

# ***Peace Region Palaeontology Research Centre Funding Strategy***

## ***Summary Presentation***

***Prepared for:  
Peace River Regional District and  
District of Tumbler Ridge***

***By John Murray***



**ECONOMIC GROWTH SOLUTIONS INC.**

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# *Today's presentation provides overview of study and its recommendations*

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**1. PRPRC Operations, Programs & Funding**

**2. Funding of Comparable Centres**

**3. PRPRC Economic and Heritage Value**

**4. Recommended Funding Strategy**

**5. Communications and Implementation**

# **1. PRPRC Operations, Programs & Funding**

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# *Centre documents, studies, assesses, interprets & protects fossil resources*

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- ◆ **Focuses on palaeontology aspects of the Museum operations spearheaded by Tumbler Ridge Museum Foundation**
- ◆ **It undertakes nationally and internationally significant palaeontological scientific research**
- ◆ **Centre also offers significant public programming, particularly the Dinosaur Discovery Gallery**
- ◆ **It has become an important regional tourist attraction**
- ◆ **PRPRC has also become an important provincial repository for fossil resources – over 1,500 specimens already in Centre's collection**

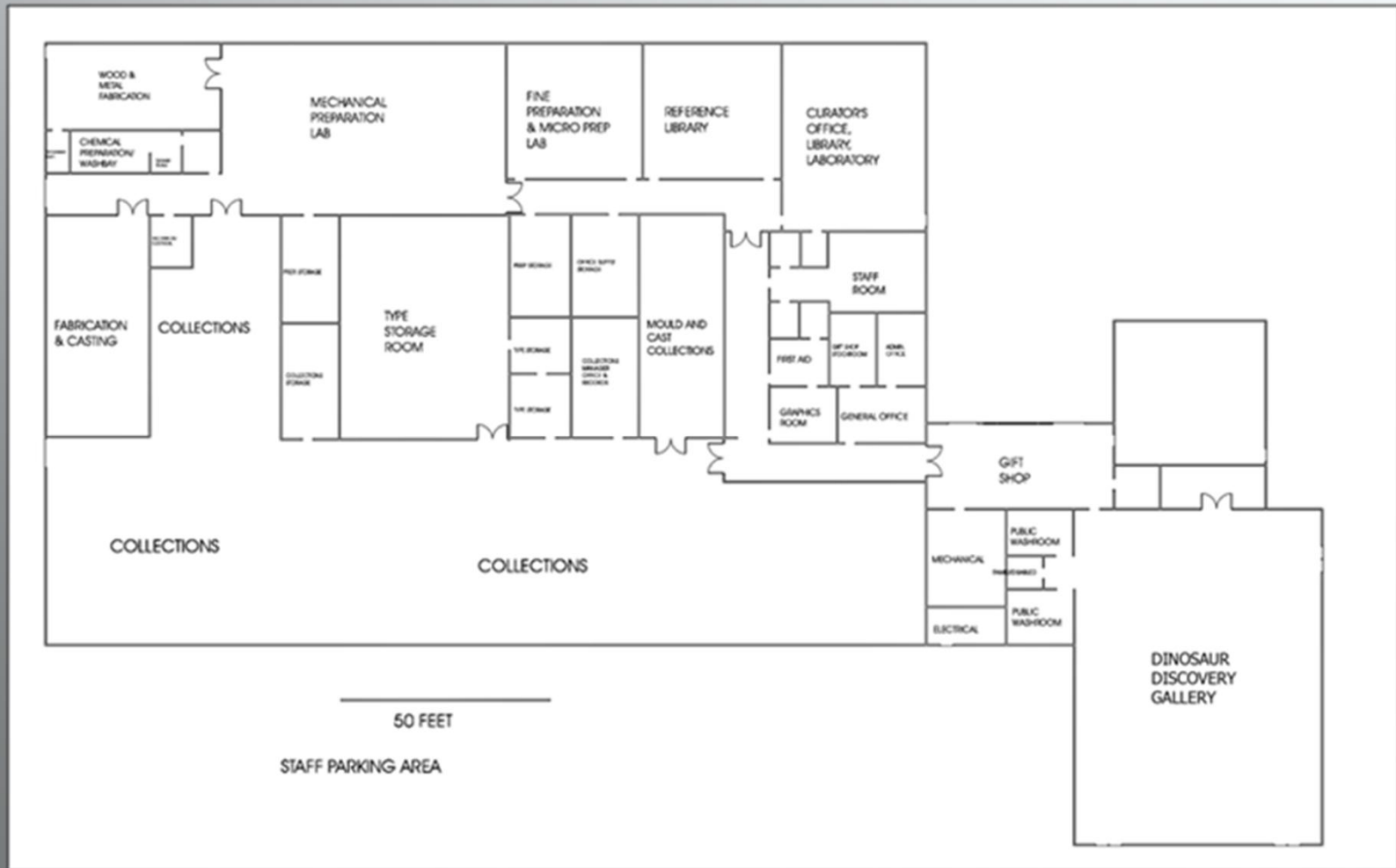
## 1. PRPRC Operations, Programs & Funding

