

New Pathways to Gold

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March 2011 eNewsletter

Gold Rush Trails Marketing Conference



NPTGS Directors Cheryl Chapman (left) and Brent Rutherford (right) were among the over 30 participants at the Gold Rush Trails Marketing Focus Session in Quesnel in October.

Over 30 participants put their heads together to find a way to reinvigorate the Gold Rush Trails marketing brand during a conference held in Quesnel in October.

The Gold Rush Trails Marketing Focus Session was a joint-initiative by the Heritage Tourism Alliance of B.C., Aboriginal Tourism B.C. and the New Pathways to Gold Society. Participants from Vancouver to Barkerville met in Quesnel's Bill Barker Casino and Hotel to compare notes and devise a strategy.

The session was facilitated by Trevor Kier of Kier and Associates, who gave a detailed background of Past efforts to promote the Gold Rush Trails (GRT) experience.

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Kier described how, despite its strategically advantageous location as a key travel corridor and its abundance of heritage and adventure tourism product, the corridor has lost market share due to highway expansions and improvements elsewhere, increased competition and limited marketing resources.

Attendees heard how past efforts to promote the GRT experience saw tourism stakeholders across the corridor work together, first as an Alliance and then as a marketing and development Cooperative, to revitalize the GRT as a key travel corridor and attraction. Ultimately, these efforts failed largely because of an inability to attain some measure of sustainability.

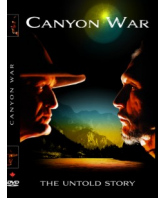
A general discussion of the challenges the corridor faces in revitalizing the GRT brand was followed by a break-out session where smaller groups brain-stormed ideas on how to reinvigorate the promotion of the GRTs. The ideas generated suggest a keen interest in the possibility of and need for a reinvigorated GRTs marketing strategy.

Overall, there was a positive consensus from the majority of participants to move forward with further discussions regarding reinvigorating promotion of the GRTs. Exactly what that should look like, how it should be lead and how to ensure sustainability in the process and execution remains to be determined.

The HTA and NPTGS are considering participants' input, Kier's comments on the session and undertaking further consultations aimed at moving the initiative forward.

The Heritage Tourism Alliance of BC is a province-wide initiative to position history and heritage as an essential experience in any British Columbia Vacation. The HTA was established in 2007 to develop a marketing strategy for this sector and is working with its industry partners to increase traffic and visitation to facilities, locations and experiences that feature British Columbia's history and heritage.

Canyon War: The Untold Story



The award-winning documentary *Canyon War: The Untold Story* made its national television debut on September 8 on the Aboriginal Peoples Television Network (APTN).

Airing on APTN's "Reel Insights" strand, the documentary reached a potential national audience of approximately 10 million households in Canada. This powerful portrayal of the First Nations-Miner conflict in the Fraser Canyon in 1858 made its broadcast debut on Knowledge Network in January. It's aired on both networks a total of six times. Produced by Wunderman Film in partnership with NPTGS, the Ministry of Aboriginal Relations and Reconciliation, Heritage Canada, CN and BC150. The documentary won awards at both the New York International Independent Film Festival and Houston International Film Festival.



NPTGS support staff Don Hauka (left) and Dr. Dan Marshall (right) with Opposition Leader Michael Ignatieff in Yale in August.

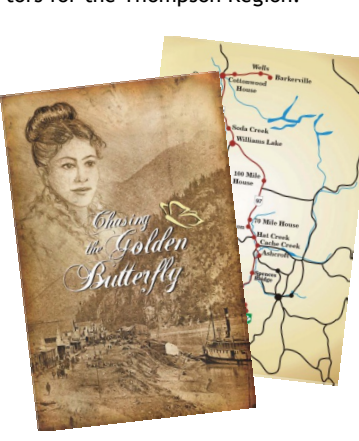
Iggy's Pop Concert Rocks Yale

The NPTGS took part in "George Monro Grant Day," held at the Yale Historic Site on August 22. The event, organized by Fraser Valley Regional District Director Dennis Adamson, marked a very special donation to the Yale and District Historical Society's collection: a copy of Grant's diary, written his epic, cross-Canada journey surveying the route for the Canadian Pacific Railway with Sir Sanford Fleming. They passed through Yale in 1872.

