



Community Input Study

Summary of Results

October, 2009

Introduction

The purpose of this community input study is to establish the interests and desires of various public sectors regarding the proposed new Canadian Fossil Discovery Centre (CFDC) facility. In addition, it allows for the testing of certain segments of the STANTEC report and recent STANTEC review undertaken by the CFDC Board. These processes will ultimately provide the CFDC Board with greater confidence in the directions proposed for the new museum project.

This focus group study involved 93 participants who either attended community focus group meetings or independently used a web based survey tool (“Survey Monkey”) to directly enter their survey responses. The “Corn and Apple Festival” short survey was an additional opportunity to receive community input. In this latter instance, 76 responses were gathered and data entered for evaluation. In total, 169 people participated in the community input process.

Survey method

Two survey questionnaires were used as the primary data gathering method. (Samples have been provided in the appendix.) Group discussion and individual interviews were also utilized and accounted for within this survey report.

In order to represent a broad section of the community, groups from within the arts and culture sector, families, business persons, government workers, students, service clubs, educators and those from the tourism sector were surveyed. Data was also gathered from Altona, Carman, Manitou, Morris, Winkler, Winnipeg, Miami, and the town of Morden in order to inquire regarding the CFDC’s transition from a local to a regional (Pembina Valley) tourist attraction.

Survey participants were not required to answer every question or to fully answer the survey. Of 169 respondents, 151 or 89.3% completed all questions. These responses provide qualitative and quantitative information which, when analyzed, provided trends, strong indications, and uniquely perceptive responses for evaluation. This valuable information will act as the base for the Board to move forward with their plans.

This Community Input Study is one of a series of studies undertaken by the CFDC in preparation for the development of their new project. The full complement of studies includes the following -

1. the STANTEC report for a new museum - completed
2. the Board review document on the STANTEC report. – completed
3. a Community Input Study – completed
4. a capital campaign feasibility study – pending
5. a business plan and case – pending
6. a museum content plan - pending

General Observations

Relating to the focus group study

1. *The CFDC Board has accurately identified the key elements desired by the community for the new museum; key local and regional issues have been identified.*
2. *Respondents favored hands-on involvement, experiential learning, participation, interaction, fun and entertainment as being of great importance. A huge opportunity exists for the CFDC Board to develop a state of the art museum that balances scientific integrity and educational value as well as qualities such as entertainment and excitement.*
3. *Respondent interest lay in developing experiences both inside and outside the proposed building. There is significant opportunity to build a mix of paleontology and environmental experiences beyond the limits of a traditional museum.*
4. *High interest was expressed that the CFDC be an educational resource for a broad range of groups within the elementary, high school, and university system as well as for researchers, elder hostel groups, youth camps, etc.*
5. *The desired location of the new CFDC museum would, on balance, fulfill respondent primary interests as follows:*
 - *to be close to fossil dig sights,*
 - *to plan for national historic status,*
 - *to allow for other interpretive experiences (ecology, botany, etc.),*
 - *to create opportunities for outdoor leisure areas and hiking trails.*

Relating to other issues arising:

1. *A total of 18 responses referred to ‘creation’ and a general desire for the respect of beliefs that arise from religious denominations. Some Pembina Valley residents will seek confidence that the CFDC will respect their positions in a suitable manner.*

2. *The importance of a broad range of “outcomes based” school programs became apparent. Indications were made that several school divisions together might provide an on-site educator, given facilities and programs were appropriate to curricular outcome based educational concepts.*
3. *The local versus regional perception of the CFDC as an economic engine was received with broad and positive interest but in a tentative way.*
4. *The Morden Town Council and the CFDC Board will want to consider formal actions to transform the CFDC from a local town museum to a regional tourism attraction with National Historic Sight status.*

From a broader perspective, the Pembina Valley as a whole has a positive regard for the CFDC. While the value of some culture and heritage tourism is generally understood, the concept of culture and heritage tourism as a significant economic engine requires development. The current economic focus of the Pembina Valley remains toward agriculture, light industry and related service industries as the region’s economic engines.

A comprehensive plan (with clear steps for action) to develop tourism as a new economic engine is required in order for the region enjoy the full potential that exists. The CFDC is at the leading edge of this development and will become a driving force for increased tourism in the region.

