

Town of Grande Cache

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For Immediate Release

Clinton Belcher from Canadian Ecotourism Services was in Grande Cache to present to Town Council the proposed plans for Dinosaur Track Tours. The Town of Grande Cache and Grande Cache Coal have been working together to develop an expanded framework of cooperation. The Town is interested in exploring the economic and tourist potential of the national historic dinosaur track site, while being conscious of Grande Cache Coal's interest in their economic recovery of the coal and resources to which they hold title. Last fall, the Town received funding from Western Economic Diversification Canada through Community Futures to hire a consultant to develop an Operational and Marketing Plan for potential dinosaur track tours. Canadian Ecotourism Services has been objectively working with both the Town and Grande Cache Coal over the past several months to help coordinate the project.

Highlights of the plan include developing the track site tours to become the primary demand generator for tourism, and create a 'low impact sustainable revenue model', including world-class environmental best practices. It is encouraged that an advisory group is formed, including representatives from both the Town and Grande Cache Coal to ensure both tourism activity and mining activity work together without negatively affecting either entity's operational goals. A marketing strategy focusing on modern, forward thinking design and content is proposed, as well as details for implementation and next steps.

The Town will cooperate with Grande Cache Coal to ensure a safe work environment with safety and incident prevention remaining a shared responsibility for every individual on the property. It is ensured that all authorized visitors must comply with Grande Cache Coal policies, procedures, safety rules and government regulations.

The Town of Grande Cache and Grande Cache Coal will provide mutual corporate and community support to ensure any proposed tourism initiatives provide a positive economic impact for the local economy without negatively affecting either entity's economic opportunity, commercial goals, and objectives and to ensure support for Grande Cache Coal's future commercial goals and operations.

The Operational Marketing Plan will be presented to Council at the July 9, 2008 Regular Council Meeting. Following, a presentation will be made to the Grande Cache Coal Board of Directors for their information and review. After both groups have had a chance to evaluate the plan, an Advisory Group will be formed to continue to work towards an agreeable implementation plan.

Once both parties have agreed on the appropriate action plan, further details will be released.

For more information, please contact Tara Wignes, Manager of Economic Development & Tourism for the Town of Grande Cache at 827-3362 ext. 27.