



Kootenay-Columbia Discovery Centre Society

P.O. Box 763

Creston, British Columbia V0B 1G0

www.discovery-centre.ca

Email: info@discovery-centre.ca

September 16, 2020

Kootenay-Columbia Discovery Centre¹

BUSINESS PLAN

1.0 Executive Summary

From the mid-1970's until October 2017, the Creston Valley in British Columbia, Canada, was home to a 5,700 square foot Wetland Interpretive Centre (WIC) located on a 7,000 hectare Ramsar Wetland of International Importance (<https://www.ramsar.org/>) called the Creston Valley Wildlife Management Area or "CVWMA". The CVWMA is located on the traditional territory of the Ktunaxa Nation. The scenic valley, wetland trails, exhibits and environmental education programs offered at the WIC drew thousands of visitors every year until its closure in October, 2017. It was demolished in 2019. The Kootenay Columbia Discovery Centre Society (KCDCS) was created to continue the 45+ year tradition of providing environmental education programs and activities and to develop a new wetland interpretive centre.

In the spring of 2018, KCDCS entered into an agreement with the Creston Valley Wildlife Management Authority (Authority) which oversees the wetland. Under its terms, the Authority provides some financial support for the operation of a temporary environmental educational program centre for 5 years. It also authorizes KCDCS to carry out educational activities and events on the CVWMA and supports the development of a new interpretive centre, called the "Discovery Centre".

The Columbia Basin Trust (CBT) also provides "transition" funding to KCDCS while the Discovery Centre is under development. The temporary "Phase I" centre, a 600 square foot building, was constructed in the wetland parking lot. It has been in use for three successful years, despite the necessary reduction in teaching resources and space and the reduction in programs during the pandemic.

Raising funds to build a new Discovery Centre is no small task. We developed a marketing plan that takes advantage of lessons learned during the 45+ years of previous operations and considers current trends marketing and analysis. Our 'brand' is readily identified in the Creston Valley and we will extend its reach to the rest of the Kootenay-Columbia region soon.

Our fundraising strategies include a mix of social media ads, mail-outs and in-person contacts while our focus will be on industry, government and private foundations. In aid of emphasizing community ownership in the new facility, we will use similar approaches to soliciting donations from individuals and community service organizations.

¹ This document is provided for the purposes described by the author and is not intended for distribution or publication without the express written consent of the Chair, KCDCS.



Our general approach for development of the Discovery Centre will take into account the best practices developed by the 150 countries managing over 130.5 million hectares of Ramsar wetlands since 1971² as well as those developed and implemented during the 45+ years of previous operations in the Creston Valley. Our ultimate goal is to establish a world-class Discovery Centre with exhibits, displays and environmental education programs and activities that will inspire people of all ages to appreciate, learn about and explore the natural wonders of the Kootenay-Columbia region. By doing so, we will help prepare them to make sound environmental decisions today and in the future.

2.0 Organization Profile

History

The CVWMA is habitat for hundreds of species of flora and fauna, including 300 species of birds, 60 of mammals, 17 of fish and 6 each of reptiles and amphibians. It was created by the *Creston Wildlife Act*, R.S.B.C. 1996. It is managed by the Authority which includes a representative from each of the Province of B.C. and the Federal government. A third seat, for a member of the public, is currently unoccupied.

The Authority owned and operated the WIC. While the region has many wetlands and natural spaces, the WIC was the only institution of its kind in the region. It served educators, naturalists, tourists and visitors of all ages, providing educational and recreational programs and activities that promoted ecological awareness, education and research since the mid-1970's.

In January of 2014, the Interpretive Centre Committee (ICC) was formed to investigate the condition of the former facility and develop options for its future. Stakeholders on the ICC included representatives from the Federal, Provincial and local governments, the Lower Kootenay Band, local and regional businesses and non-profit organizations.

The ICC retained a consultancy to perform the necessary investigations and make recommendations for the future. The consultancy surveyed other wetland educational facilities, conducted an engineering survey and held public consultations. The resulting report revealed that the WIC was nearing the end of its lifespan and in need of large scale, costly repairs. It recommended the establishment of a non-profit organization to undertake the development of a new facility.