Survey Results

I General Background

Your professional perspective (Question 1)

| | | | | | |
|------------|----|----------|----|---------|----|
| Culture | 15 | Club | 1 | Retired | 13 |
| Business | 27 | Student | 29 | | |
| Family | 25 | Educator | 14 | | |
| Government | 13 | Tourism | 17 | | |

Your city / town (Question 2)

| | | | |
|---------|----|----------|----|
| Altona | 2 | Winkler | 12 |
| Carman | 22 | Winnipeg | 35 |
| Manitou | 2 | Miami | 6 |
| Morris | 6 | Morden | 61 |

About you and your family (Questions 3 – 5)

| | |
|---------|-----|
| Single | 66 |
| Married | 102 |

| | |
|--------|----|
| Female | 68 |
| Male | 56 |

| | |
|---|----|
| Respondents with children under 6 | 34 |
| Respondents with children grades 1 – 6 | 20 |
| Respondents with children grades 6 – 9 | 10 |
| Respondents with children grades 9 – 12 | 16 |

About your museum interests (Questions 6 – 9)

How many times have you visited a museum **outside** of Manitoba during the last 1 – 3 years?

| 1 visit | 2 visits | 3 visits | 4 visits | more |
|---------|----------|----------|----------|------|
| 19 | 22 | 10 | 7 | 15 |

How many times have you visited a **Manitoba** museum during the last 1 – 3 years?

| 1 visit | 2 visits | 3 visits | 4 visits | more |
|---------|----------|----------|----------|------|
| 32 | 28 | 23 | 10 | 38 |

How many times have you visited a Pembina Valley museum or cultural centre during the last 1 – 3 years?

| 1 visit | 2 visits | 3 visits | 4 visits | more |
|---------|----------|----------|----------|------|
| 32 | 15 | 20 | 11 | 28 |

What museums or cultural centers have you visited?

Local Museums were noted (3,000 to 7,000 visitation)

| | | | |
|--------------------|--------------------------|---------------------|------------------------|
| <i>Darlingford</i> | <i>Margaret Lawrence</i> | <i>C.A.T.P.M.</i> | <i>Portage Museum</i> |
| <i>Plum Cooley</i> | <i>Archibald</i> | <i>Newberghthal</i> | <i>Miami Rail Road</i> |

Manitou Morris Souris St. Claude Dairy & Gaol
 St. Leon Carman Trehern Musee de St. Joseph

Manitoba Museums were noted (20,000 to 100,000 visitation)

Mennonite Heritage Museum Winnipeg Art Gallery Manitoba Museum
 The Forks St. Boniface Museum Costume Museum

National – International Museums were noted (100,000 + visitation)

Vancouver Aquarium National Art Gallery National War Museum
 Minneapolis Science Museum Royal Tyrrell Museum The Louvre
 Saskatchewan Development Stanley Park Arizona Natural History

Paleo Museums were mentioned

Mammoth Hot Springs Museum Cody Museum East End Dinosaur Museum

Museums and cultural centers form a part of the tourism experience while Pembina Valley people are traveling. Their visitation patterns demonstrate a broad range of attendance within the region and beyond. Museum marketing research notes that a museum in and of itself is not the primary destination when traveling; rather, it is an enhancement and component of the mix of experiences. People who visit cultural and historic attractions spend more and stay longer than other visitors.

Have you visited the Canadian Fossil Discovery Centre? (Question 10)

Yes 115
 No 52

If so, how many times? (Question 11)

| 1 visit | 2 visits | 3 visits | 4 visits | 5 + visits |
|---------|----------|----------|----------|------------|
| 33 | 21 | 14 | 4 | 36 |

How would you rate the current Canadian Fossil Discovery Centre? (Question 12)

| | 1 | 2 | 3 | 4 | 5 |
|--------------|---|---|----|----|----|
| Programs | 0 | 3 | 16 | 13 | 12 |
| Tours | 1 | 7 | 9 | 14 | 12 |
| Exhibits *** | 0 | 8 | 18 | 15 | 18 |

What do you generally like about museums? (Question 13)

*Responses were qualitative and as a result they have been clustered into general categories. Where a high recurrence existed, those have been given emphasis by using asterisks – * some emphasis, ** significant emphasis, *** very high emphasis.*

History

delving into our past, past revisited
 a sense of what happened before
 important to discover and preserve ***
 understanding our region's history
 provides perspective

Knowledge & Education

more relevant, more understandable - than reading about it
 new knowledge, new learning ***
 makes science accessible

| | | |
|--------------------|----------------|------------------------------|
| Emotional Impact | | |
| fun | fascinating* | interesting, entertaining*** |
| exciting | unique ** | new |
| amazing | informative ** | pleasant, wonderful |
| Functional Aspects | | |
| well laid out | realistic | interactive*** |
| hands on** | things to do | well set up |
| easy flow | | |
| Program References | | |
| the signs | tours | gift shop |
| full skeletons | shopping | movies |
| meeting staff | field trips | special events |
| workshops | displays | kids stuff – family things |

Whether inside or outside people overwhelmingly want activity and engagement. People clearly enjoy advanced technologies, experiential learning and exciting activities in their museum visits. This is one of the CFDC's keys to success.

