the statements, compared to those without children in this age range.

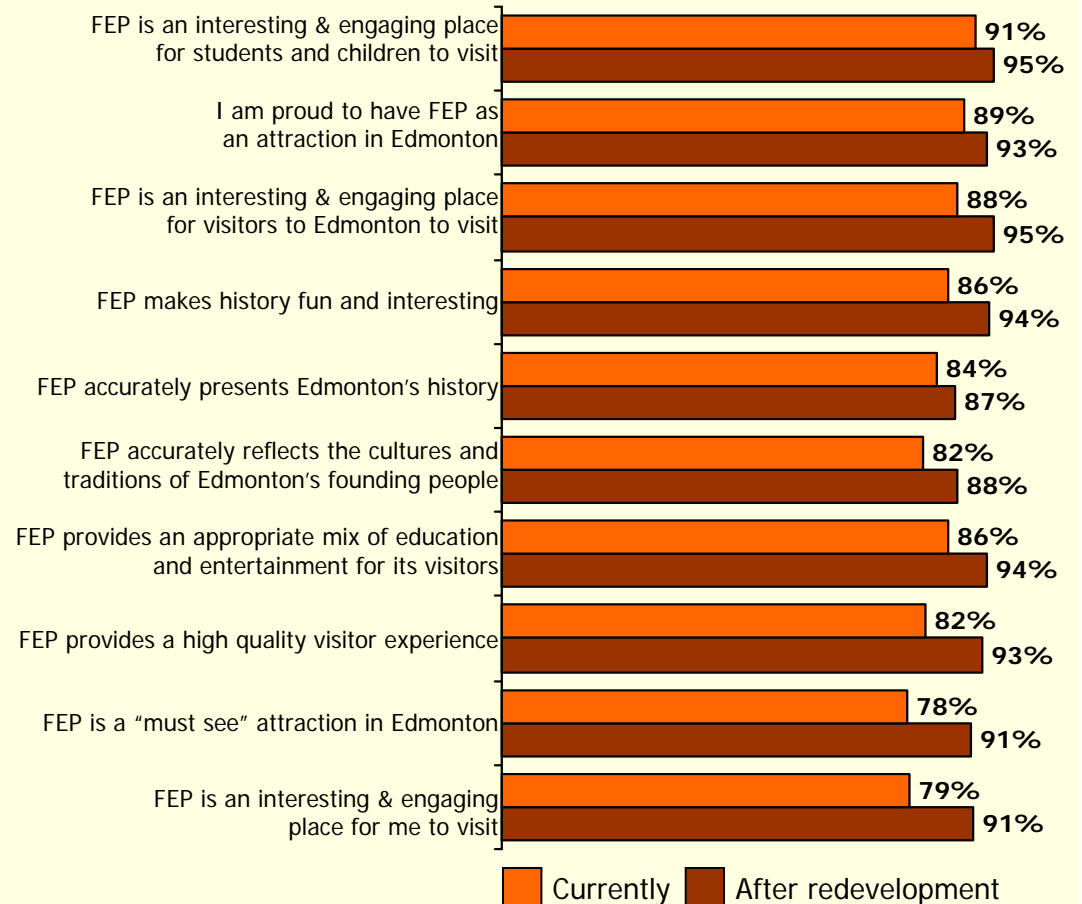
	Currently		After	
	Children 2 to 12	No children 2 to 12	Children 2 to 12	No children 2 to 12
FEP is an interesting & engaging place for students and children to visit	65%	63%	80%	74%
I am proud to have FEP as an attraction in Edmonton	55%	53%	75%	63%
FEP is an interesting & engaging place for visitors to Edmonton to visit	51%	51%	79% †	66%
FEP makes history fun and interesting	52%	45%	80% †	61%
FEP accurately presents Edmonton's history	48%	45%	73% †	49%
FEP accurately reflects the cultures and traditions of Edmonton's founding people	51%	43%	68% †	49%
FEP provides an appropriate mix of education and entertainment for its visitors	37%	41%	79% †	60%
FEP provides a high quality visitor experience	39%	40%	78% †	63%
FEP is a "must see" attraction in Edmonton	47%	34%	73% †	60%
FEP is an interesting & engaging place for me to visit	34%	33%	70% †	57%

Q.11 Based on your own experience, or anything you have seen or heard about Fort Edmonton Park, please indicate the extent to which you agree or disagree with each of the following statements.

Q.15 Thinking of the proposed redevelopment of Fort Edmonton Park, please indicate the extent to which you agree or disagree with each of the following statements.

Statements About Fort Edmonton Park

% who strongly or somewhat agree



The graph to the right summarizes total agreement for each statement presented (i.e., percentage saying either strongly or somewhat agree).

As this graph shows, there is a high level of agreement with every statement presented about Fort Edmonton Park as it currently is, and even higher agreement with the statements about the Park after the proposed redevelopment.

Q.11 Based on your own experience, or anything you have seen or heard about Fort Edmonton Park, please indicate the extent to which you agree or disagree with each of the following statements.

Q.15 Thinking of the proposed redevelopment of Fort Edmonton Park, please indicate the extent to which you agree or disagree with each of the following statements.

Future Visits to Fort Edmonton Park

Approximately one in six (17%) Edmonton residents say that it is very likely that they will visit Fort Edmonton Park at some time over the next 12 months. Another 42 percent say they are somewhat likely to visit in the next 12 months. The remainder say they are not very likely (26%), not at all likely (9%) or not sure (7%) if they will visit in the next 12 months.

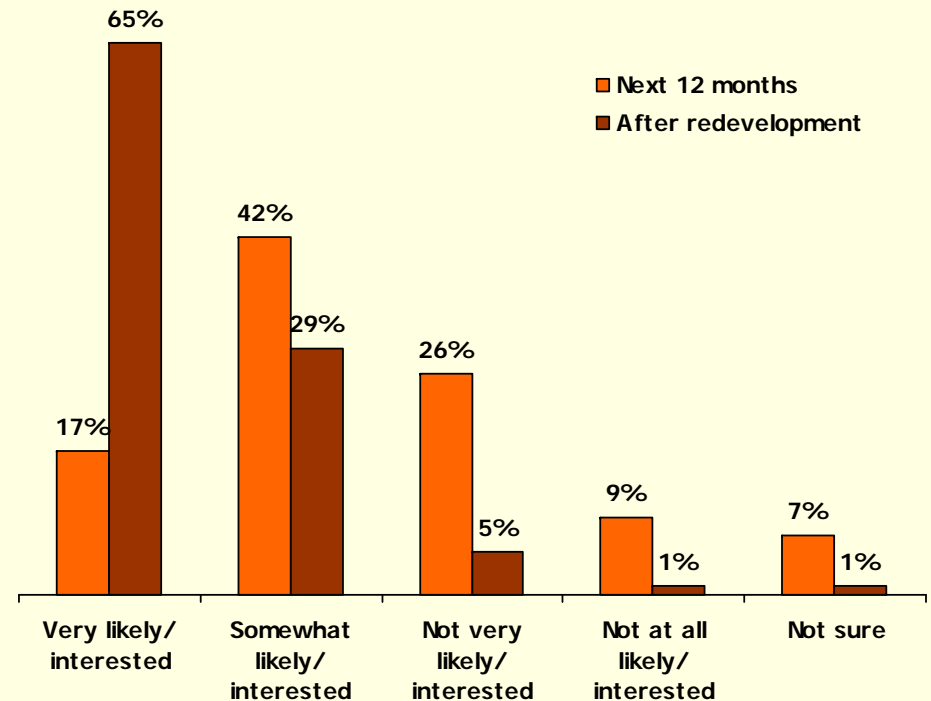
Those who are most likely to say they are very likely to visit the Park in the next 12 months include:

