



COMMUNICATIONS PLAN

> SEPTEMBER, 2005

1. ALASKA HIGHWAY CORRIDOR THEMATIC STRATEGY
2. DAWSON CREEK: INTERPRETIVE STRATEGY
3. DAWSON CREEK: DOWNTOWN REVITALIZATION
4. ALASKA HIGHWAY HOUSE CONCEPT PLAN



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***Budget is provided under separate cover**





1.0 INTRODUCTION

Travelling the Alaska Highway is like no other journey in the world. The highway passes through a province, a territory, and across an international boundary, traversing some of the most pristine wilderness in North America.

The story of its inception is unique—it was born during the Second World War in response to the Japanese bombing of Pearl Harbor. Within months of the attack, thousands of American soldiers descended on the north. They brought heavy machinery and supplies to build an overland route from the ‘end of steel’ (end of the railroad) to Alaska, to protect their shores. Construction of the highway took only eight months.

Today, thousands of tourists travel the Alaska Highway, tracing the route from Dawson Creek, BC, to Delta Junction, AK, and on to Fairbanks, AK. They travel the highway for many reasons: to explore wild landscapes and encounter wildlife, enjoy outdoor activities and learn about the history of the highway.

The logical starting point for many travellers is Dawson Creek, BC—Mile 0 of the highway. In Dawson Creek visitors can prepare themselves for their journey; they find travel information and visit several attractions related to the highway and the history of the area. Many take a picture at the Mile 0 Post that marks the beginning of their journey. Now they’re ready to go!



1.1 Development of this document

This document was developed through a series of visioning workshops held in Dawson Creek, BC, May 9–12, 2005. It summarizes and builds on the ideas that emerged during the workshops, subsequent discussions with Tourism Dawson Creek, the July 9, 2005 draft Communications Plan presentation and written comments received on the draft Plan.

This document contains a concept plan for Alaska Highway House, a new interpretive facility in Dawson Creek. The Alaska Highway House will tell the stories of the Alaska Highway—its building, the changes it has affected on the communities it links and the adventure it offers travellers today.

The consultants and client group determined that if the Alaska Highway House is to be successful, visitor experience must be addressed at three levels: the Alaska Highway corridor, Dawson Creek and the Alaska Highway House. Each of these levels of experience is addressed in this document.

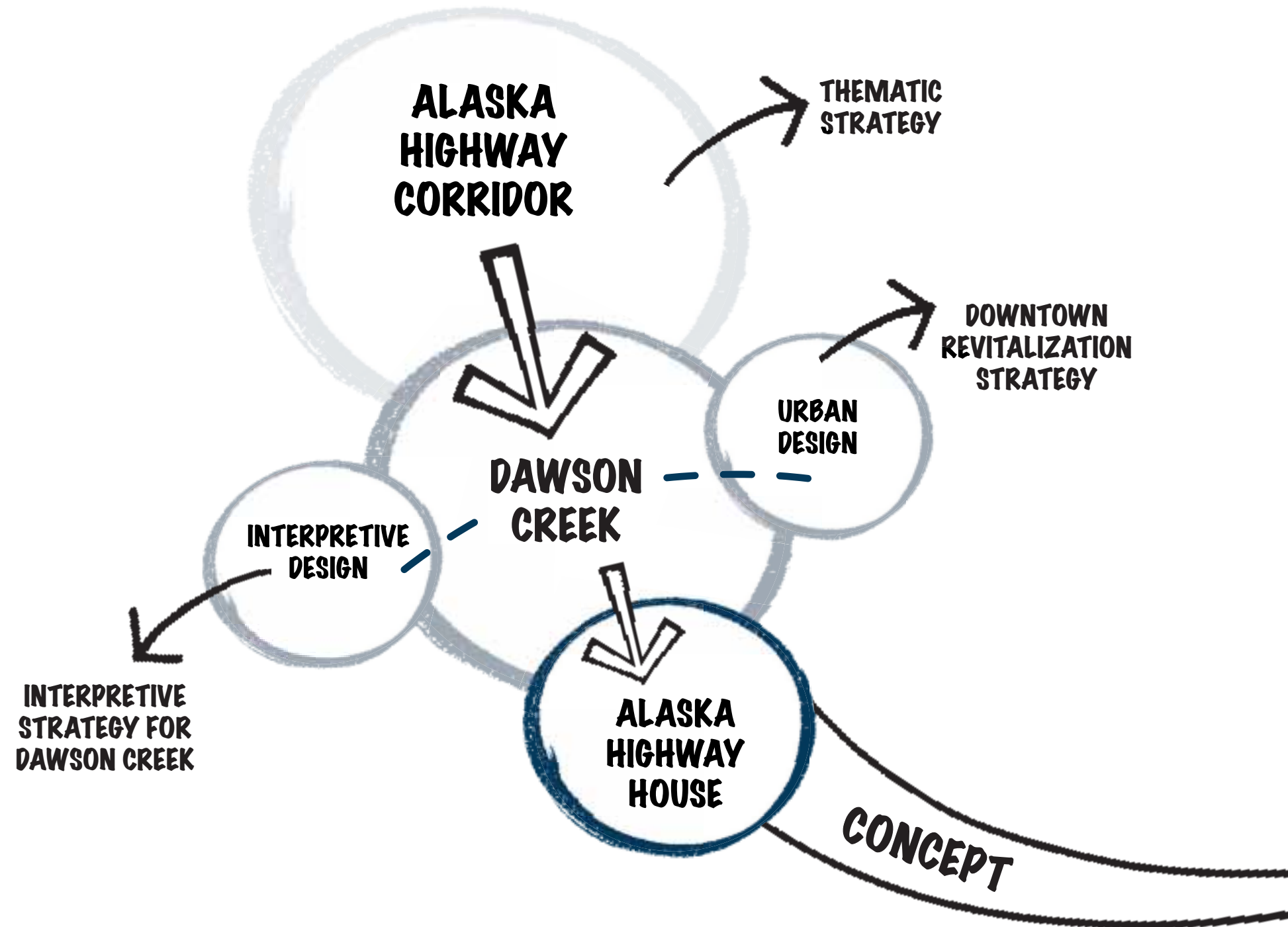
The visitor experience in Dawson Creek is also supported by a downtown revitalization strategy (Section 4).

Under a separate cover, the Economic Planning Group has provided a market and financial feasibility study for the Alaska Highway House.

All of these elements work in concert with each other to create a coherent visitor experience along the Alaska Highway, beginning with the Alaska Highway House.

Process Diagram

This diagram represents the process we are following: For the Alaska Highway corridor thematic strategy, the Dawson Creek interpretive strategy, and the Dawson Creek downtown revitalization strategy, this document represents the conclusion of our work. Each of these sections includes next steps and recommendations for continuing with these strategies.



1.2 Purpose of this document

The document establishes an overall thematic strategy for the Alaska Highway corridor. This strategy is then applied to an interpretive strategy for Dawson Creek, urban environment improvements for Dawson Creek and a concept plan for the Alaska Highway House.

Section 2 presents a thematic strategy for the Alaska Highway corridor, identifies possible interpretive regions along the highway and outlines the implications for Dawson Creek.

Section 3 presents an interpretive strategy for the attractions in Dawson Creek and recommendations regarding the distribution of themes and topics. The strategy was created to guide the development of a coherent, effective and dynamic experience for tourists to Dawson Creek.

Section 4 presents a strategy for downtown revitalization in Dawson Creek that will revitalize the downtown core for residents and improve the tourist experience.

Section 5 presents a concept plan for exhibits at Alaska Highway House. It describes an approach to a new facility that would be located in N.A.R. (North Alberta Railways) Park, as well as a scaled-down concept for the current Alaska Highway House building (which will be a demonstration project).

1.3 Alaska Highway House Next Steps

The last section of the document is a concept plan for the Alaska Highway House. It presents a long-term vision, referred to as Phase II, and a short-term vision, referred to as Phase I.

This document represents the conclusion of the Communications Planning phase. The diagram below shows the next steps we will follow for Phase I and/or Phase II of the Alaska Highway House.