What are your observations about the Canadian Fossil Discovery Centre? (Question 14)

As above, 166 responses were provided and are clustered as follows.

Regarding marketing

Unknown, hidden treasure, best kept secret, no profile
The brochure is excellent

Regarding location

Needs space, poor venue, crowded, dark, in basement, lacks presence
Too “small town”- not ambitious

Regarding exhibits

Positive: excellent displays, impressive, Bruce is awesome, the back room is a hidden asset
Negative: same displays outdated, not much change, not clearly marked, flow confusing, need many more displays

Regarding program

Positive: Enthusiastic staff, appeals to children, interesting for family, very alive for children
Negative: Need to better communicate to children

Regarding tourism

A great tourist drawing card, great addition for Manitoba, a national treasure,
Unique, huge opportunity, great growth potential, a world class venue.

II. Specific to Summary Description

On a scale of 1 to 10 was the “Summary Description” appealing? (Question 15)

| | | | | | | | | | |
|---|---|---|---|----|---|----|----|----|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 1 | 0 | 0 | 2 | 11 | 4 | 21 | 33 | 12 | 27 |

It would appear that the current “Summary Description” contains the basics for use in the Fundraising Feasibility Study. Further relevant respondent suggestions are shown in item #16.

Given the limitations of a two page Case Statement document, skilled editing will allow some inclusion of relevant new items.

What would you like to see added to the summary description? (Question 16)

Greater emphasis on people, trainee programs, social impact,
 Emphasize new museums technologies; inter-activity, demonstrations, audio, internet
 Emphasize economic impact, target populations, costs, tourism economy
 Emphasize attractiveness for youth, family, recreation, women

Not suggested (but of critical importance) will be an explanation of the transfer of the museum to a regional Board and a regional tourism emphasis.

What would you like the Canadian Fossil Discovery Centre to be? (Question 17)

Long and short survey

| | 1 | 2 | 3 | 4 | 5 | Wt'd |
|--|---|----|----|----|-----|------|
| 1 A destination attraction *** | 2 | 1 | 11 | 20 | 111 | 672 |
| 2 A centre for interactive discovery *** | 2 | 0 | 7 | 34 | 102 | 669 |
| 3 A centre for educational excellence | 2 | 2 | 8 | 44 | 87 | 641 |
| 4 A centre for mosasour exhibits | 2 | 4 | 18 | 46 | 74 | 618 |
| 5 A centre for world class research | 2 | 5 | 24 | 34 | 79 | 615 |
| 6 A regional economic engine | 4 | 6 | 24 | 37 | 73 | 601 |
| 7 A centre for regional interpretation | 1 | 10 | 22 | 58 | 53 | 584 |

When selecting a new Canadian Fossil Discovery Centre building site, how important are the following items? (Question 18)

Long and short survey

| | 1 | 2 | 3 | 4 | 5 | Wt'd |
|--|----|----|----|----|----|------|
| 1 To plan for “green” construction | 2 | 4 | 24 | 39 | 71 | 593 |
| 2 To have ease of highway access | 2 | 3 | 23 | 44 | 68 | 593 |
| 3 To be close to fossil demonstration dig sites | 2 | 3 | 19 | 49 | 65 | 586 |
| 4 To plan for national and world historic status | 3 | 8 | 22 | 36 | 71 | 584 |
| 5 To have opportunities for hiking trails | 4 | 7 | 29 | 43 | 58 | 567 |
| 6 To have other interpretive experiences (geology, botany) | 3 | 4 | 27 | 58 | 47 | 559 |
| 7 To have a panoramic escarpment vista | 3 | 6 | 33 | 53 | 43 | 547 |
| 8 To be close to Morden for hotels, food, etc. | 4 | 14 | 38 | 45 | 39 | 527 |
| 9 To be close to major historic fossil discoveries | 5 | 8 | 42 | 42 | 42 | 525 |
| 10 To avoid competing rural development activity | 12 | 19 | 45 | 35 | 26 | 425 |

It is interesting to note that “close to Morden for hotels...” ranks 8th in level of importance for site selection. It is also interesting to note the relative importance to #3 “dig sites” as compared to #9 “fossil discoveries”.