- Those who have visited FEP three or more times in the past five years (43% versus 12% who have visited once in the past five years and 8% who have visited twice in the past five years)
- Those who have visited Fort Edmonton Park in the past 12 months (42% versus 13% who visited one to three years ago, 6% who visited four or more years ago, and 8% who have never visited)
- Those who are very familiar with FEP (38% versus 14% who are somewhat familiar and 4% who are not familiar)
- Those with children age 2 to 12 (32% versus 13% without children in this age group)
- Women (21% versus 12% of men)

After viewing the slides of the proposed plan for Fort Edmonton Park, almost two-thirds (65%) of Edmonton residents say they are very interested in visiting the Park after the redevelopment is complete. Another 29 percent say they are somewhat interested in visiting. Only seven percent say they are not very interested (5%), not at all interested (1%), or unsure (1%) about visiting after the redevelopment.

Those who are most likely to say they are very interested in visiting the Park after redevelopment include:

- Those who are very likely to visit FEP in the next 12 months (91% versus 71% who are somewhat likely to visit and 46% who are not likely to visit)
- Those who are very familiar with FEP (81% versus 69% who are somewhat familiar and 43% who are not familiar)
- Those who have visited FEP in the past 12 months (81% versus 68% who visited 1 to 3 years ago, 59% who visited more than 4 years ago and 48% who have never visited)
- Women (73% versus 57% of men)



Q.10 How likely are you to visit Fort Edmonton Park in the next 12 months? Would you say you are ...

Q.16 How interested would you personally be in visiting Fort Edmonton Park once the redevelopment is complete? Would you be ...

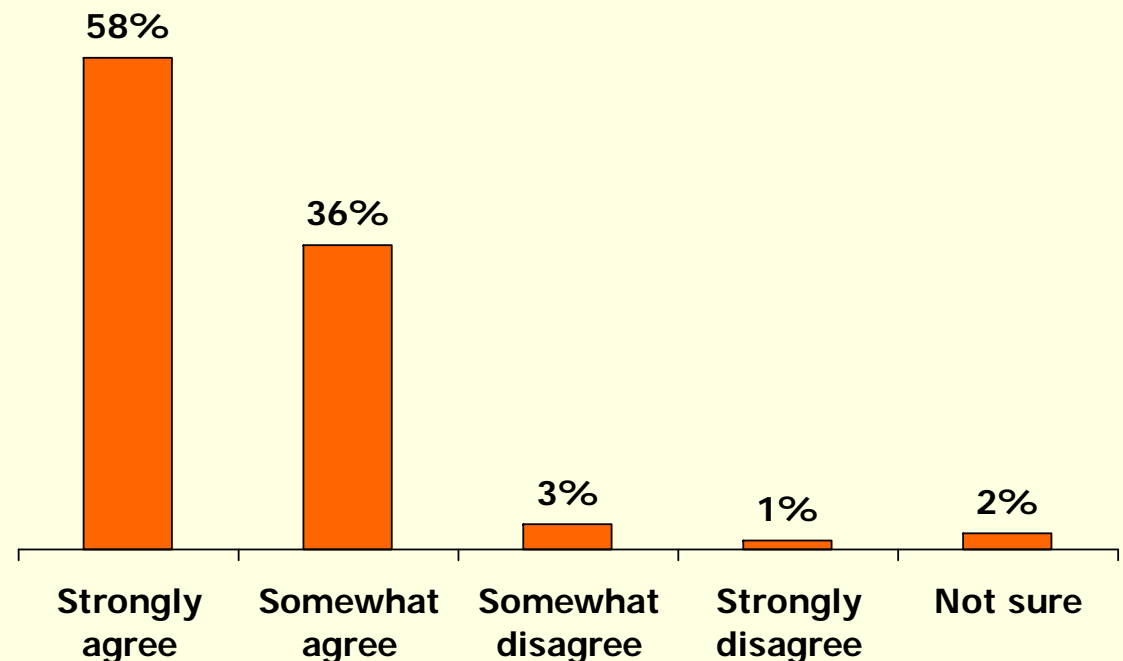
Fort Edmonton Park Mission

When told that Fort Edmonton Park's mission is to 'Connect generations to Edmonton's dynamic history by offering fun, unique, immersive exhibits,' almost six in ten (58%) say they strongly agree that the proposed plan will help fulfill this mission and another 36 percent somewhat agree. Only six percents say they somewhat disagree (3%), strongly disagree (1%) or are not sure (2%).

Those who are most likely to strongly agree that the proposed plan will help fulfill the Park's mission include:

- Those who are very likely to visit FEP in the next 12 months (86% versus 59% who are somewhat likely to visit and 44% who are not likely to visit)
- Those with children age 2 to 12 (76% versus 56% of those without children this age)
- Those who are very familiar with FEP (74% versus 60% who are somewhat familiar and 42% who are not familiar)
- Those who live within a 51 minute transit ride to FEP (72% versus those who live further away (57%)
- Those who live within 16 minutes drive of FEP (70% versus 55% who live more than 16 minutes away)
- Those who have visited FEP in the past 12 months (69% versus 64% who have visited within 1 to 3 years, 55% who visited 4 or more years ago, and 38% who have never visited)
- Women (65% versus 51% of men).

Extent to Which Redevelopment Will Help Fulfill Mission



Q.17 Fort Edmonton Parks' mission is to "connect generations to Edmonton's dynamic history by offering fun, unique, immersive exhibits". To what extent do you agree or disagree that the redevelopment of Fort Edmonton Park will help fulfill this mission?

Familiarity With and Distance to Fort Edmonton Park

When asked how familiar they are with Fort Edmonton Park, just over one in five (22%) Edmonton residents say they feel very familiar with the Park and another 53 percent feel very familiar. The remainder say they are not very familiar (20%) or not at all familiar (6%).

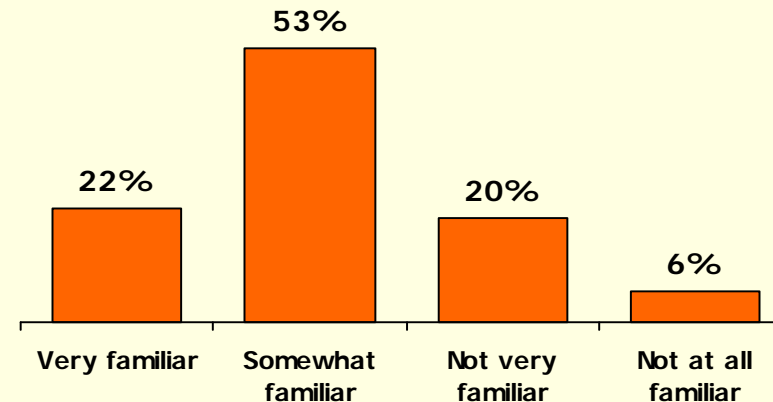
Those who are most likely to say they are very familiar include:

- Those who have visited FEP three or more times in the past five years (51% versus 29% who have visited twice and 18% who have visited once over the same period of time)
- Those who are very likely to say they will visit FEP in the next 12 months (50% versus 21% who are somewhat likely and 12% who are not likely)
- Those who visited FEP in the last 12 months (46% versus 29% who visited one to three years ago and 9% who visited four or more years ago)
- Those who live within a 16 minute drive of FEP (31% versus 19% who live further away)

When asked how long it would take them to drive to Fort Edmonton Park, Edmonton residents give an average response of 19.4 minutes. More specifically, 60 percent say they live within a 20 minute drive of the Park, 21 percent within 21 to 30 minutes, five percent live 31 or more minutes away and 14 percent say they are unsure or that they don't drive.