*Centre is housed in a 25,000+ sq. ft. renovated school building*



# 1. PRPRC Operations, Programs & Funding

## *Building renovation has repurposed space for research & public programs*





# *Centre encompasses multiple uses associated with research and programs*

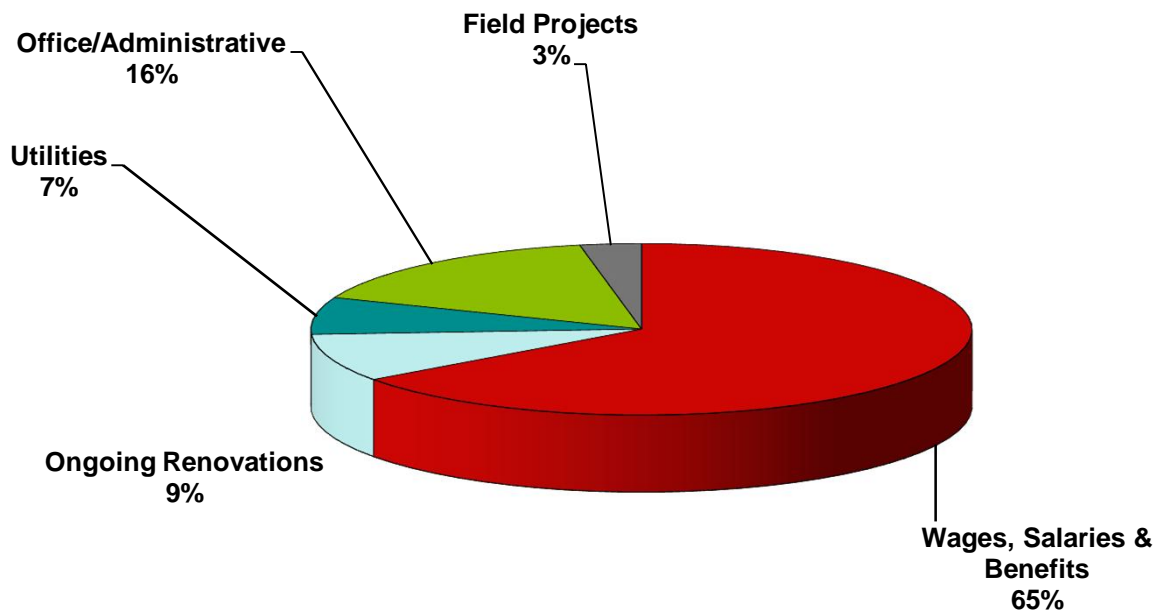
<b>Overall Category</b>	<b>Function</b>	<b>Sq. Ft.</b>
<i>Collections</i>	General Collections	8,340
<i>Research</i>	Curator's Office & Lab	945
	Library	1,090
<i>Technical Areas</i>	Mechanical and Light Preparation (incl. welding, carpentry and fabrication area)	6,690
<i>Utility Areas</i>	Mechanical/ Electrical	620
	Custodial	120
<i>Public Areas</i>	Admissions / Gift Shop	945
	Education	1,260
	Gallery, Theatre, Public Washrooms	4,800
<i>Administration</i>	General Office, Graphics Room, Office Supplies, Education Office, Staff Room, Staff Washrooms	1,110
<b>Total</b>		<b>25,920</b>