² [Handbook on Best Practices for the Planning, Design and Operation of Wetland Education Centres](#), Ramsar Secretariat (2014); the "Handbook": www.ramsar.org. Also a valuable resource from Wetland Link International: <https://wli.wwt.org.uk/resources/handbook-wetland-centres/>



KCDCS was incorporated on October 20th, 2015 for that purpose. When the WIC closed in October 2017, KCDCS took on the additional responsibility of constructing a temporary facility and overseeing the delivery of educational programming while development of the Discovery Centre is underway.

Mission and Vision

KCDCS' Mission is to promote and provide environmental education and awareness programs and activities in the Kootenay-Columbia region.

KCDCS' Vision is to develop and operate a new, technologically current Centre located on the CVWMA designed for the delivery of environmental education, displaying ecological exhibits and offering environmental awareness programs and activities.

Values

- Excellence – We strive to achieve the highest standards for environmental education and awareness programs and in the development of a new wetland education centre
- Inspirational – Our state-of-the-art wetland education centre and curriculum-based programs inspire curiosity, appreciation for all of nature and creative learning skills.
- Promoting Stewardship – In the tradition and with the support of local indigenous culture, we engage people in learning activities based on understanding the relationship between humans and the unique wildlife and plant habitat of the Kootenay-Columbia Region.
- Environmental Sustainability – We support people and organizations that use sustainable environmental practices and we employ them ourselves both in building development and operations.
- Respectful – Our Board of Directors, staff, employees, volunteers treat all people, regardless of race, creed, religion or sexual identity, with dignity and respect.
- Honest – We are open, honest and accountable, employing the highest standards of practice in all aspects of our work.
- Collaborative – Our business model is based on developing collaborative relationships with people and organizations that share our values.
- Community Builders - We recognize our responsibility to work with communities to achieve economic, cultural and social goals and objectives that make the Kootenay-Columbia a desirable place to live, work, learn and play.

Governance

KCDCS is a B.C. registered non-profit society and a registered Canadian charity. It is governed by a volunteer Board of Directors. The Board is composed of people from across the spectrum of professions, occupations, cultures and experiences. Each director is committed to continuing the tradition of environmental education and awareness programming and the development of a new Discovery Centre that will complement those programs and the wetland for generations



Kootenay-Columbia Discovery Centre Society

P.O. Box 763

Creston, British Columbia V0B 1G0

www.discovery-centre.ca

Email: info@discovery-centre.ca

to come. The Senior Manager, Education and Operations, is a professional environmental educator with more than 12 years of experience in program delivery.

The Board believes that an imaginatively designed, technologically advanced Centre will stimulate even greater interest in environmental education and awareness and bring significant environmental, social and economic benefits to the entire region. Further information about governance can be found at www.discovery-centre.ca.

Membership

Any person other than a corporation may apply for membership in KCDCS. Members have the right to attend general meetings and nominate and vote for directors. KCDCS keeps members informed via its website, social media and a newsletter. While the temporary facility is in operation, membership is free. Members are vital to help KCDCS promote environmental education and awareness programming and to participate as volunteers in activities and events. They are encouraged to contribute their energies and ideas to us to help in all aspects of development and operations. Interest is high in the Creston Valley. Membership numbers are growing and show that the development of a new Discovery Centre is strongly supported, echoing the findings of the 2015 consultancy. An active, substantial membership is an important factor when applying for funding and donations.

Current Partnerships

The CBT and the Authority are providing interim funding. Fortis B.C., The Town of Creston, the Regional District of the Central Kootenay and other public grantors also provide funding for operations and programs on a year-to-year basis.

