The Hedley Project

A Major Similkameen Valley
Tourism Opportunity

PRESENTED BY

Upper Similkameen Indian Band
Princeton and Hedley, BC

May 2005
THE HEDLEY PROJECT
Overview

The Similkameen Valley

Similkameen Valley looking west

THE HEDLEY PROJECT
The Upper Similkameen Indian Band

THE HEDLEY PROJECT
The Tourism Assets

Content

The Mascot Gold Mine

Nickel Plate Concentrator ruins

The Tulameen Ochre Bluffs

Old Chert (flint) Mines

The ancient Pictographs

The old native Village Sites

The Village of Hedley

THE HEDLEY PROJECT
The Mascot Mine

THE HEDLEY PROJECT
The Ochre Bluffs

THE HEDLEY PROJECT
Content

The Pictographs

THE HEDLEY PROJECT
1. Develop the Vision and establish a Plan - otherwise knee-jerk decision making unfolds

2. Know that the Plan will change but hold to the Vision - otherwise it is easy to stray consequently losing focus and momentum;

3. Use the best expertise available (and affordable) to undertake whatever task is necessary - even if having to source outside the community;

4. We must be very market driven - know where the customers are and how to effectively attract them;

5. By necessity we are very bottom line focused - it is no fun losing money even when projected;

6. We try to have fun - otherwise to what end.

THE HEDLEY PROJECT
Project Elements

The Mascot Mine

- 6-8 jobs
- Capital $3,000,000

THE HEDLEY PROJECT
The Mascot Mine

The Hedley Project
Ochre Bluffs and Pictographs

- 2-4 jobs
- capital $100,000

THE HEDLEY PROJECT
The Snaza’ist Mining Interpretive Centre

- 24 - 26 jobs
- $4,000,000 capital cost

THE HEDLEY PROJECT
The Snaza’ist Mining Interpretive Centre (temporary)

- 14 jobs
- $800,000 capital cost

THE HEDLEY PROJECT
Project Elements

The Snaza’ist Mining Interpretive Centre (temporary)

THE HEDLEY PROJECT
The RV Site

- 6-10 jobs
- $1,000,000 Phase 1 capital cost

THE HEDLEY PROJECT
Other Enterprises

Jobs

- 9-hole golf course  10
- The Bunkhouse Inn  8
- Archeology Digs/Tours  3
- Retirement Housing  4
- Eco-cultural touring  4
- Underground Mine Tours  3

Total Jobs  32

THE HEDLEY PROJECT
Other Enterprises

THE HEDLEY PROJECT
The Team

Team

Upper Similkameen Indian Band Representatives:
• Chief
  Rick Holmes
  Charlene Allison
  Carmeletta Holmes
  Philippe Batini
  Brenda Gould
  Ken Romaneski
• Councilors
• Band Manager
• Archaeology Department
• Site Supervisor

Consultants

• Project Coordination
• Market/Financial Analysis
• Landscape Planning
• Master Site Planning
• Architecture
• Interpretive Planning
• Civil Engineering
• Environmental Consulting
• Archaeological Consulting
• Construction Contractors
• Carto-Graphics

THE HEDLEY PROJECT

Project Team
Rewards

✓ Enhance BC tourism infrastructure;
✓ BC Heritage preserved and celebrated;
✓ Unique First Nation mining story told;
✓ First-Nation / Non Native / Private Sector cooperation;
✓ Major catalyst for existing and new enterprise;
✓ Strengthen the economy of the South Okanagan-Similkameen;
✓ Permanent jobs in the new economy
✓ Diversification from forestry;
✓ Pride of Nation for the USIB;
✓ 60-80 direct jobs created over 10 years
✓ Entrepreneurial experience;
✓ $7 - $10 million invested into local and BC economy.

THE HEDLEY PROJECT
Where are we now...

THE HEDLEY PROJECT
The Mascot Mine

- Phase 1 — opened July 2004
- Phase 2 — underground tours open June 2005

THE HEDLEY PROJECT
The Retail & Craft Store

- Opened July 2004 using school room
- New premises open June 2005

THE HEDLEY PROJECT
Next Steps

- Complete Phase 2 with
  - Underground tours
  - Ochre Bluff and pictograph tours
  - Temporary Interpretive Centre

- Prepare business plan source funding for RV Park and Golf Course

- Embark upon Hedley townsite renewal

- Plan/protect/interpret historic and traditional Villages sites

- Begin planning and fundraising for permanent Interpretive Centre

THE HEDLEY PROJECT
"...and now for a little focus upon the event that helped make the Hedley Project happen."

The CEDTAP program funding was the defining catalyst steering the Upper Similkameen Indian Band’s Mascot Mine project on a sustainable path.

At the time the Band had minimal financial resources due to the forestry downturn in BC.

The CEDTAP contribution of just under $20,000 allowed for serious market and financial analysis to unfold which then triggered approximately $300,000 in planning funds from Aboriginal Business Canada and Indian and Northern Affairs Canada....and of course you now know the rest of the story.

For this support Chief and Council of the Upper Similkameen Indian Band thank those of you here representing CEDTAP today.