# *PRPRC offers extensive public and scientific programming*

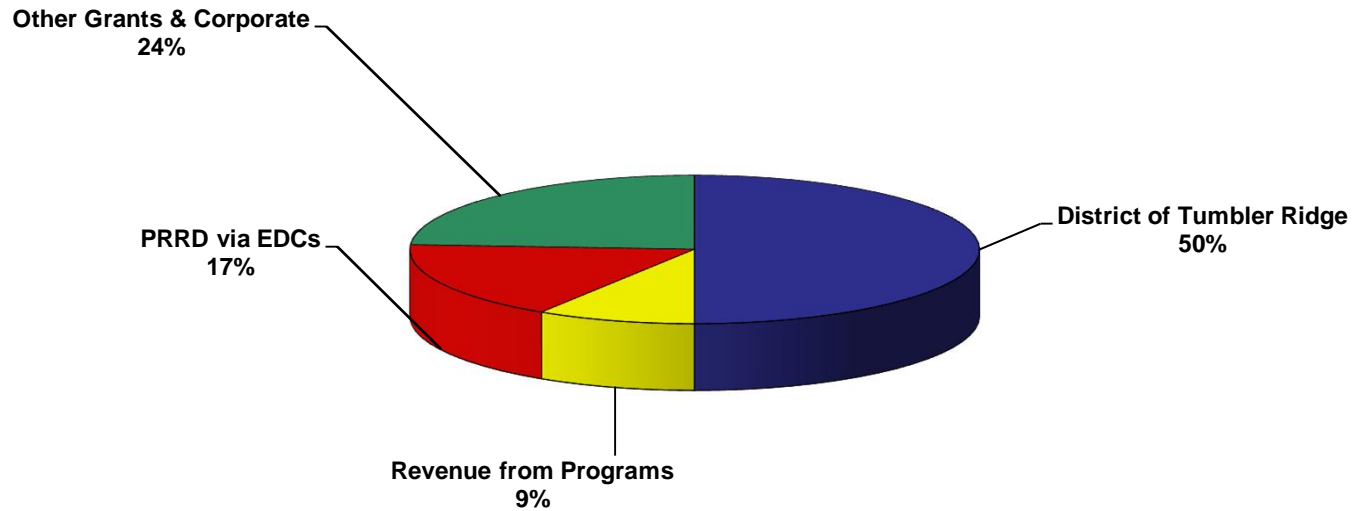
<i>Category</i>	<i>Programming/Activities</i>
<i>Public Programming and Outreach</i>	<ul style="list-style-type: none"><li>◆ Dinosaur Discovery Gallery</li><li>◆ Tour programs</li><li>◆ Children's day camps</li><li>◆ Educational programs</li><li>◆ Lecture Series</li><li>◆ Symposiums, conferences and seminars</li></ul>
<i>Field Activities</i>	<ul style="list-style-type: none"><li>◆ Exploration for vertebrate fossils</li><li>◆ Excavation of a Hadrosaur from the Wapiti formation</li><li>◆ Excavating/retrieving samples from other sites</li></ul>
<i>In-House Activities</i>	<ul style="list-style-type: none"><li>◆ Preparation of the fossils</li><li>◆ Comprehensive identification, measurement and study of specimens</li><li>◆ Preparation of scientific papers and articles for publication</li><li>◆ Development of exhibits, displays and posters</li></ul>