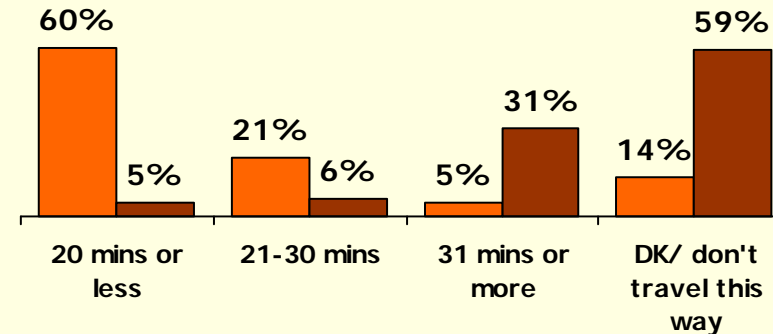
When asked how long it would take them to get to Fort Edmonton Park on public transit, Edmonton residents give an average response of 53.9 minutes. This includes five percent who say they live within a 20 minute transit ride, six percent say they live within 21 to 30 minutes, 31 percent say they live 31 or more minutes away by transit and 59 percent say they are unsure or that they don't travel by bus.

Familiarity with Fort Edmonton Park



Distance to Fort Edmonton Park

Average by car = 19.4 minutes
Average by transit = 53.9 minutes



Q.3 This survey is about Fort Edmonton Park. It doesn't matter whether you have ever been to Fort Edmonton Park or not in the past. We would still like you input. How familiar are you with Fort Edmonton Park? Would you say you are ...

Q.4 Approximately how long would it take for you to drive to Fort Edmonton Park from your home?

Q.5 Approximately how long would it take for you to take public transit to Fort Edmonton Park from your home?

Past Visits to Fort Edmonton Park

Just under one-quarter (23%) of Edmonton residents say their last visit to Fort Edmonton Park was within the past 12 months. Twenty-two percent have visited within the past one to two years, 17 percent in the past three to five years, 14 percent in the past six to 12 years, nine percent in more than 12 years, and 15 percent have never visited the Park.

Those most likely to have visited in the past 12 months include:

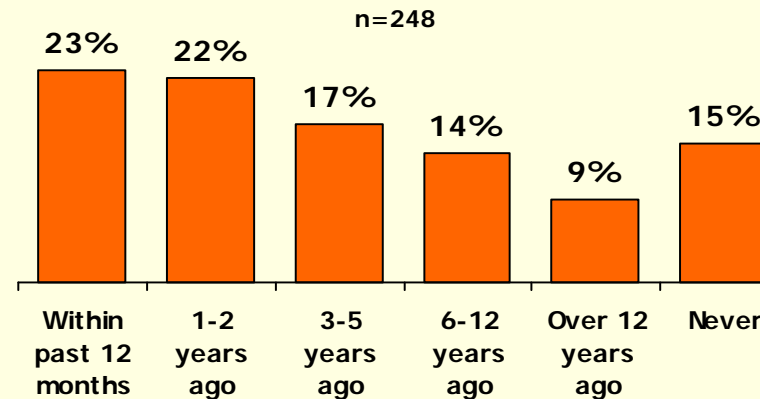
- Those who are very likely to say they will visit in the next 12 months (58% versus 25% who are somewhat likely to visit and 6% who are not likely to visit)
- Those who have visited FEP at least three times in the past five years (57% versus 33% who have visited twice and 18% who have visited once)
- Those who are very familiar with the Park (48% versus 21% who are somewhat familiar and 5% who are not familiar)
- Those with children age 2 to 12 (42% versus 19% without children this age)
- Women (27% versus 18% of men)

Among Edmonton residents who have visited Fort Edmonton Park in the past five years, they report having visited an average of 3.0 times over this period.

Among those who have visited the Park in the past 12 months, seven percent had an annual pass and report having visited an average of 1.9 times.

Last Visit to Fort Edmonton Park

Average among those who have visited
Fort Edmonton Park = 5.1 years



Average number of visits in past five years among those who have visited Fort Edmonton Park in the past five years (n=248) 3.0

Average number of visits in past 12 months among those who have visited Fort Edmonton Park in the past 12 months (n=91) 1.9

Percentage of those who visited Fort Edmonton Park in past 12 months with an annual pass 7%

- Q.6 When was the last time you visited Fort Edmonton Park? If you can't remember exactly, your best guess will do.
- Q.7 IF LAST 12MONTHS, OR 1 TO 5 YEARS, ASK ... Approximately how many times have you visited Fort Edmonton Park in the last 5 years?
- Q.8 IF LAST 12 MONTHS, ASK ... And how many of these visits to Fort Edmonton Park were in the last 12 months?
- Q.9 IF LAST 12 MONTHS, ASK ... Did you have an annual pass to Fort Edmonton Park in 2009? This would include an adult, family or multi-facility pass.

Final Comments

Final Comments

Responses over 1%

When asked at the end of the survey if they had any further comments they wanted to add about the planned redevelopment of Fort Edmonton Park, more than two-thirds of Edmonton residents said they had nothing further to add.

Among those who did make additional comments, the most common were that they couldn't wait to see the development plans completed (6%) and they were worried about costs (5%).

Can't wait to go/ see completed/ hope done soon/ looking forward to it/ unbridled optimism	6%
Development costs/ who pays?/ tax implications/ cost to city/ how funded/ paid for	5%
Non-specific positive mentions	4%
Admission costs/ pricing	3%
Long overdue/ it's time	3%
Makes Edmonton a draw for tourists/ must see destination	2%
Don't excessively rely on technology/ holograms/ prefer real people, artifacts, experience	2%
Used to visit/ this will bring me back	2%
Don't turn historic/ cultural site into a theme part	2%
No additional comments/ don't know	68%

Q.18 Are there any additional comments you would like to make about the planned redevelopment of Fort Edmonton Park

Demographics

Age	
18 to 24 years	15%
25 to 34 years	21%
35 to 44 years	20%
45 to 54 years	19%
55 to 64 years	13%
65 years & older	12%

Marital Status	
Single, never been married	23%
Married or living together as a couple	60%
Widowed	5%
Separated	2%
Divorced	8%
Prefer not to answer	3%

People in your Household	
Under age 2	8%
Age 2 to 12	18%
Age 13 to 17	8%
Age 18 to 24	23%
Age 25 to 64	79%
Age 65 and over	16%
Prefer not to answer	4%