What would you like to do inside the Canadian Fossil Discovery Centre? (Question 19)

There were 179 respondent suggestions regarding “what they would like to do”!! In clustering respondent statements, a rich profile begins to develop for the C.F.D.C.

Program Ideas

*Stuff for kids to do, stuff for all ages
 Take guided tours*

*Watch DVD's, films, etc.***
Have 3D simulations, vignette recreations
Have photo opportunities
*Make a dinosaur, make castings***
Do age testing demonstrations
*Interact with those involved, watch scientists and staff work***
Have a guided self tour option

Physical Facilities

*Have a gift shop for browsing, include local product***
Have a kids area
Have labs for science and research
Have a food area and dinosaur menu
Have a library
Have a theatre
Have good classrooms, meeting rooms
Have a living tropical jungle
Have a place to sit and ponder
Have a "cool" really big water feature (After all, it is a marine museum)

Exhibits

Have multiple intelligence varieties of learning
*More unique** artifacts; more big displays, exhibits ***
Have education activities, classroom,
*Include hands on activities, tactile experiences, look and touch ****
*Include interactive things ****
Learn more about prepping fossils
Show maps of discovery sights (Manitoba)
Compare ancient to the current
See life size exhibits
Show types of extinctions
Show history of animal (marine) life on planet

Emotional Impact

want to be surprised / want to discover
explore the uniqueness
be entertained and enjoy

Educational Aspects

Have day-long sessions
Have short courses
Make it appealing to children
Make it a major resource / reference / research centre

What would you like do outside the Canadian Fossil Discovery Centre? (Question 20)

In a similar fashion to item 19 above, approximately 151 responses were provided and summarized below.

Relating to Fossils

*Work on a dig site ****
*View activity on a dig site ****
See field exhibits
Have outdoor presentations

Relating to Hiking

*Walk on a trail system, have posted signs ****
Enjoy nature, natural settings
Participate in guided nature tours and interpretive sessions

Relating to the Grounds

Experience solitude, sit, contemplate
Have spaces for: picnics, large group shelters
Have a children's play area, a children's buried fossil section

What stories might be told? (Question 21)

119 responses were recorded and clustered. However, no single category was predominant.

Fictional stories

of Bruce's life,
Bruce – "the t-rex of the deep"
one dinosaur and its mother – for kids
surviving in the waters of prehistoric past

"How to..." stories:

fossil restoration, preservation, casting
excavation stages
reconstruction of dinosaurs
background to building displays

Historical stories

of early plants, changes in vegetation history of plants
of CFDC, of region, of North America
on earlier collection and earlier people (B. Nicholls)
what fossils tell us about the past
link to Cretaceous period elsewhere in America
recreate ancient underwater sites
change of salt to fresh water
80 million years of transformation
evolution of the Pembina Valley, of the escarpment; from tropical to today
evolution of the Ice Age

General stories

on digestion (who ate what)
on reproduction
on an integrated understanding; air, land, marine
why find fossils
where Bruce and Betsy were found
connection to mythology and folklore
involvement of archeologists, scientists; the training of the people
exploration of fossils from a Christian perspective

A note on the above responses: In several instances responses fell outside the general scope of a marine fossil discovery centre. Items relating to aboriginal people, pioneers, etc. have been omitted.

What is your opinion on the levels of importance regarding the following? (Question 22)

| | 1 | 2 | 3 | 4 | 5 | Av. |
|---|----------|----------|----------|----------|----------|------------|
| A significant tourism attraction for Manitobans *** | 1 | 0 | 7 | 21 | 45 | 4.5 |
| A culture/heritage tourism hub for the Pembina Valley | 1 | 2 | 5 | 28 | 37 | 4.3 |
| An economic engine for the Pembina Valley | 1 | 3 | 11 | 20 | 37 | 4.2 |
| Obtaining National Historic Site status | 2 | 4 | 13 | 14 | 39 | 4.2 |

| | | | | | | |
|--|---|---|----|----|----|-----|
| Obtaining eventual UNESCO World Heritage Site status | 6 | 5 | 15 | 14 | 32 | 3.8 |
|--|---|---|----|----|----|-----|

What indoor experiences interest you from the following program plan? (Question 23)

