

---

# Table of Contents

## Contents At-A-Glance

Acknowledgements	
Executive Summary	
Chapter 1: Foundations	pp 1.1–1.12
Chapter 2: Audience Analysis	pp 2.1–2.28
Chapter 3: Feature Analysis	pp 3.1–3.42
Chapter 4: Program Statements	pp 4.1–4.66
Chapter 5: Implementation	pp 5.1–5.8

## Tables

Table 2.1 Why Campers Were Attracted to CHIP–AB	2.4
Table 2.2 Experiences Sought by Campers	2.4
Table 2.3 Medicine Hat Public School Population 2002	2.16
Table 2.4 Medicine Hat Catholic School Population 2002	2.17
Table 2.5a Surrounding Public School District Populations 2002	2.18
Table 2.5b Surrounding Public School District Populations 2002	2.19
Table 2.6 Student Populations in Other Schools in Medicine Hat 2002	2.20
Table 3.1 Assessment of Current and Potential View Points	3.16
Table 4.1 PPA Stewardship Model	4.0
Table 4.2 Key Methods to Address the Model	4.2
Table 4.3 Interim HA Evaluation Checklist	4.8
Table 4.4 HA Mission, Lines of Inquiry and Associated Concepts	4.16
Table 4.5 Where to Focus HA Effort : Lines of Inquiry and Audiences	4.19
Table 4.6 recommended HA Effort by Audience	4.27
Table 5.1 Estimated Staff Needs	5.4

## Maps

Map 2.1 Elkwater Townsite	2.14
---------------------------	------

For more maps see Appendix A.



# Audience Analysis

for *Cypress Hills Interprovincial Park*

## Detailed Table of Contents

Executive Summary .....	i
<b>Chapter 1. Foundations for HA Services</b>	
Benefits of Heritage Appreciation .....	1.1
What Are Foundations? .....	1.2
Agency-Level Foundations .....	1.2
Vision Mission and Program Goals .....	1.2
HA Revitalization Strategy .....	1.3
PPA Guiding Principles .....	1.5
Implications .....	1.7
The PPA Stewardship Model .....	1.9
Park-Level Foundations .....	1.11
<b>Chapter 2. Audience Analysis</b>	
Introduction .....	2.1
Camper Characteristics .....	2.1
Day Users .....	2.7
Cottagers .....	2.11
Group Campers and Group Day Users .....	2.15
Motel/Hotel .....	2.15
Children and Youth/Education Group .....	2.17
Bus Tours .....	2.21
<b>Chapter 3. Feature Analysis</b>	
Introduction .....	3.1
Geomorphology	
Physical Characteristics	
General Characteristics .....	3.1
The Importance of Geology to the Stories of the Cypress Hills .....	3.3
Sedimentary Formations/Bedrock .....	3.3
Conglomerate and Sandstone Features .....	3.4
Eagle Butte Impact Crater .....	3.5
Glaciation and Its Effects .....	3.7
Slumping .....	3.8
Hydrology .....	3.9
Climate .....	3.11
Dark Sky .....	3.6
Habitats .....	3.12
Fire .....	3.14
History of Biological Landscapes .....	3.15
Viewscapes .....	3.17
History .....	3.18
Ancient History .....	3.18
Recent History .....	3.20
Historical Assets .....	3.21
Tom Trott Memorial Forestry Museum .....	3.21
St. Margaret’s Anglican Church .....	3.23

SAMPLE PAGES



# Table of Contents

---

Bull Trail Interpretive Node	3.23
Fescue Grassland Education Project	3.23
Graburn Cairn	3.23
Management Issues	3.24
Natural Asset Management	3.25
Management of Human Heritage Resources	3.28
Satellite Sites	3.29
Summary of Recommendations	3.33

## Chapter 4. Program Statements Addressing the New Approach

• Moderate Priority Audiences	
• Low Priority Audiences	
Other Program Statements	
• Orientation Program Statement	
• Tourism Program Statement	
Introduction	4.1
Addressing the PPA Stewardship Model and Key Methods	4.1
Addressing Financial Sustainability	4.7
Addressing Evaluation	4.8
Addressing Partnerships	4.11
Addressing Sense of Place	4.13
Addressing the Lines of Inquiry	4.15
Addressing Program Planning	4.21
Addressing Audiences	4.27

### Individual Program Statements by Audience

High Priority Audiences	
Day Users On-Site	4.29
Campers On-Site	4.35
Day Users and Campers Off-Site	4.39
School Groups On-Site	4.43
School Groups Off-Site	4.47
Moderate Priority Audiences	
First-time and One-Time Visitors	4.51
Cottagers	4.53
Neighbouring Landowners	4.55
Researchers	4.57
Community Groups	4.59
Low Priority Audiences	4.61
Other Program Statements	
Orientation	4.63
Tourism	4.65

## Chapter 5. Implementation

Addressing Change	5.1
Key Challenges on the Horizon	5.1
Day Visitors	5.1
Repeat Visitors	5.1
A Broad Environmental Literacy-Based Mandate	5.1
New Technologies and Distant Audiences	5.1



# Heritage Appreciation Development Plan

## for *Cypress Hills Interprovincial Park–Alberta*

---

Changes in Emphasis	5.1
The Park Centre Staff Trap	5.1
Operating Budget Support	5.1
How to Get There	5.2
Action Research	5.2
Development and Planning Time Needed	5.2
Increase HA Staff Capacity	5.2
Annual Program Review Procedures	5.3
Easing Into Change	5.3
Staffing Descriptions	5.2
HA Supervisor	5.3
Public HA Services Officer	5.3
School HA Services Officer	5.3
Exhibit/Activity Coordinator	5.4
Seasonal Programmers	5.3
Facility Attendant/Clerk	5.5
Giftshop Manager	5.5
Casual Facility Attendant	5.5
Partnership and Volunteer Coordinator	5.5
Tourism Coordinator	5.5
Scheduling	5.5
First Three Years: 2004–2006	5.5
Next Two Years: 2007–2008	5.6

### Appendices

- Appendix A. Feature Inventory
- Appendix B. Park Centre Program Statement
- Appendix C. Key Message Framework
- Appendix D. Rethinking Goals, Objectives and Themes an article by Dr. Sam Ham
- Appendix E. CHIP–AB HA Program Planning Form
- Appendix F. Audience Questionnaire

### References