# *Modest 2010 operating budget was under \$300,000 so limited field work possible*



# *Revenue sources include District of TR, programs, PRRD via EDCs, corporate*



# *Short Term Capital funding sourced from provincial/federal programs*

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<i>Project Component</i>	<i>Estimated Costs</i>
<b>Exterior Building Renovations</b> <ul style="list-style-type: none"><li>◆ Painting of metal side structures on building</li><li>◆ Security Fencing, Gates and Work Shed</li><li>◆ Museum Sign</li></ul>	<b>\$70,000</b>
<b>Interior Building Renovations &amp; Upgrades</b> <ul style="list-style-type: none"><li>◆ Furnace Replacement and Ventilation Upgrade</li><li>◆ Security Upgrade</li><li>◆ Exhibit Area Renovations (floors, walls, lighting)</li><li>◆ Public Washrooms and Disabled Access Upgrade</li><li>◆ Admission Area (desk, flooring, walls)</li></ul>	<b>\$215,000</b>
<b>New Collections Building (for overweight items)</b>	<b>\$170,000</b>
<b>Collections Upgrade</b> <ul style="list-style-type: none"><li>◆ Specimen Storage Cabinets</li><li>◆ Environmental Monitoring</li><li>◆ Heavy Storage Racks and Collections' Supplies</li></ul>	<b>\$80,000</b>
<b>Total Short Term Capital Requirements</b>	<b>\$535,000</b>

## 2. Funding of Comparable Centres

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# *Examined comparable centres elsewhere in Western Canada*

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- ◆ **Royal Tyrrell Museum – Drumheller, Alberta**
  - Alberta Provincial Museum – 120,000 sq. ft.
  - \$7 million operating budget, half from Province
- ◆ **T-rex Discovery Centre – Eastend, Saskatchewan**
  - Developed in 2000 for \$3.9 million – 16,000 sq. ft.
  - 50% of revenue from government grants, rest from operations
- ◆ **Canadian Fossil Discovery Centre – Morden, Manitoba**
  - Museums, galleries, Zoo
  - Royal Canadian Mint
- ◆ **Philip J. Currie Dinosaur Museum – Wembley, Alberta**
  - Currently being developed – \$26 million cost for 41,000 sq. ft.
  - Majority of funding from Province, City and County

# ***Most comparable centres are strongly supported by local governments***

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- ◆ **Over 50% of capital funds for developing T-rex Centre were raised locally**
- ◆ **Almost 45% of annual operational funding for Canadian Fossil Discovery Centre is provided by local municipal grants**
- ◆ **Philip J. Currie Museum has received substantial start-up and capital funding from local municipal governments**
  - **City of Grande Prairie – \$1.5 million over 3 years**
  - **County of Grande Prairie – \$1.6 million (road access)**
  - **Other small municipalities – \$112,500**
- ◆ **Currie Museum project currently receives annual core funding of over \$500,000 mainly from City, County and Province**



### 3. PRPRC Economic and Heritage Value

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## ***Palaeontological (fossil) resources have a significant heritage value***

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- ◆ Identification, interpretation and preservation of palaeontological resources provides an economic value to science and education
- ◆ Palaeontology makes important contributions to such scientific disciplines as geology, biology and botany
- ◆ Palaeontological resources are considered to be part of Provincial heritage and protected under the Heritage Conservation Act
- ◆ These resources are known to have a significant monetary value to high profile museums
- ◆ The PRPRC is doing more to identify, conserve and protect BC's fossil resources than anyone else

# *The Centre also provides significant economic impacts to the region*

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### 3. PRPRC Economic and Heritage Value

***The current economic impacts can be quantified and are expected to grow***

<b><i>Economic Impact Category</i></b>	<b><i>Estimated Impacts for Fiscal 2011-12</i></b>
<b>Employment at PRPRC:</b>	
Curators	2 full-time
Technicians	3 full-time
Archivists	2 full-time
Financial Records Archivist	1 full-time
Book-keeper	1 part-time
Gallery Host	1 full-time seasonal
Education Program Coordinator	1 full-time seasonal
Tour Guide	1 full-time seasonal
Palaeontology Field Assistant	1 full-time seasonal
Tour Guide Assistants	2 part-time seasonal
Gallery Hosts	2 part-time seasonal
<i>Total Employment at PRPRC</i>	<i>17 F/T, P/T and seasonal</i>
<b>Local/Regional Expenditures by PRPRC:</b>	
Wages and salaries	\$350,000
Goods/services supplied within region (incl. 2011-12 renovations)	\$440,000
<i>Total Local/Regional Expenditures</i>	<i>\$790,000</i>
<b>Tourism Spending by PRPRC Visitors from outside region:</b>	
In Tumbler Ridge	\$64,500
Elsewhere in Regional District	\$150,500
<i>Total Incremental Tourism Spending</i>	<i>\$215,000</i>
<b>Total Direct Contribution to Regional Economy for 2011-12</b>	<b>\$1,005,000</b>