Long and short survey

| | 1 | 2 | 3 | 4 | 5 | Wt'd |
|--|---|---|----|----|----|------|
| 1 Marine skeletal fossil exhibits *** | 0 | 1 | 18 | 30 | 86 | 606 |
| 2 3D and DVD media theatre | 0 | 8 | 19 | 41 | 67 | 572 |
| 3 Marine fleshed out model restorations | 0 | 5 | 19 | 52 | 59 | 570 |
| 4 Classroom lab programs | 0 | 9 | 25 | 34 | 65 | 554 |
| 5 Casting, collecting, cataloging demonstrations | 1 | 6 | 28 | 48 | 51 | 544 |
| 6 Land creature fossil exhibits | 7 | 4 | 27 | 43 | 55 | 543 |
| 7 Flying creature fossil exhibits | 5 | 5 | 32 | 40 | 53 | 536 |
| 8 Ice Age exhibits | 9 | 9 | 17 | 42 | 58 | 536 |
| 9 Early North American geography | 1 | 7 | 36 | 45 | 44 | 523 |

What outdoor experiences most interest you from the following program plan? (Question 24)

Long and short survey

| | 1 | 2 | 3 | 4 | 5 | Wt'd |
|--|---|---|----|----|----|------|
| 1 Demonstration dig sites *** | 1 | 2 | 8 | 44 | 89 | 650 |
| 2 Outside interpretive places | 0 | 5 | 20 | 51 | 55 | 549 |
| 3 Walks, ponds, trails, and picnic areas | 5 | 7 | 21 | 45 | 57 | 547 |
| 4 Geography, ecology, and botany tours | 0 | 6 | 32 | 41 | 55 | 547 |
| 5 Outdoor exhibits | 1 | 4 | 25 | 42 | 51 | 507 |

III Educational Interests

This section was devised to test the potential for the Museum to be a learning resource in and of itself and for the school system. Only 93 long form respondents provided a partial answer, while many others indicated a lack of educator experience. Respondents placed a very strong emphasis on bus tours and specialized classrooms.

Would educators utilize ... (Question 25)

| | 1 | 2 | 3 | 4 | 5 | Av. |
|--|---|---|----|----|----|------|
| 1 Bus tours to the Canadian Fossil Discovery Centre*** | 0 | 1 | 4 | 21 | 26 | 4.38 |
| 2 Specialized classrooms or labs in the CFDC | 1 | 0 | 8 | 17 | 27 | 4.30 |
| 3 Outreach programs for school classrooms | 1 | 0 | 8 | 20 | 25 | 4.26 |
| 4 Related earth science, botany, and zoology opportunities | 0 | 1 | 17 | 16 | 19 | 4.00 |
| 5 A mobile traveling exhibition | 1 | 4 | 14 | 19 | 16 | 3.83 |

What learning resources might be of interest? Please indicate the specific grade and/or subject area. (Question 26)

| | |
|--------------------------|---|
| <i>Grades 1 to 3</i> | <i>Fossil digs, children's room activity Assemble geography models Education kits, mobile travel exhibits</i> |
| <i>Grades 4 to 6</i> | <i>Trivia Challenges Rocks and Minerals</i> |
| <i>Grades 6 to 9</i> | <i>Digs and castings</i> |
| <i>Grade 7</i> | <i>Finding restorations Earth Sciences unit</i> |
| <i>Grade 8</i> | <i>Explanation of the era for social studies Museum labs and activities Art, things to draw</i> |
| <i>Grade 9</i> | <i>- - -</i> |
| <i>Grade 10</i> | <i>Geography, landscape of North America</i> |
| <i>Grade 11</i> | <i>Biology, fossil labs</i> |
| <i>Grade 12</i> | <i>Biology, fossil labs</i> |
| <i>Other Suggestions</i> | <i>Earth Scenes and geology. Curriculum based tours Lectures by scientists Grade 12 Mennonite Studies – Grade 11 Canadian History University courses Actual fossil digs for hands on science Interactive displays Theatre plays, Art classes Microscope use for viewing</i> |

IV Museum Specific

There is very significant opportunity for the CFDC to develop membership programs, newsletters, volunteer programs and an annual financial campaign.

The important issue of hesitancy within local residents might be overcome through strong organization and high professionalism in the delivery of programs and services. People are attracted to and affiliate with high quality organizations who deliver quality experiences.