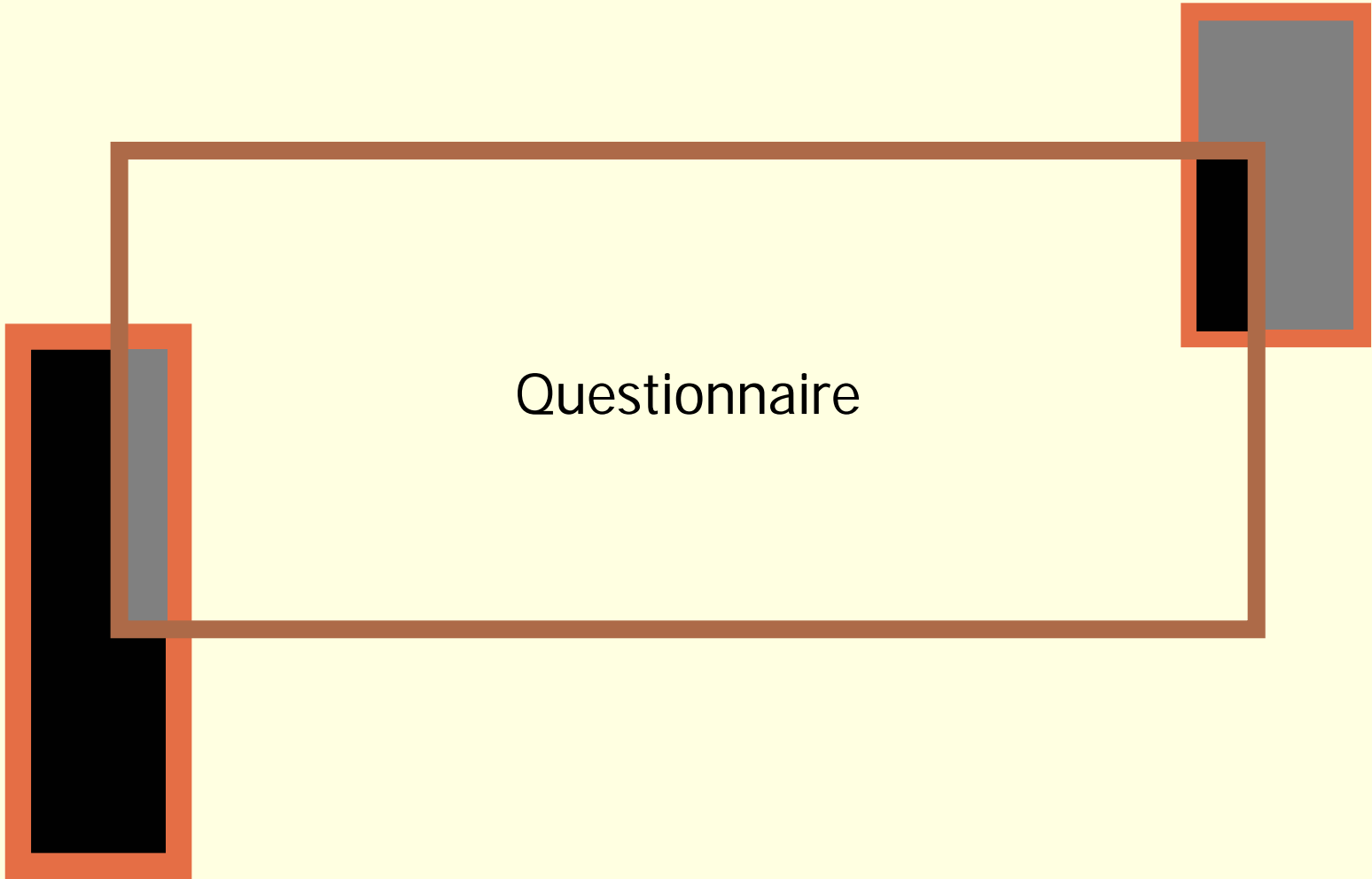
Gender	
Male	49%
Female	51%

Years living in Edmonton	
Average	25.1 years

Household Income	
Under \$10,000	1%
\$10,000 to less than \$20,000	3%
\$20,000 to less than \$30,000	6%
\$30,000 to less than \$40,000	10%
\$40,000 to less than \$60,000	19%
\$60,000 to less than \$80,000	13%
\$80,000 to less than \$100,000	14%
\$100,000 and over	16%
Prefer not to answer	20%

Education	
Completed/ some elementary	0%
Completed/ some high school	15%
Completed/ some college, vocational or trade school	37%
Some university	11%
Completed university (Bachelor's Degree)	25%
Post graduate/ Professional School (Master's Degree or PhD)	11%
No schooling	0%
Prefer not to answer	2%

Questionnaire



N=400 City of Edmonton residents, aged 18+ (Derived from Research Now's On-line Panel)

To begin with ...

A. What province do you live in? **TERMINATE IF NOT ALBERTA**

- 01 – Alberta
- 02 – British Columbia
- 03 – Manitoba
- 04 – New Brunswick
- 05 – Newfoundland
- 06 – Nova Scotia
- 07 – Ontario
- 08 – Prince Edward Island
- 09 – Quebec
- 10 – Saskatchewan
- 11 – A territory
- 12 – None of the above

B. What city or region do you live in? **TERMINATE IF NOT EDMONTON**

- 01 – City of Airdrie
- 02 – City of Brooks
- 03 – City of Calgary
- 04 – Camrose County, including City of Camrose
- 05 – City of Cold Lake
- 06 – City of Edmonton
- 07 – City of Grande Prairie
- 08 – Leduc County, including Beaumont, Devon and Leduc
- 09 – City of Lethbridge
- 10 – City of Lloydminster
- 11 – City of Medicine Hat
- 12 – Parkland County, including Spruce Grove and Stony Plain
- 13 – City of Red Deer
- 14 – Strathcona County, including Sherwood Park and Fort Saskatchewan
- 15 – Sturgeon County, including St. Albert
- 16 – Wetaskiwin County, including City of Wetaskiwin
- 17 – None of the above

1. What is your gender?

- 1 – Male
- 2 – Female

2. How old are you?

- 1 – Under 18 **THANK AND TERMINATE**
- 2 – 18 to 24 years
- 3 – 25 to 34 years
- 4 – 35 to 44 years
- 5 – 45 to 54 years
- 6 – 55 to 64 years
- 7 – 65 years and over

3. This survey is about Fort Edmonton Park. It doesn't matter whether you have ever been to Fort Edmonton Park or not in the past. We would still like your input.

How familiar are you with Fort Edmonton Park? Would you say you are ...

- 1 – Very familiar
- 2 – Somewhat familiar
- 3 – Not very familiar
- 4 – Not at all familiar

4. Approximately how long would it take for you to drive to Fort Edmonton Park from your home?

|_|_| minutes

- xxx – Don't know
- yyy – I don't drive / don't have access to a vehicle

5. Approximately how long would it take for you to take public transit to Fort Edmonton Park from your home?

|_|_| minutes

- xxx – Don't know
- yyy – I never take public transit

6. When was the last time you visited Fort Edmonton Park? If you can't remember exactly, your best guess will do.

- |_|_| years ago
- xx – Within the past 12 months
- 00 – I have never visited Fort Edmonton Park

7. **IF LAST 12 MONTHS, OR 1 TO 5 YEARS, ASK ...** Approximately how many times have you visited Fort Edmonton Park in the last 5 years?

|_|_| times

8. **IF LAST 12 MONTHS, ASK ...** And how many of these visits to Fort Edmonton Park were in the last 12 months?

|_|_| times **NOTE TO PROGRAMMER, ANSWER IN Q.8 MUST BE EQUAL TO OR LESS THAN ANSWER IN Q.7**

9. **IF LAST 12 MONTHS, ASK ...** Did you have an annual pass to Fort Edmonton Park in 2009? This would include an adult, family, or multi-facility pass.
- 1 – Yes
 - 2 – No
 - 9 – Not sure
10. How likely are you to visit Fort Edmonton Park in the next 12 months? Would you say your are ...
- 1 – Very likely
 - 2 – Somewhat likely
 - 3 – Not very likely
 - 4 – Not at all likely
 - 9 – Not sure
11. Based on your own experience, or anything you have seen or heard about Fort Edmonton Park, please indicate the extent to which you agree or disagree with each of the following statements.
RANDOMIZE
- a) I am proud to have Fort Edmonton Park as an attraction in Edmonton
 - 1 – Strongly agree
 - 2 – Somewhat agree
 - 3 – Somewhat disagree
 - 4 – Strongly disagree
 - 9 – Not sure
 - b) Fort Edmonton Park provides a high quality visitor experience
 - c) Fort Edmonton Park is a '**must see**' attraction in Edmonton
 - d) Fort Edmonton Park is an interesting and engaging place for **me** to visit
 - e) Fort Edmonton Park is an interesting and engaging place for **students and children** to visit
 - f) Fort Edmonton Park is an interesting and engaging place for **visitors to Edmonton** to visit
 - g) Fort Edmonton Park provides an appropriate mix of education and entertainment for its visitors
 - h) Fort Edmonton Park accurately presents Edmonton's history
 - i) Fort Edmonton Park accurately reflects the cultures and traditions of Edmonton's founding people
 - j) Fort Edmonton Park makes history fun and interesting

Fort Edmonton Park has just completed a long term plan that includes both new development and enhancements to current buildings and attractions. The next few pages will give you an idea of the type of development that is being planned.

INSERT POWERPOINT PRESENTATION

12. Thinking of the proposed enhancements to Fort Edmonton Park, please indicate the extent to which you approve or disapprove of Fort Edmonton Park going ahead with this redevelopment plan. Would you say you ...
- 1 – Strongly approve
 - 2 – Somewhat approve
 - 3 – Somewhat disapprove
 - 4 – Strongly disapprove
 - 9 – Not sure

13. Which aspects of the proposed redevelopment plan for Fort Edmonton Park do you find most appealing?

14. Which aspects of the proposed redevelopment plan for Fort Edmonton Park do you find least appealing?

15. Thinking of the proposed enhancements to Fort Edmonton Park, please indicate the extent to which you agree or disagree with each of the following statements. **RANDOMIZE**

a) I will be proud to have Fort Edmonton Park as an attraction in Edmonton after the redevelopment is complete

- 1 – Strongly agree
- 2 – Somewhat agree
- 3 – Somewhat disagree
- 4 – Strongly disagree
- 9 – Not sure

b) Fort Edmonton Park will provide a high quality visitor experience after the redevelopment is complete

c) Fort Edmonton Park will be a '**must see**' attraction in Edmonton after the redevelopment is complete

d) Fort Edmonton Park will be an interesting and engaging place for **me** to visit after the redevelopment is complete

e) Fort Edmonton Park will be an interesting and engaging place for **students and children** to visit after the redevelopment is complete

f) Fort Edmonton Park will be an interesting and engaging place for **visitors to Edmonton** to visit after the redevelopment is complete

g) Fort Edmonton Park will provide an appropriate mix of education and entertainment for its visitors after the redevelopment is complete

h) Fort Edmonton Park will accurately present Edmonton's history after the redevelopment is complete

i) Fort Edmonton Park will accurately reflect the cultures and traditions of Edmonton's founding people after the redevelopment is complete

j) Fort Edmonton Park will make history fun and interesting after the redevelopment is complete

16. How interested would you personally be in visiting Fort Edmonton Park once the redevelopment is complete? Would you be ...

- 1 – Very interested
- 2 – Somewhat interested
- 3 – Not very interested
- 4 – Not at all interested
- 9 – Not sure

17. Fort Edmonton Parks' mission is to:

Connect generations to Edmonton's dynamic history by offering fun, unique, immersive exhibits.

To what extent do you agree or disagree that the redevelopment of Fort Edmonton Park will help fulfill this mission?

- 1 – Strongly agree
- 2 – Somewhat agree
- 3 – Somewhat disagree
- 4 – Strongly disagree
- 9 – Not sure

18. Are there any additional comments you would like to make about the planned redevelopment of Fort Edmonton Park?

xx – No additional comments

The next few questions are for classification purposes.

19. What are the first three digits of your postal code?

|_|_|_|

Note to programmer: Only accept letters in 1st slot, numbers in 2nd slot, and letters in 3rd slot.

20. Please indicate how many people in your household, including yourself, fall into the following age groups.

- Under age 2 |_|
- Age 2 to 12 |_|
- Age 13 to 17 |_|
- Age 18 to 24 |_|
- Age 25 to 64 |_|
- Age 65 and over |_|
- xx – Prefer not to answer

21. Are you ...

- 1 – Single, never married
- 2 – Married or living together as a couple
- 3 – Widowed
- 4 – Separated, or
- 5 – Divorced
- 9 – Prefer not to answer

22. How long have you lived in Edmonton?

|_|_| years

23. What is the highest level of education that you have reached?

- 1 – Completed / some elementary school
- 2 – Completed / some high school
- 3 – Completed / some college, vocational or trade school
- 4 – Some university
- 5 – Completed university (Bachelor's Degree)
- 6 – Post graduate/professional school (Master's Degree or PhD)
- 7 – No schooling
- 9 – Prefer not to say

24. For statistical purposes only, we need information about your income. All individual responses will be kept confidential. Which category applies to your **total household income** before taxes in 2009.

- 1 - Under \$10,000
- 2 - \$10,000 to less than \$20,000
- 3 - \$20,000 to less than \$30,000
- 4 - \$30,000 to less than \$40,000
- 5 - \$40,000 to less than \$60,000
- 6 - \$60,000 to less than \$80,000
- 7 - \$80,000 to less than \$100,000
- 8 - \$100,000 and over
- 9 - Prefer not to answer

That's all the questions we have. Thank you very much for participating!



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Section IV: Web-Accessed Survey

7. Methodology

The web-accessed survey portion of the public consultation process was available to anyone who wanted to share their opinion of the proposed plans for Fort Edmonton Park. The survey was accessed via an electronic link posted on the Fort Edmonton Park website (www.fortedmontonpark.ca). Information about the survey was promoted on the website, and through press releases and resulting media coverage.

The results for the web-accessed online survey need to be used with caution. The web-based survey was a support tool that provided an opportunity for any member of the public to participate. The results of the web-accessed online survey provide a good summary of the issues and concerns of those who chose to participate and who actively sought out the website and associated link. However, the respondent base is not a random sample of the population and therefore, results cannot be interpreted as a reflection of the broad population.

In total, 1,227 surveys were completed. Response rates this high demonstrate significant interest in the topic. It also speaks to the interest the public will have in future development plans for the Park. It should be noted that information about the proposed plans were imbedded in the survey, and could only be accessed by completing the survey, compelling the public to complete the survey.

The purpose of the web-accessed survey was to ensure all those interested in Fort Edmonton Park had an opportunity to share their points of view. While the results cannot be considered statistically relevant, the results can be used to review the range of opinions that exist in the market. When viewed in conjunction with the quantitative online survey and the qualitative focus groups and workshop, there is consistency of results. All three public consultation steps put forward the same range of issue, concerns and areas of support.

Fort Edmonton Park Summary of Web-Accessed Survey Results

March 10, 2010

N=1227 unless noted

Some numbers may add up to more or less than 100% due to rounding or multiple answers

To begin with ...

B. What city or region do you live in?

- 83%** City of Edmonton
- 6%** Strathcona County, including Sherwood Park and Fort Saskatchewan
- 4%** Sturgeon County, including St. Albert
- 2%** Parkland County, including Spruce Grove and Stony Plain
- 1%** Leduc County, including Beaumont, Devon and Leduc
- 1%** City of Calgary
- <1%** Wetaskiwin County, including City of Wetaskiwin
- <1%** Camrose County, including City of Camrose
- <1%** City of Cold Lake
- <1%** City of Grande Prairie
- 0%** City of Airdrie
- 0%** City of Brooks
- 0%** City of Lethbridge
- 0%** City of Lloydminster
- 0%** City of Medicine Hat
- 0%** City of Red Deer
- 4%** None of the above

1. What is your gender?

- 42%** Male
- 58%** Female

2. How old are you?

- 1%** Under 18
- 9%** 18 to 24 years
- 21%** 25 to 34 years
- 21%** 35 to 44 years
- 21%** 45 to 54 years
- 18%** 55 to 64 years
- 10%** 65 years and over

3. This survey is about Fort Edmonton Park. It doesn't matter whether you have ever been to Fort Edmonton Park or not in the past. We would still like your input.

How familiar are you with Fort Edmonton Park? Would you say you are ...

- 62%** Very familiar
- 36%** Somewhat familiar
- 3%** Not very familiar
- 1%** Not at all familiar

4. Approximately how long would it take for you to drive to Fort Edmonton Park from your home?

MEAN= 25 minutes

- 3% Don't know
- 4% I don't drive / don't have access to a vehicle

5. Approximately how long would it take for you to take public transit to Fort Edmonton Park from your home?

MEAN - 57 minutes

- 40% Don't know
- 18% I never take public transit

6. When was the last time you visited Fort Edmonton Park? If you can't remember exactly, your best guess will do.

MEAN (excluding never) = 2 years ago

- 57% Within the past 12 months
- 1% I have never visited Fort Edmonton Park

7. **IF LAST 12 MONTHS, OR 1 TO 5 YEARS (N=1105), ASK ...** Approximately how many times have you visited Fort Edmonton Park in the last 5 years?

MEAN = 9 times

8. **IF LAST 12 MONTHS (N=704), ASK ...** And how many of these visits to Fort Edmonton Park were in the last 12 months?

- 46% 1 time
- 23% 2 times
- 10% 3 times
- 4% 4 times
- 5% 5 times
- 12% 6 or more times

MEAN = 4 times

9. **IF LAST 12 MONTHS (N=704), ASK ...** Did you have an annual pass to Fort Edmonton Park in 2009? This would include an adult, family, or multi-facility pass.

- 23% Yes
- 77% No
- <1% Not sure

10. How likely are you to visit Fort Edmonton Park in the next 12 months? Would you say you are ...

- 53% Very likely
- 31% Somewhat likely
- 11% Not very likely
- 3% Not at all likely
- 2% Not sure

11. Based on your own experience, or anything you have seen or heard about Fort Edmonton Park, please indicate the extent to which you agree or disagree with each of the following statements.

	<u>Strongly agree</u>	<u>Somewhat agree</u>	<u>Somewhat disagree</u>	<u>Strongly disagree</u>	<u>Not Sure</u>
I am proud to have Fort Edmonton Park as an attraction in Edmonton	74%	22%	2%	1%	1%
Fort Edmonton Park is an interesting and engaging place for students and children to visit	68%	27%	3%	1%	2%
Fort Edmonton Park is an interesting and engaging place for visitors to Edmonton to visit	59%	32%	5%	1%	2%
Fort Edmonton Park is an interesting and engaging place for me to visit	56%	35%	8%	2%	1%
Fort Edmonton Park accurately presents Edmonton's history	56%	34%	5%	<1%	5%
Fort Edmonton Park is a 'must see' attraction in Edmonton	56%	29%	10%	3%	2%
Fort Edmonton Park makes history fun and interesting	54%	36%	7%	1%	2%
Fort Edmonton Park provides a high quality visitor experience	50%	37%	10%	2%	2%
Fort Edmonton Park accurately reflects the cultures and traditions of Edmonton's founding people	50%	36%	6%	1%	7%
Fort Edmonton Park provides an appropriate mix of education and entertainment for its visitors	43%	42%	9%	2%	3%

Fort Edmonton Park has just completed a long term plan that includes both new development and enhancements to current buildings and attractions. The next few pages will give you an idea of the type of development that is being planned.

INSERT POWERPOINT PRESENTATION

12. Thinking of the proposed enhancements to Fort Edmonton Park, please indicate the extent to which you approve or disapprove of Fort Edmonton Park going ahead with this redevelopment plan. Would you say you ...

29% Strongly approve
31% Somewhat approve
18% Somewhat disapprove
21% Strongly disapprove
2% Not sure

13. Which aspects of the proposed redevelopment plan for Fort Edmonton Park do you find most appealing?

RESPONSES OVER 4%

32% Interactive people / interpreters / more interpreters / live actors
16% The Capitol Theatre
15% Interaction / Interactivity / Hands on
13% Dining / more dining venues / new restaurants
12% Midway expansion
9% Theatre (not specified)
8% Hullaballoon
8% Spirit of First Nations / Aboriginal exhibit
8% Aviation / Aviation history
6% Year round appeal / summer and winter
5% History / historical aspect / chance to experience history
5% Activities / more activities / new activities
5% Wilderness waters / water feature / water park / water slides
5% New historical buildings / new streets
5% Nothing / Don't know
6% Everything / all of it / it all sounds good
10% Concerns about authenticity / technology / loss of historical charm

14. Which aspects of the proposed redevelopment plan for Fort Edmonton Park do you find least appealing?

RESPONSES OVER 4%

26% Concerns about integrity and authenticity
22% Technology / excessive use of technology
21% Too much like a theme park / like Disney / Disneyfication
15% Holograms/ holographic displays / animated people / robotics
12% Klondike Flume Ride
10% Wilderness Waters / water park / water slide
10% Rides
9% Parade / Daily parade
8% Midway / Midway expansion
6% Concerns about sustainability / maintenance costs / obsolescence
5% Multimedia presentations
5% Increased admission costs
5% Sound scapes / noises
12% Nothing / don't know

15. Thinking of the proposed enhancements to Fort Edmonton Park, please indicate the extent to which you agree or disagree with each of the following statements.

	<u>Strongly agree</u>	<u>Somewhat agree</u>	<u>Somewhat disagree</u>	<u>Strongly disagree</u>	<u>Not Sure</u>
Fort Edmonton Park will be an interesting and engaging place for students and children to visit after the redevelopment is complete	42%	28%	14%	11%	5%
Fort Edmonton Park will be an interesting and engaging place for visitors to Edmonton to visit after the redevelopment is complete	40%	29%	13%	12%	7%
Fort Edmonton Park will be a ' must see ' attraction in Edmonton after the redevelopment is complete	38%	24%	16%	15%	7%
Fort Edmonton Park will make history fun and interesting after the redevelopment is complete	37%	27%	16%	16%	5%
Fort Edmonton Park will be an interesting and engaging place for me to visit after the redevelopment is complete	37%	22%	13%	23%	5%
I will be proud to have Fort Edmonton Park as an attraction in Edmonton after the redevelopment is complete	37%	20%	13%	23%	7%
Fort Edmonton Park will provide a high quality visitor experience after the redevelopment is complete	36%	23%	16%	17%	8%
Fort Edmonton Park will provide an appropriate mix of education and entertainment for its visitors after the redevelopment is complete	34%	23%	16%	22%	6%
Fort Edmonton Park will accurately reflect the cultures and traditions of Edmonton's founding people after the redevelopment is complete	25%	26%	15%	25%	10%
Fort Edmonton Park will accurately present Edmonton's history after the redevelopment is complete	25%	23%	17%	25%	9%

16. How interested would you personally be in visiting Fort Edmonton Park once the redevelopment is complete? Would you be ...