## ***Current \$1 million direct contribution to regional economy will increase steadily***

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- ◆ For 2011-12 the Centre is employing 17 full-time, part-time and seasonal staff
- ◆ There is an additional employment multiplier effect beyond the 17 jobs that is not shown
- ◆ PRPRC will spend close to \$800,000 within the region in 2011-12, with majority of funds sourced outside region
- ◆ Tourism spending by visitors to Centre from outside the region exceeds \$200,000 annually and is growing
- ◆ Overall direct economic impact on regional economy will total more than \$1 million in 2011-12, plus indirect impacts via a multiplier effect

# *Large purpose-built palaeontology centre would have multi-million dollar impacts*

<i>Economic Impact Category</i>	<i>Estimated Impacts for Purpose-Built Centre</i>
<b>Employment at PRPRC</b>	80 F/T, P/T and seasonal
<b>Local/Regional Expenditures by PRPRC:</b>	
Wages and salaries (excl. benefits)	\$1,750,000
Purchases of goods and services supplied within region	\$1,100,000
<i>Total Local/Regional Expenditures</i>	<i>\$2,850,000</i>
<b>Tourism Spending by PRPRC Visitors from outside region:</b>	
In Tumbler Ridge	\$1,236,000
Elsewhere in Regional District	\$2,884,000
<i>Total Incremental Tourism Spending</i>	<i>\$4,120,000</i>
<b>Total Direct Contribution to Regional Economy</b>	<b>\$6,970,000</b>



## 4. Recommended Funding Strategy

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# ***Centre needs increased core operational funding to take it to the next level***

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- ◆ **Funding support needed to help Centre achieve its potential**
  - **Ensuring the Centre is market ready for tourism**
  - **Creating a greater region-wide presence via additional outreach activities**
  - **Enhancing Centre's professional status through additional scientific and educational activities and partnerships**
- ◆ **Additional operational funding will enable more staff available for marketing and fundraising activities**
- ◆ **Incremental funding will also ensure that Centre can move towards long-term vision of a large purpose-built Centre**
- ◆ **Ideally the District, Regional District and Province will each provide \$200,000 in annual funding support**

# ***Regional government could fund economic development aspects of Centre***

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- ◆ **Funds could be earmarked to support aspects that directly contribute to economic development – the tourism and public visitation components**
- ◆ **Includes wages/salaries/expenses of staff associated with Dinosaur Discovery Gallery and visitor aspects of Centre:**
  - **Gallery hosts**
  - **Tour guides**
  - **Interpretive/public outreach coordinators**
  - **Marketing and public relations**
- ◆ **Development of interpretive displays and information/educational materials**
- ◆ **Additional renovations/augmentation of facilities/services for visitors to Centre and public programming**

# ***Considerable benefits to Regional District, its residents and businesses***

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- ◆ Purchases of goods and services by Centre and its employees in communities throughout region
- ◆ Seasonal employees and contractors frequently hired from other parts of the Regional District
- ◆ Significant proportion of tourism impact of Centre accrues to Regional District, which has majority of region's accommodation, restaurant and retail facilities
- ◆ Centre provides outreach programming for other communities within Regional District that have palaeontological displays or resources
- ◆ Majority of fossil resources identified by Centre's staff are within Regional District outside Tumbler Ridge – most of fieldwork is occurring within Regional District
- ◆ Matching funding by Regional District will show strong regional commitment to Province, helping to facilitate provincial funding

# ***District of Tumbler Ridge should continue its \$200,000 in annual funding***

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- ◆ Its annual funding support is normally doubled or tripled by other sources of funds raised by the Centre, mainly from outside District
- ◆ District of Tumbler Ridge, its residents and businesses significantly benefit from the Centre and its activities:
  - Jobs at Centre and in tourism
  - Purchases of goods/services within Tumbler Ridge by Centre and its employees
  - Incremental tourism visitation and local tourism expenditures as a result of Centre
  - Marketing and public relations benefits to community and its businesses from national/international media profile of Centre
- ◆ Social/cultural and educational contributions of Centre to well-being of District's residents – social infrastructure