3.0 Market Analysis

Environmental Education

While the region has many wetlands and natural spaces, the WIC was the only institution of its kind in the region. Its hands-on based programs used the wetland as a supervised play-space for young children to explore, and as a living classroom resource for older children and adults to learn about the importance of wetlands in maintaining the health of our environment. As the North American Association of Environmental Education says: “Environmental education connects people and nature, prepares students for the future, empowers environmental stewards of all ages, builds community and changes lives”.³ Wetland education centres are a globally prized resource for activities that promote communication, education, participation

³ <https://naaee.org/eepro/resources/value-environmental-education>; see also https://www.youtube.com/watch?time_continue=23&v=KFYDITr3Lws&feature=emb_logo



and awareness (CEPA) as a means of achieving the sustainability and conservation of our natural resources today and for future generations.⁴

Over the past 23 years alone, more than 25,000 students participated in programs offered at the WIC, and thousands of adults and families participated in special events and programs.⁵ The Authority estimates that upwards of 30,000 people of all ages with diverse interests (hikers, snow-shoers, photographers, skiers, birders, naturalists, etc.) access the trails located on the CVWMA *every year* for free, self-enriching their environmental knowledge.

The numbers belie the fact that neither environmental programs and activities nor the (limited) trail system have been improved or expanded for a very long time. On the other hand, KCDCS believes such numbers demonstrate an enthusiastic, curious and robust base for future growth.

New Programs and Activities

Technological Innovation

The new Discovery Centre will be designed to complement environmental education programs that inform and keep pace with emerging issues of importance like climate change and traditional indigenous practices and perspectives. Technology will also play an important role in the new programs. Today, technology has an enormous impact on how people interact with each other and learn. KCDCS' masterplan will identify important innovations to interpretive media to meet 21st Century standards.

For example, KCDCS will:

- Assess the needs of our partners, including First Nations, and users of all kinds through outreach and collaboration;
- Research new technologies used by our partners and in other environmental education centres, particularly in the United States where parks and centres are innovative and well funded;
- Research and develop on-line distance education programs and resources for schools and for adult self-learning;
- Research and implement the use of technology to enhance the Discovery Centre experience, especially for people who are unable to experience the wetland first-hand, e.g. using digital and multi-touch displays, virtual reality and virtual conferencing;
- Retain staff to oversee the development and use of technology, evaluate its effectiveness, collaborate with partners and develop appropriate standards and best practices;

⁴ <https://www.ramsar.org/document/the-ramsar-conventions-programme-on-communication-capacity-building-education-participation>

⁵ Programming was not offered for one of those years and stats were unavailable for 3 others.



Program Enhancement and Development

KCDCS' approach is to make greater use of the Discovery Centre as an exhibit centre, gateway to other environmental and cultural resources and, of course, a place of learning for people of all ages, cultures and abilities.

For example, we will:

- Offer curricula based and extra-curricular programs throughout the school year
- Expand our high school programs
- Expand trails, offer digital maps and guides for teaching and general use
- Expand our outreach to schools, including post-secondary institutions, across B.C.
- Offer outdoor camps for pre-school children through adults
- Offer both guided and self-guided walking and canoe tours
- Offer programs on and off site especially for seniors and people with disabilities
- Increase special events targeting families, naturalists, bird and other wildlife watchers to participate and learn outdoor photography, painting/drawing, journaling, etc.
- Offer use of supervised space to community groups
- Offer programs/facility use for educational partners, e.g. girl guides, boy scouts, 4H, etc.
- Host temporary exhibits and displays
- Host visitors from other environmental education centres
- Offer train-the-trainer programs for educators
- Work collaboratively with First Nations' to offer programs and events celebrating their history, traditional knowledge, ecology, language and stewardship practices

Indigenous Content

The CVWMA is located on the traditional territory of the Ktunaxa Nation. Their culture is rich in history, tradition, knowledge, experience and stewardship practice. The study and use of indigenous ecological knowledge in managing the environment is a recognized field of study in post-secondary institutions across Canada, combining principles of indigenous knowledge with Western science.⁶ Our goal is to work with First Nations to develop programs and activities that will be an important and exciting part of environmental education for Discovery Centre and other learners.