- 48%** Very interested
- 23%** Somewhat interested
- 13%** Not very interested
- 13%** Not at all interested
- 3%** Not sure

17. Fort Edmonton Parks' mission is to:

Connect generations to Edmonton's dynamic history by offering fun, unique, immersive exhibits.

To what extent do you agree or disagree that the redevelopment of Fort Edmonton Park will help fulfill this mission?

- 30%** Strongly agree
- 30%** Somewhat agree
- 17%** Somewhat disagree
- 20%** Strongly disagree
- 4%** Not sure

18. Are there any additional comments you would like to make about the planned redevelopment of Fort Edmonton Park?

RESPONSES OVER 4%

- 27%** Maintain authenticity in expansion / serve food and drink of the era / stay true to history
- 22%** Don't turn into a theme park
- 20%** Don't excessively rely on technology / holograms / prefer real people and artifacts
- 15%** Add rodeo / costume rental / antique photo / line trap walk / silent movies / old cars / etc.
- 11%** More / better presenters / interpreters / hire local seniors / more engaged interpreters
- 9%** Admission costs / don't make prices too high / reward repeat visits / family discounts
- 9%** Development costs / who pays? / tax implications / cost to city
- 8%** Don't do it / this will destroy the park / bad idea / unrealistic / can't work
- 8%** Preserve original charm / character / rustic nature / historic focus
- 6%** Ca't wait to go / see it completed / looking forward to it
- 5%** Some improvements are necessary / some of the proposal has merit
- 27%** No additional comments / don't know

The next few questions are for classification purposes.

20. Please indicate how many people in your household, including yourself, fall into the following age groups.

- 7%** Under age 2
- 23%** Age 2 to 12
- 13%** Age 13 to 17
- 22%** Age 18 to 24
- 83%** Age 25 to 64
- 13%** Age 65 and over

21. Are you ...
- 18%** Single, never married
 - 66%** Married or living together as a couple
 - 1%** Widowed
 - 1%** Separated, or
 - 4%** Divorced
 - 10%** Prefer not to answer
22. How long have you lived in Edmonton?
- MEAN = 29 years**
23. What is the highest level of education that you have reached?
- <1%** Completed / some elementary school
 - 5%** Completed / some high school
 - 22%** Completed / some college, vocational or trade school
 - 12%** Some university
 - 35%** Completed university (Bachelor's Degree)
 - 22%** Post graduate/professional school (Master's Degree or PhD)
 - <1%** No schooling
 - 4%** Prefer not to say
24. For statistical purposes only, we need information about your income. All individual responses will be kept confidential. Which category applies to your **total household income** before taxes in 2009.
- 1%** Under \$10,000
 - 2%** \$10,000 to less than \$20,000
 - 2%** \$20,000 to less than \$30,000
 - 4%** \$30,000 to less than \$40,000
 - 10%** \$40,000 to less than \$60,000
 - 12%** \$60,000 to less than \$80,000
 - 13%** \$80,000 to less than \$100,000
 - 29%** \$100,000 and over
 - 28%** Prefer not to answer

That's all the questions we have. Thank you very much for participating!

Appendix A: Summary of Proposed Plan

Fort Edmonton Park Today

- Located in the river valley in Southwest Edmonton, opened in 1969.
- A living history experience where visitors can enjoy Edmonton's history first hand.
- Focuses on four distinct periods of time:
 - The Fort: 1846
 - 1885 Street
 - 1905 Street
 - 1920 Street and Midway & Exhibition
- Visitors to Fort Edmonton Park can:
 - Visit restored or recreated historical buildings from Edmonton's past;
 - Interact with onsite entertainers (called interpreters) who play local inhabitants to create a "sense of place", bringing Edmonton's history alive; and
 - View and/or participate in historically accurate activities from the different time periods.

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Fort Edmonton Park Expansion

- The Fort Edmonton Park expansion will take place over a 5 year period.
- The proposed plan will be completed within the existing park foot print.
 - The overall park size will not change.
- Park admission prices may increase, but will stay competitive with other similar forms of entertainment and cultural experiences.
- The expansion will continue to tell the story of Edmonton's history through:
 - The addition of new historical buildings;
 - Increased opportunities for interactions with Park interpreters; and
 - New activities to view and experience in existing buildings.

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Fort Edmonton Park Expansion

- What follows is a summary of the proposed Fort Edmonton Park expansion.
- Let us walk you through the proposed expansion, in the same order as you would see it when visiting the Park.

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1920 Street

The proposed expansion includes:

- Midway Expansion
- New Warehouse / Holavision Theatre
- New Capital Theatre
- Additional Retail, Dining and Entertainment
- Expanded Aviation History Focus

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Midway Expansion

1920 Street

New pay-as-you-go activities, such as:

- double Ferris wheel - corn maze
- Hullaballoon - carnival swings
- kiddie rides - midway games



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Hullaballoon!

1920 Street

As part of the midway expansion

Moored at the Midway, the Hullaballoon will rise from the corn field for a bird's eye view of Fort Edmonton Park and the North Saskatchewan River.