## *Provincial funding for Centre would support Province's fossil management principles*

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- ◆ Fossils and fossil sites are important to British Columbia as heritage resources
- ◆ Order of priority for fossil management is science, natural heritage, education and, where appropriate, commercial use
- ◆ Order of priority for extraction or excavation of fossils is science, natural heritage, education and, where appropriate, commercial use
- ◆ Non-extractive commercial use has precedent over extractive commercial use
- ◆ A fossil management framework that recognizes heritage value of fossils, need to protect significant fossil sites and interests of stakeholders is necessary



## 4. Recommended Funding Strategy

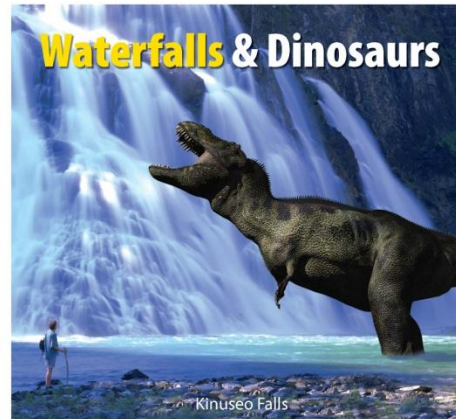
# *Pursue strategy for PRPRC designation as Provincial Fossils Repository*

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- 1. Continue discussions with representatives of Strategic Land Policy and Legislation Branch and Royal British Columbia Museum**
- 2. Communicate importance of designation to the region's MLAs by conducting personal briefings**
- 3. Work with provincial officials and Royal BC Museum to establish timeframe for completing Province's Fossil Management Framework and designating PRPRC as a Provincial Repository**
- 4. Assess what steps PRPRC needs to take in order to meet agreed upon provincial criteria to be a Provincial Repository for palaeontological resources**
- 5. Seek funding for any identified initiatives and projects that are required to meet the Province's criteria**
- 6. Liaise with provincial staff and elected officials until the official designation has been made by Province**