The diary was presented to the YDHS by federal Liberal leader Michael Ignatieff. George Munro Grant was Ignatieff's great-grandfather (the Liberal Leader's full name is Michael Grant Ignatieff). Ignatieff was fulfilling a promise he made to Adamson when they met the previous year at the Federation of Canadian Municipalities convention in Toronto.

NPTGS Elects New Co-chairs

The NPTGS elected a new executive during the Society's board meeting in Cache Creek in July. Canyon Directors Terry Raymond and Gerard Peters are the new co-chairs, stepping into the shoes of former co-chairs Chris O'Connor and Byron Spinks, both of Lytton. North Cariboo Director Cheryl Chapman was elected Secretary for the Society. Both O'Connor and Spinks will stay on the NPTGS board as Directors for the Thompson Region.



Notes From Along the Trail: Geocachers' Comments

Travellers from all over the world were *Chasing the Golden Butterfly* during the 2010 tourist season, checking out the dozens of geocaches along the four routes set up by the New Pathways to Gold Society and partners. Geocachers always let us know what they think of our caches in historic sites along the Gold Rush Trails. Often, the caches are giving them a reason to stop at caches placed at sites like Miyazaki House and the Inn at Spences Bridge for the first time.

Here's a small sample of what they had to say via text messaging:

Dark Coyote found **Steelhead** (Traditional Cache)

"On the way from Calgary to Vancouver! Greetings from Switzerland"

alloverhope found **1849 HBC Brigade Trail - Peers Creek** (Traditional Cache)

"What a great thing to have such a historic trail right in our backyard!"

bcamon found **The Inn at Spences Bridge** (Traditional Cache)

"First time on this side of the river, what a beautiful old building, thanks for the hide."

EmoryE15 posted a note for **Historic Yale** (Traditional Cache)

"Yale is such a cool little town!!"

ilovevacation found **Wahlachin Flume View** (Traditional Cache)

"Lovely view from this spot. Thanks for bringing us here. TNLN"

MerleLeslie found **Chinese Railway Workers Monument** (Traditional Cache)

"We finally took a side trip to find this cache. We have driven by so many times and this seemed like the perfect day for it. The view was stunning."

NorMin & Ruffy found **Miyazaki House** (Traditional Cache)

"Day 6 of our BC/Alberta trip. Thanks for giving us a reason to stop and check this site out. Very interesting. TFTC."

Heritage Trails Project preserves past, provides jobs in the present



Volunteers from the Hope Mountain Centre put the finishing touches on the Peers Creek trailhead, the western entrance to the historic Hudson's Bay Company (1849) Heritage Trail in July. The trail is part of the NPTGS Heritage Trails program.

The Heritage Trails Project hit the ground running in 2010, helping to preserve B.C.'s living history and create jobs with trail construction, completion, and progress towards restoring a transportation icon.

The NPTGS initiative celebrated the opening of a major new heritage trail in the Hope-Princeton corridor, continued work on the Gold Rush Snowmobile Trail between 70 Mile House and Horsefly and major steps taken to restore the Alexandra Bridge near Spuzzum as the hub of an ancient transportation network.

The grand opening of the Hudson's Bay Company (1849) Heritage Trail took place September 11 at Peers Creek, the newly-constructed western trailhead of this 50-km-long historic route over the North Cascades. Work on this project has been underway for the past two summers, preparing the trail for re-opening as a hiking and horseback route.

An HBC Trail Steering Committee, led by the Hope Mountain Centre, oversaw trail construction. Project partners include the Ministry of Tourism, Trade and Investment, the Fraser Valley Regional District, Backcountry Horsemen of B.C., the New Pathways to Gold Society and private citizens. The project is also endorsed by the District of Hope. Initial funding for restoration was provided by NPTGS, the Ministry of Tourism, Trade and Investment, and the National Trails Coalition.