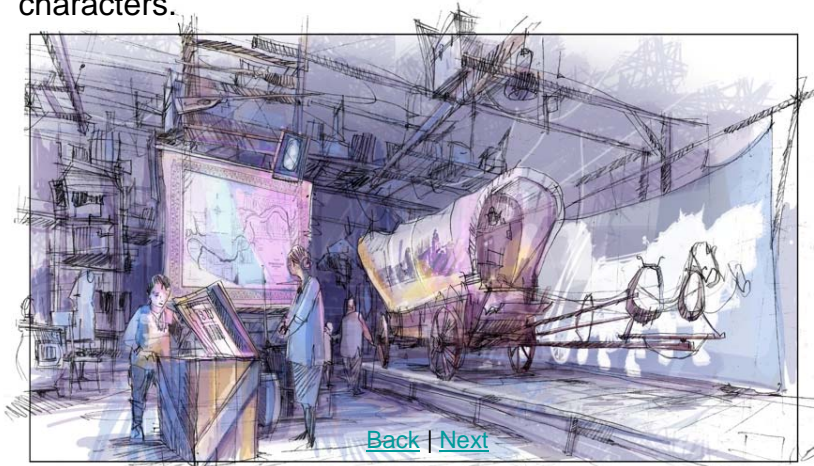


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1920 Street

New Warehouse/Holavision Theatre

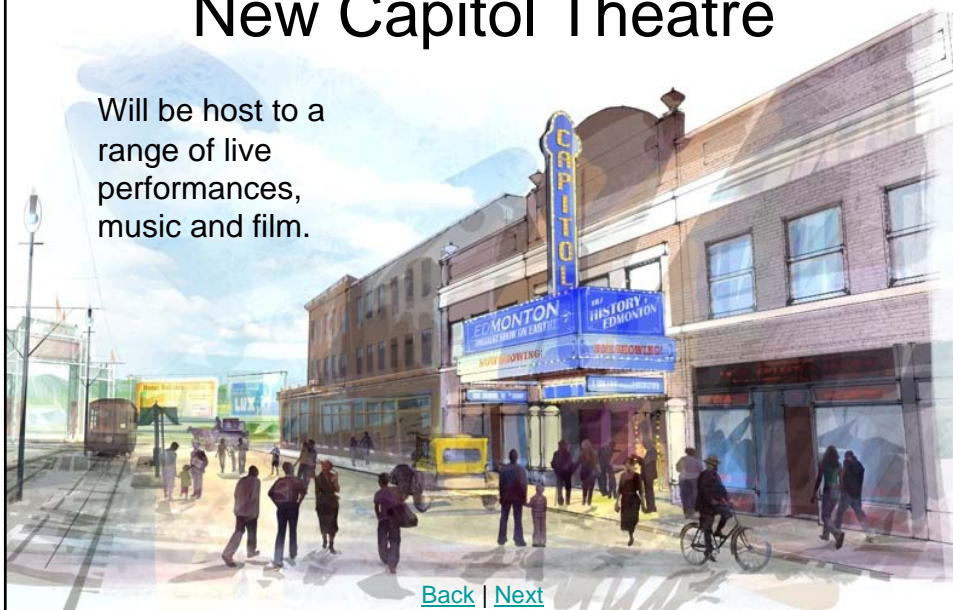
Hundreds of historical artifacts will be displayed and presented by interpreters and interactive holographic characters.



1920 Street

New Capitol Theatre

Will be host to a range of live performances, music and film.



1920 Street

Capitol Theatre

Edmonton's history will be retold through a multi-media experience.



1920 Street

Additional Retail, Dining and Entertainment

Fort Edmonton Park will become a new evening destination, featuring pay-as-you-go entertainment on 1920 Street such as:

- Café Deco – jazz club with nouveau French cuisine;
- The Strath Restaurant – fine dining in authentic art deco surroundings;
- Art House – digital gallery of masterpieces created from 1915-1940;
- Jumpin' Joe's speakeasy – dance, drink and dine to jazz and ragtime classics; and
- Expanded Hotel Selkirk – conference and banquet facilities, spa and adjacent summer cabins.

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Expanded Aviation History Focus

Blatchford field air hangar will host a new exhibit showcasing Edmonton's early aviation history using a 360-degree projection screen and moving platform.



Expanded Aviation History Focus

In addition to the existing Wop May exhibit and the new 360-degree projection screen will be the following:

- Aviation Garden – partially covered gardens with a courtyard housing a new glass hut for the historic replica biplane;
- Interactive kid zone – aviation-themed playground for kids to burn some energy; and
- Fountain Square – provides a fountain for cooling off in the summer and transforms into a skating pond in the winter.

1905 and 1885 Streets

- The proposed expansion includes new historical exhibits housed in existing buildings.
- Using actors, soundscapes, simple projections and other special effects, the atmosphere, historical context and issues of the period will come to life. New historical exhibits may include :
 - School Room
 - Chinese Laundry
 - Kelly's Saloon

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1905 and 1885 Street

Possible Historical Exhibits

- **School Room:** A school room will feature the sounds of children reciting, teachers disciplining and projected lines being written on the chalkboard.
- **Chinese Laundry:** Will highlight the story of a Chinese couple, their journey to Canada and their struggle to build a successful business in Canada.



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1905 and 1885 Street

Possible Historical Exhibits

- **Kelly's Saloon:** Live actors will show off card tricks or be making challenging shots on the pool table.



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The Fort: 1846

The proposed expansion includes:

- Spirit of First Nations
- Wilderness Waters

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The Fort: 1846

Spirit of First Nations

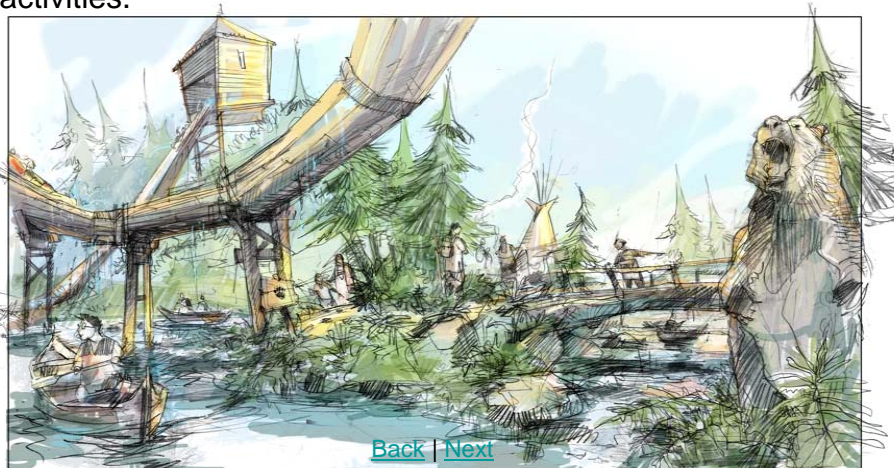
Native Cultural Centre will expand to include a new facility dedicated to Canada's indigenous peoples and their cultures.



The Fort: 1846

Wilderness Waters

A nod to the early settlers' reliance on abundant water, timber and wildlife, Wilderness Waters will have three outdoor activities.



Wilderness Waters

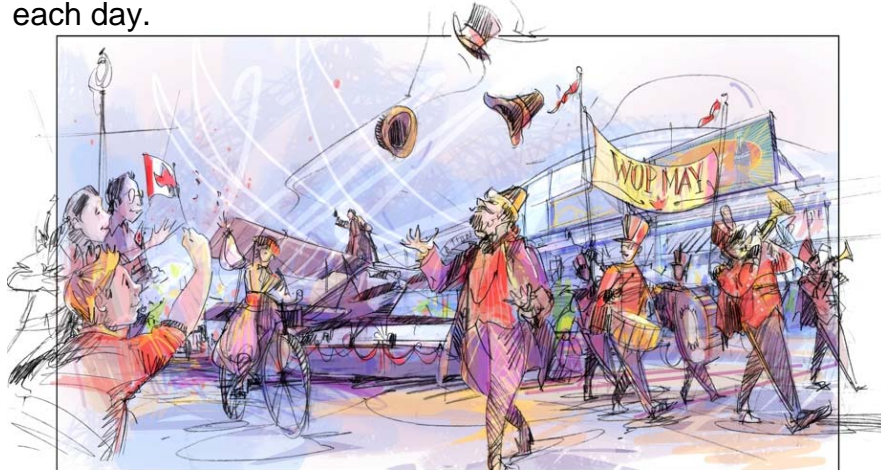
- Lazy River – board a scaled-down York boat or a native canoe for a gentle ride down a crafted river. In the winter, it turns into a skating canal next to a toboggan hill.
- Klondike Flume Ride – A wet and wild adventure around the theme of the story of gold mining.
- Frontier Path – Explore the forest through a series of interactive walks. Learn how to track animals, make tools and search for edible plants.



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Pride of Edmonton Parade

A parade representing all eras of Fort Edmonton will close out each day.



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Give us your opinion...

- Now that you've had a chance to see the proposed plan for Fort Edmonton Park, we'd like to hear your reactions.
- If you'd like to review the proposed plan before continuing with the survey, please use the navigation guides below.

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