## 5. Communications and Implementation

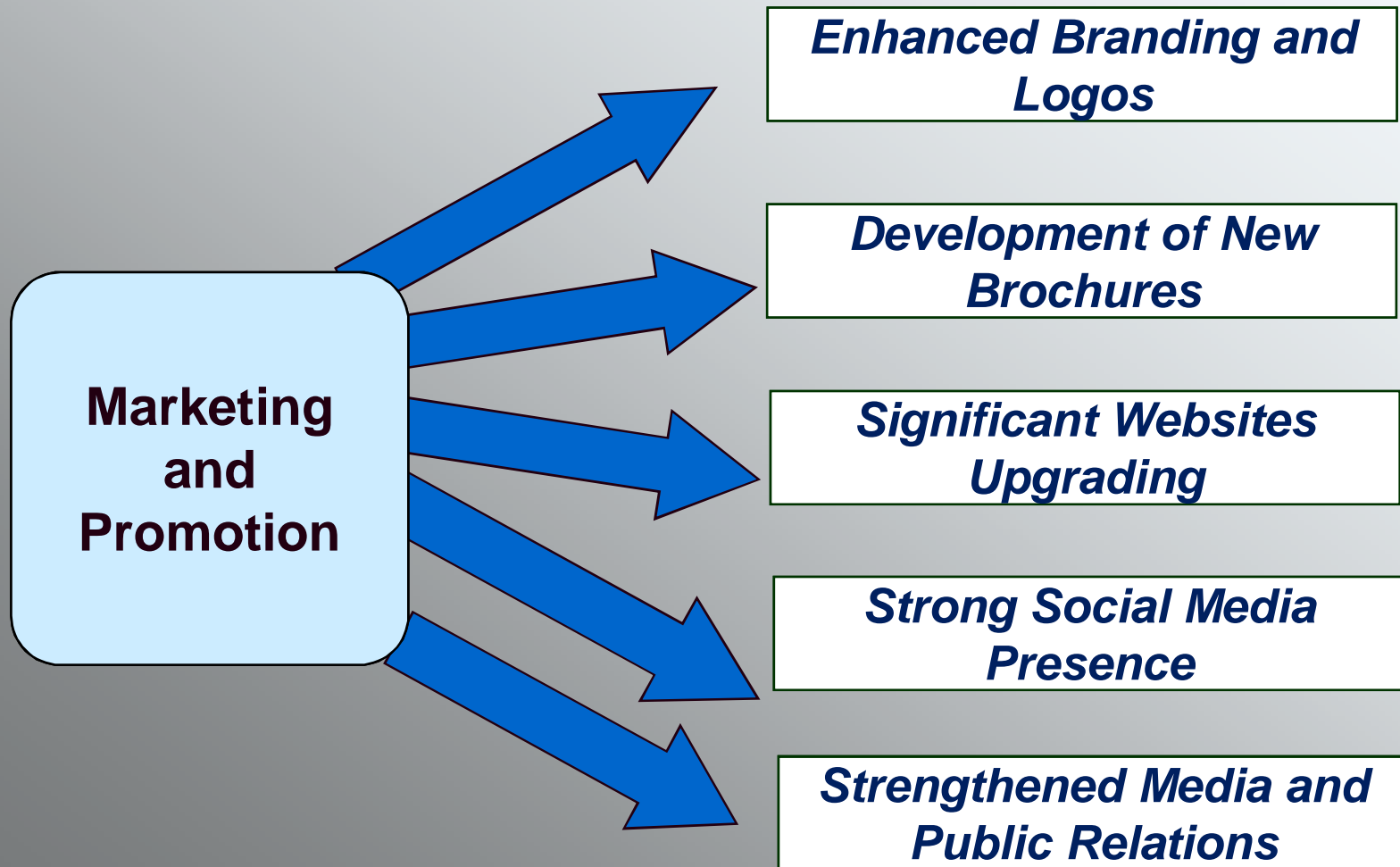
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TUMBLER  
RIDGE  
*Lasting Impressions*

# ***PRPRC should pursue enhanced marketing and promotional activities***

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# *Implementation steps for seeking Regional District funding support*

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- 1. Present study Final Report at Regional District Board meeting for initial consideration**
- 2. Refer to staff for further examination and to determine best approach for allocating funds within budget process**
- 3. After the Election staff should brief new Regional District Board on Centre and proposed funding support**
- 4. At the appropriate time Board could adopt study recommendations and table resolution for funding support**
- 5. If approved, funding for Centre would then need to be incorporated into Regional District's budget**
- 6. Work with Tumbler Ridge on strategy for seeking support of the Province as another core funder of the Centre**

# *Implementation steps for District of Tumbler Ridge funding support*

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- 1. Present study findings to District's Mayor and Council for their review and comment**
- 2. Organize a Council briefing by Centre's Palaeontologists regarding 2011-12 scientific and visitor-oriented activities**
- 3. PRPRC issues media release and holds a press conference regarding the Centre's tremendous progress during 2011**
- 4. PRPRC circulates the most recent print and electronic promotional materials to Council, media and community**
- 5. After the Election, new Council is briefed by TRMF Board and PRPRC's Palaeontologists about the Centre, its benefits and required funding**
- 6. Council should maintain \$200,000 annual funding support and work with Regional District to obtain provincial support**

## 5. Communications and Implementation

# *Implementation steps for Provincial support based on a formal campaign*

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- 1. Recruit a Fundraising Campaign Committee Chair**
- 2. Recruit other Fundraising Committee members**
- 3. Brief and orient Chair and develop approach to the Province**
- 4. Prepare a provincial briefing package**
- 5. Meet as a Committee to review proposed process**
- 6. Meet with local MLA (suggest the Hon. Blair Lekstrom) for a briefing session**
- 7. Undertake follow-up meetings with officials of appropriate Ministries, agencies and branches**
- 8. Conduct further meetings and communications activities as required**
- 9. Work towards an operational funding agreement**