The HBC (1849) Heritage Trail is one of several successful projects that the NPTGS has been privileged to participate in, thanks to funding from the Ministry of Tourism, Trade and Investment. Since December 2009, the Heritage Trails Project has generated 1,101.2 person-days of employment and pumped over \$400,000 into corridor communities.

Work continued on the Gold Rush Snowmobile Trail between 70 Mile House and Horsefly. The trail is expected to be completed by spring. Planning and surveying work continued on two other major heritage trails projects: the Boston Bar-Coldwater First Nations Trail (involving Boston Bar First Nation) and the Harrison-Lillooet Trail (a partnership with the In-SHUCK-ch Nation),

And NPTGS continues to work towards the upgrading of the Alexandra Bridge. Discussions are ongoing with the B.C. Heritage Branch, Ministry of Transportation and others to begin the task of assessing the bridge's current state of repair and the cost of upgrading it. NPTGS is also involved in discussions aimed at resolving access issues and restoring the areas trails system.

Gracefully spanning the spectacular Fraser Canyon, Alexandra Bridge is an icon of B.C.'s transportation history. Just up-river from the current TransCanada Highway crossing over the Fraser River at Spuzzum, this 1926 vintage structure is at the nexus of a series of heritage trails. It's the hub of an ancient transportation network that include intact portions of the original Cariboo Wagon Road, the Hudson's Bay Company brigade trail and the remnants of First Nations paths.

Golden Butterfly Effect sweeps from Stanley Park to Barkerville



The Git Hayetsk dancers, a Vancouver-based troupe that includes dancers from many different nations, including Nisga'a, Tsimshian, Gitksan, Haida, Tlingit and Haisla, helped kick off the Chasing the Golden Butterfly 2010 season at Klahowya Village in Stanley Park on Bastille Day.

The Golden Butterfly Effect started as a ripple on the shores of Stanley Park's Klahowya Village on Bastille Day and spread its wings all the way to the Cariboo.

The *Chasing the Golden Butterfly* geocache/passport program kicked off its successful 2010 season on July 14 with a "mega-event" that ranged from Vancouver on the Coast to Barkerville in the Interior. The events launched the program's new "Heritage Trails Route," featuring historic B.C. sites and trails.

The event in Klahowya Village (an exhibition staged by Aboriginal Tourism B.C.) featured a countdown to launch two new geocaches hidden on the exhibition grounds and a performance by the Git Hayetsk dancers, a Vancouver-based troupe that includes dancers from different First Nations, including Nisga'a, Tsimshian, Gitksan, Haida, Tlingit and Haisla.

Similar events were held in Hope and Barkerville. Virtual events were held in Princeton and Cache Creek.

In Hope, a volunteer team of about 20 from the Hope Mountain Centre combined the geocache launch with a work bee to put the finishing touches on the Peers Creek trailhead, the western entrance to the historic Hudson's Bay Company (1849) Heritage Trail. The trail is part of the New Pathways to Gold Society's Heritage Trails program.

In Barkerville, Judge Matthew Baillie Begbie presided over the launch of three caches along the historic Cariboo Waggon Road. The caches at Barkerville, Wells and Stanley each contained a vial of 24-carat leaf gold as a special prize for the first geocachers to find them.

A heritage initiative coordinated by the New Pathways to Gold Society, *Chasing the Golden Butterfly* combines a traditional passport program like the one used during Expo 86 with geocaching to encourage travelers to visit historic sites in B.C.

Chasing the Golden Butterfly is supported by a partnership between the NPTGS, BC150, GCCS, ATBC, Vancouver Coast and Mountain Tourism Association, Cariboo Coast Chilcotin Tourism Association, B.C. Transmission Corporation and community sponsors.

To find new and existing caches, check out the NPTGS website, new-pathwaystogold.ca, or geocaching.com, the website for GPS searches.