Our approach to working with First Nations is consistent with the obligation of Ramsar parties to promote, recognize and strengthen the active participation of indigenous peoples and local communities as key stakeholders for conservation and integrated wetland management (*Resolution XXII.2, para 19*). It is also consistent with a recent Ramsar Report that examined

⁶ See <https://indigenoustudies.utoronto.ca/undergraduate/courses/#INS402H1>;
<https://www.trentu.ca/iess/> ; <http://fnuniv.ca/>;
<https://www.uregina.ca/science/biology/undergraduate/bsc/Indigenous%20Environmental%20Science.html>



relationships between indigenous peoples and local communities with wetlands and concluded action needs to be taken by Ramsar parties to fulfill their obligations to indigenous peoples.⁷

In the context of Canadian values, KCDCS is committed to establishing relationships with First Nations consistent with the principles of Reconciliation and the United Nations Declaration of the Rights of Indigenous People. In the context of the Creston Valley, we are committed to maintaining a respectful, trusting and supportive relationship with the Lower Kootenay Band.

Target Market and Strategies

Destination Canada's December 2018 Report, Unlocking the Potential of Canada's Visitor Economy,⁸ states that tourism is one of the largest economic drivers in the country, generating \$98 billion annually. It notes that tourism has non-financial benefits like supporting "cultural preservation... heritage sites and indigenous communities". Nonetheless the Report concludes that Canada is not taking advantage of market opportunities for growth.

The latest report of Destination B.C says the value of tourism was \$18.4 billion, in 2018.⁹ The latest Kootenay Rockies report indicates the region generates just 4% of provincial tourism revenues. It states the main tourism activities occur outdoors and the top 3 activities for non-B.C. residents include nature parks and wildlife viewing and bird watching. In other words: eco-tourism is the primary focus of travelers to the Kootenay-Columbia region.¹⁰

Destination Canada says the largest number of 'inbound' tourists arrive from the USA, and the Creston Valley is within a day's drive of the Spokane-Coeur d'Alene region with a population of more than 700,000. The greatest number of extra-provincial visitors come from Alberta where the total population of the two cities of Edmonton and Calgary exceed 3 million. Vancouver, a day's drive to the west, has a population of more than 2.5 million people. We believe we can successfully market a new, world-class Discovery Centre in these key areas while expanding our reach, nationally and internationally.

KCDCS believes the present eco-cultural tourism market is underdeveloped in the Kootenay-Columbia region. Our goal, however, is not to flood the area with tourists. Our goal is to attract and engage eco-cultural tourists in learning about the biodiversity of the Creston Valley and its relationship with and importance to, mankind. In addition, the new Centre will serve as

⁷ The relationship of indigenous peoples and local communities with wetlands (2018) G. Oviedo and M. Kenza Ali, Ramsar Convention Secretariat, pp.

⁸ <https://www.destinationcanada.com/en/news/unlocking-the-potential-of-Canadas-visitor-economy>

⁹ https://www.destinationbc.ca/content/uploads/2019/10/2017-Value-of-Tourism_FINAL.pdf

¹⁰ https://www.destinationbc.ca/content/uploads/2018/05/Kootenay-Rockies-Regional-Tourism-Profile_2017.pdf



a gateway to other adventures throughout the region. By integrating a new Discovery Centre into the economic landscape of the Creston Valley, local and regional First Nations, businesses and industries will receive increased positive exposure, creating new social and economic opportunities for all.

Our Marketing Plan

KCDCS' plan is to market the Discovery Centre as a destination and a gateway for green and cultural tourism throughout the Kootenay-Columbia region.

KCDCS' success in all markets will depend upon how well we can identify and meet the needs of our current and future customer base. The success of our environmental education programs demonstrates they appeal to discreet age groups and interests. Similarly, our experience with schools that offer environmental curricula are an important component of our customer base. The same is true in relation to events that have had success over the years, e.g. bat counts and the Creston Valley Bird Festival.¹¹ Birders, wildlife viewers and naturalists are among our strongest supporters.

Our marketing plan will also integrate means of cost recovery. Besides standard membership fees and fees for programs and events, we will consider fees for services like digital maps and guides, guiding, hosting and supervising events and camps, offsite activities, adult training, event use of the Centre, viewing of temporary/loaned exhibits and displays and attending expert lectures and presentations.

Evaluation of the Marketing Plan

The classic means of evaluating the effectiveness of a marketing plan is calculating the return on investment. This project, however, is not likely to be entirely self-sustaining, much less turn a profit (see Part 6, Financial Outlook, below). On the other hand, the Discovery Centre has social value that is priceless. The return on investment will include:

- The education of children and adults in matters of vital importance to their own and their children's futures
- The inspiration of students and visitors of all kinds to continue their education and protect and preserve our natural resources by making sound decisions based on knowledge and first-hand experience
- The opportunity to collaborate with First Nations and learn from their traditions, knowledge and experience

We will use other means of evaluating success including:

- Number of visitors to the CVWMA, generally

¹¹ www.crestonvalleybirds.ca



Kootenay-Columbia Discovery Centre Society

P.O. Box 763

Creston, British Columbia V0B 1G0

www.discovery-centre.ca

Email: info@discovery-centre.ca

- Number of visitors to the Discovery Centre
- Number of participants in student, adult programs and special events
- Number of participating schools and other learning institutions
- Feedback from users
- Website and social media analytics
- Surveys and social media ratings and reviews
- Revenue from all sources

4.0 Strategic Plan

KCDCS' Strategic Plan reflects our efforts to develop new environmental education programs and activities and, importantly, a Discovery Centre that will be practical and memorable, complementing the surrounding valley and be a gateway to the entire region.

Phase I

The immediate goal in relation to Phase I is to continue excellent educational programming and wetland tours for the general public without interruption. It is anticipated that the temporary building will be needed until at least 2022 or until the new Centre is constructed. Our continuing focus is to continue to secure funds for educational programs while maintaining the temporary building, equipment and associated infrastructure. Partnerships with Columbia Basin Trust and with the Authority have secured a large part of the required funding through 2022. We will continue to apply for public grants to meet our yearly fiscal needs and objectives.

Phase II

The ultimate goal is to establish a new, world-class Discovery Centre that will inspire people of all ages to appreciate, learn about and explore the natural environment of the Kootenay-Columbia region and prepare them to make sound environmental decisions today and in the future.

Our focus for Phase II is on the following tasks, goals and objectives:

- Employing our Marketing Plan to increase membership and inspire community interest and input
- Maintaining existing and developing new strategic relationships with governments, businesses, foundations and private donors
- Reviewing and revising our overall Masterplan according to identified community needs and economic circumstances
- Employing our Fundraising Plan to raise funds for the retention of necessary expertise (geotechnical, architectural, legal, project management, etc.)
- Continuation of Board and Employee capacity building and development of best practices



5.0 Progress to Date

Phase I:

Interim Operations

2018 and 2019 were very successful despite the reduction in available space, displays, exhibits and other resources (as well as flooding and forest fire smoke). Despite a shortened 2020 season, a 75% reduction in staff and having to impose COVID safety procedures, some programs were able to operate successfully, as per the table below:

Seasonal Attendance (mid-May to mid-October)

	CVWMA AVERAGE (2008-2017)	KCDCS 2018	KCDCS 2019	KCDCS* 2020
Visitor Numbers	6,203	4,911	5,061	648
Number of Days Open	127	129	122	42
Canoe Tours (Public)	725	387	605	115
School Programs	1,742	1,579	1,881	0
Jr Naturalists Camps	60	53	60	51
Special Events	628	793	607	0

*July 6-September 1st

KCDCS' success is due to the capable oversight of the Board, the continuation of sound participant and community relationships, and excellence in program delivery.¹²

¹² Details about program content, day camps, tours and special events can be found on the Society's website: www.discovery-centre.ca



A large portion of operational and program funding is secured for Phase I through 2022 and is supplemented by applications for public grants offered by various levels of government and public grantors including the Columbia Power Corp., Fortis B.C., the Creston Kootenay Foundation, the Regional Districts of the Central Kootenay and others. Details on Financials can be found in Section 5 of this document.

Phase II:

Site Selection

KCDCS' original mandate was to locate an off-wetland site for development of the new Discovery Centre. A site was found adjacent to the wetland but efforts to have the lands removed from the Agricultural Land Reserve were unsuccessful. As a result, the Board applied to the B.C. Rural Development Fund to fund a pre-design study that would identify potential sites for the new Centre, help the Board determine its present and future spatial needs, and provide sample sketches of building designs and cost estimates. A committee was struck to work through a pre-design process with an architectural firm.

The pre-design process included a review of several potential, proximate building sites. The spatial needs of a new facility were estimated taking into account both existing and proposed enhancement of programs (see Part 3 Market Analysis, above). After considering all available options and taking into account the architects' recommendations and advice and the criteria set-out in the Handbook, the Board agreed unanimously that the best site for a new centre is on the CVWMA, subject to resolving species-at-risk considerations, obtaining the necessary regulatory approvals and conducting an accessibility review. Based on identified criteria, sample sketches were provided by the architects with cost estimates based on the assumption that the existing site would be re-used after demolition of the WIC. The Predesign Report is attached as Appendix i.

Design Options

The Predesign Report included two *concept* design sketches that helped the Board consider the location, the building's size and layout and to reach a consensus on the following concepts:

- The design will compliment and frame the beautiful setting;
- The design will be original and memorable, using regionally available building materials and accent local indigenous customs and traditions;
- The design will accommodate present and future spatial needs;
- The design will facilitate multiple uses of space;
- The design, construction and eventual operation will be environmentally sound;
- The design will facilitate the use of contemporary technology in the design and use of exhibits and displays and in program delivery;
- The needs of local and regional users will be examined and incorporated into the design;
- The safety of users and staff will be of utmost importance;



Kootenay-Columbia Discovery Centre Society

P.O. Box 763

Creston, British Columbia V0B 1G0

www.discovery-centre.ca

Email: info@discovery-centre.ca

- The protection of wildlife and their habitat in design, in the demolition process, during construction and in eventual operations will be strictly accommodated

Public consultation has also drawn our attention for improvements to:

- roadways
- barrier-free walkways
- parking generally and for persons with disabilities and RV's
- emergency/service routes
- barrier-free washrooms
- ramps and rails
- strategically located seating and viewing areas

6.0 Financial Outlook

Phase I (Continuing Operations and Educational Programs)

In 2014 the consultant for the ICC conducted a survey of 11 interpretive/environmental education centres (2 American and 9 Canadian). The consultant found that all Canadian facilities depended heavily on government funding for operations (one was able to raise revenue to cover almost 50% of expenses). One American centre was funded privately and the other was 80% funded by the federal government.

Both the provincial and federal governments participated in the early construction and operations of the WIC. The Authority funded WIC operations until its closure in 2017. Programs were funded by public grants.

Since KCDCS took-over the management of Phase I (environmental education and activities, construction and operation of a small centre), we continue to rely on temporary funding from both the Authority and the Columbia Basin Trust. We continue to offer programs subsidized by public grants. Currently, KCDCS does not have a significant revenue stream. The "gift shop" is a wood shelf with room for very little merchandise. Most revenue comes from fees for educational programs. That revenue is based on 5 months of operations, May to October. The small centre allows only for few exhibits or displays since most space is needed for benches and tables for students. We do not have funding for contemporary technological resources, e.g. computers, laptops, virtual imaging. There is no water supply to the building and outdoor toilets are provided for visitors and students alike.

The following revenue projections for Phase I are based on the *status quo* while our Masterplan is under development:



Kootenay Columbia Discovery Centre Society - Budget Projection 2020-2023					
PROJECTED EXPENSES					
Category	Description	2020	2021	2022	2023
Operational Costs	Administrative, Fees and Services	\$26,850	\$24,850	\$24,850	\$24,850
Salaries	Senior Manager and Seasonal Staff	\$113,887	\$113,827	\$113,827	\$113,827
Transitional Costs	Temporary Facility Related	\$19,700	\$15,700	\$15,700	\$15,700
Non-Transitional	Programs, Gift Shop, Promotional, Fundraising, Communications	\$20,500	\$18,500	\$18,500	\$18,500
TOTAL PROJECTED EXPENSES		\$180,937	\$172,877	\$172,877	\$172,877
PROJECTED REVENUE					
Category	Description	2020	2021	2022	2023
Grants	Columbia Basin Trust - Special Initiatives	\$50,000	\$50,000	\$50,000	\$0
	CVWMA - Interpretive Centre Ops	\$55,000	\$55,000	\$40,000	\$35,000
	Columbia Basin Trust - Community Initiatives	\$15,000	\$15,000	\$15,000	\$15,000
	Service Canada	\$9,157	\$9,157	\$9,157	\$9,157
	Fortis BC	\$2,000	\$2,000	\$2,000	\$2,000
	Creston Kootenay Foundation	\$5,000	\$5,000	\$5,000	\$5,000
	CVWMA via Town of Creston	tbd	tbd	tbd	tbd
	Additional Grants	\$23,080	\$15,020	\$30,020	\$85,020
Donations		\$2,500	\$2,500	\$2,500	\$2,500
Gift Shop		\$2,000	\$2,000	\$2,000	\$2,000
Programs Fees	School, Jr Nats, Canoe Tours, Special Events	\$17,000	\$17,000	\$17,000	\$17,000
Misc	Misc	\$200	\$200	\$200	\$200
TOTAL PROJECTED REVENUE		\$180,937	\$172,877	\$172,877	\$172,877
Surplus/Deficit		\$0	\$0	\$0	\$0
Surplus/Reserve Carry Over	2018 and 2019 Surplus Carry Over	\$110,000	tbd	tbd	tbd

Phase II (Development of the Discovery Centre)

Costs of Construction

Two estimates of construction costs are contained in the Predesign Report (Appendix i, pp.22 and 24). The estimates are for two *concept* buildings, a 13,700 square foot 2-storey and an 8,800 square foot 1-storey, respectively. The square footages are based on a *preliminary* forecast of additional educational programs, increased usage and additional months of operation, displays, exhibits, design elements and proposed materials for construction. The estimates and the *concept* sketches reflect a *best-case-scenario* for development, e.g. maximum funding for development and operations, including a substantial endowment fund. The predesign architects estimated the cost of “green” building construction (using environmentally friendly construction technologies) will be \$425/square foot, excluding outdoor deck space,



Kootenay-Columbia Discovery Centre Society

P.O. Box 763

Creston, British Columbia V0B 1G0

www.discovery-centre.ca

Email: info@discovery-centre.ca

walkways, structural fill, paving and permitting. Consequently, just the basic costs for 8,800 and 13,700 square foot buildings are estimated at about \$3.7M and \$5.8M, respectively.

KCDCS is keenly aware that Discovery Centre development will be limited by available funding. We realize that we need to examine and refine our spatial needs and structural components with professional assistance and with further input from users and the community, generally. We also believe that by integrating state-of-the-art technology in exhibit/display design and by incorporating multi-use areas, the size – and therefore cost - of the new building may be reduced without compromising plans for future programs and activities.

Sources of Funding

KCDCS' plan is to have zero impact on local taxation. We will focus on philanthropic foundations that support community projects. Information available on the Philanthropic Foundations Canada website, www.pfc.ca, demonstrates that 150 public and private foundations gave \$6.7 billion in grants in 2017. Grants were made for cultural, educational and environmental purposes, among others. KCDCS' fundraising plan will require diligent research and a carefully crafted, creative marketing approach to targeted foundations.

Our fundraising will not be limited to foundations. We will also partner with industry, continue to apply for public grants and seek private and legacy donations. We will employ in-person, digital media and print presentations to make initial and ongoing contact with identified organizations and businesses. If the need arises, we will seek professional fundraising advice.

Successful fundraising does not end with a contribution. We recognize that we have an obligation to build the trust of our donors and maintain the very best possible relationship with them. This means understanding our donors' objectives as well as our own and ensuring the relationship we have with them is built on openness and accountability.

7.0 Conclusions

A lot of work remains to be done before construction begins. We have no illusions about the challenges ahead. Nonetheless KCDCS is committed to continuing the 45+ year tradition of providing environmental education and awareness programs and activities in the Creston Valley and to developing a new wetland education centre to deliver innovative and expanded learning activities for people of all ages and abilities, year-round.

We welcome comments and suggestions. We appreciate the support we have already and look forward to developing additional collaborative, mutually beneficial relationships in the future.

***Need further information or have a comment or suggestion?**

www.discovery-centre.ca

info@discovery-centre.ca