What level of individual fee is appropriate to charge for day trips and tours? (Question 27)

| | | |
|------|----|-------|
| \$10 | 9 | 15.5% |
| \$20 | 27 | 46.6% |
| \$30 | 9 | 15.5% |
| \$40 | 5 | 8.6% |
| \$50 | 7 | 12.1% |
| \$60 | 1 | 1.7% |

Would you become a member? (Question 28)

| | | |
|-------|----|-------|
| Yes | 21 | 29.6% |
| No | 17 | 23.9% |
| Maybe | 33 | 46.5% |

Would you like a newsletter? (Question 29)

| | | |
|-------|----|-------|
| Yes | 40 | 55.6% |
| No | 15 | 20.8% |
| Maybe | 17 | 23.6% |

Would you give financial support? (Question 30)

| | | |
|-------|----|-------|
| Yes | 10 | 14.1% |
| No | 20 | 28.2% |
| Maybe | 41 | 57.7% |

Would you volunteer for opportunities to... (Question 31)

| | yes | no | maybe |
|--------------------------------------|-----|----|-------|
| Work on dig sites? | 18 | 37 | 16 |
| Act as a guide or educator? | 18 | 40 | 13 |
| Catalog fossil items? | 13 | 46 | 13 |
| Maintain the website and newsletter? | 10 | 53 | 7 |
| Help with the gift shop? | 14 | 47 | 11 |

V. Fundraising Items

Who might donate to a Museum fundraising capital campaign? (Question 32)

102 responses were given. Most suggestions were generic using terms such as: local – regional - federal government, foundations, businesses, individuals, etc. The “Fundraising Feasibility Study” will establish a much more extensive list of prospective donors.

The following specific identifications were provided:

Provided by a confidential letter

Who might volunteer to lead a Museum fundraising initiative? (Question 33)

Some 40 responses were given. Again, very little information was provided. The nature of the selected respondent groups was such that major gift fundraising and the volunteers required were not within the mindset of these respondent; the “Fundraising Feasibility Study” will establish a much more extensive list of prospective volunteer leaders.

The following specific identifications were provided:

Provided by a confidential letter

Do you have any additional comments? (Question 34)

48 responses were given. The following are a sample of the additional comments.

General aspects

“It is very important to develop the Pembina Valley image”

“Must take this out of politics and do what is right for everyone.”

“There is no visibility of this in Winnipeg at all.”

“An excellent opportunity for Manitoba to enrich our Province and to boost the economy in the secondary areas.”

Tourism aspects

“Tourism is less appreciated than sports”

“We must tie in the opportunity for businesses and regional events.”

“The valley is slow and just beginning to see this.”

Religious aspects

“... must be perceived as respectful of religion.”

“Need to overcome fear, threat, conservatism.”

Regional aspects

“ ... like the idea of a regional approach – through community partnerships.”
“ ... A lot of localism ... exists.”

Educational aspects

“It would be beneficial to partner with the education system both financially and for program.”
“I wasn’t aware of the potential resource that the (CFDC) was. I didn’t even know it existed but there are so many opportunities for links to the curriculum.”

Museum aspects

“These treasures are not ours alone but for everyone’s education and enjoyment.”
“... should include a \$5.0 million endowment for operations.”
“ This is an exciting project. As a Morden resident I am thrilled that it is being considered and I hope those who need to see the light, do.”

Please enter your e-mail address in the textbox below. (Question 35)

Some 35 respondents offered their e-mail. These results will be transferred to Tyler Schroeder for his action.

Conclusion

In summary, both conservatism and optimism emerged from the survey. While there is significant support and a positive regard for the CFDC, a strong case for regional culture heritage & tourism along with a strong CFDC business plan are required for stakeholders to possess the confidence required for investment.

The region is slowly evolving towards greater inclusive thinking and away from local protectionism. The CFDC will be able to move their project forward successfully by carefully educating key Pembina Valley leadership with regards to tourism as an economic engine and the concept of a major regional hub attraction supporting secondary local attractions.

The nature of the Mennonite community is of pragmatism and conservatism. With careful communication and due respect for religious beliefs, it appears that the CFDC will have the support of Pembina Valley residents. The Capital Campaign Feasibility Study will more accurately define the amount of funding available and the leadership potential as the CFDC moves toward a formal campaign initiative.

Many respondents articulated statements of support, and it is noteworthy to conclude with a sample of these comments: “History allows us to ponder our place in time”, “a nice place to see and to bring the family”, “I love our museum.”, “Great fossil museum in Morden”, “Would love to have a centre”, “Plan for it and then go for it.”

Formal recognition must be given to the advice and help given by the Pembina Valley Economic Development and Chamber of Commerce professionals within each city and town in the region. Finally, thank you to the 169 people who provided their input through this Community Survey. They have spoken thoroughly and completely and their comments will be invaluable to the CFDC Board.

Notes: