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River Valley Outdoor Activity Centre

November 2022



Founded 1911: Canada's Oldest Operating Ski Area

Non-Profit Society: Led by Board of 9 Volunteer Directors with Full Time Staff

Mission: *Remove Barriers to Outdoor Recreation in Edmonton's River Valley*

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Zoe Sloan – General Manager

Jenn Heil – Project Advisor

**Richard Goodswimmer – Indigenous Sport
Council of Alberta**

**Andrew Currie – Board Chair, Edmonton Folk
Music Festival Society**



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Impacts At a Glance:

- Winter & Summer Programming
- 100 Staff – 95% Age 16-25
- 30 Winter Full-Time Equivalent Staff
- \$1M Annual Budget
- ~50,000 winter & summer attendees

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Since 2019 Re-Start:

- Partnership approach with City of Edmonton and key stakeholders
- Focus on governance, with qualified, excellent staff
- New carpet lift & tube park
- All lifts and the electrical system have been rehabilitated
- Creation of self-sustaining, **year-round** programming

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Unique River Valley Location Offering

- Western Canada's Only Urban Ice Climbing Wall
- Mountain Biking
- Snow Tubing
- Community Partner Group Programming
- Outdoor Music & Winter Festivals



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Community Partners

- KidSport
- Alpine Club of Canada
- Free Play for Kids
- Indigenous Sport Council
- Qi Creative
- Action For Healthy Communities
- Flying Canoe Volant
- Edmonton Folk Festival
- Cloverdale Community League



The River Valley Outdoor Activity Centre

A Net-Zero Hub for all year-round programming offered by ESC and our partners

Edmonton's most accessible location for river valley recreation, accessible by LRT and the River Valley trail system

Opening 2025

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Modular Complex Used by Folk Festival and ESC



Temporary Modular Buildings In Place Since 2020

Interim Facilities

- \$800K in Approved City Funds will support operation to end of 2025 for both ESC and the Folk Festival
- Combined with ESC's existing modular facilities, will allow both organizations to operate in reliable, energy efficient and suitable facilities until the River Valley Outdoor Activity Centre is complete

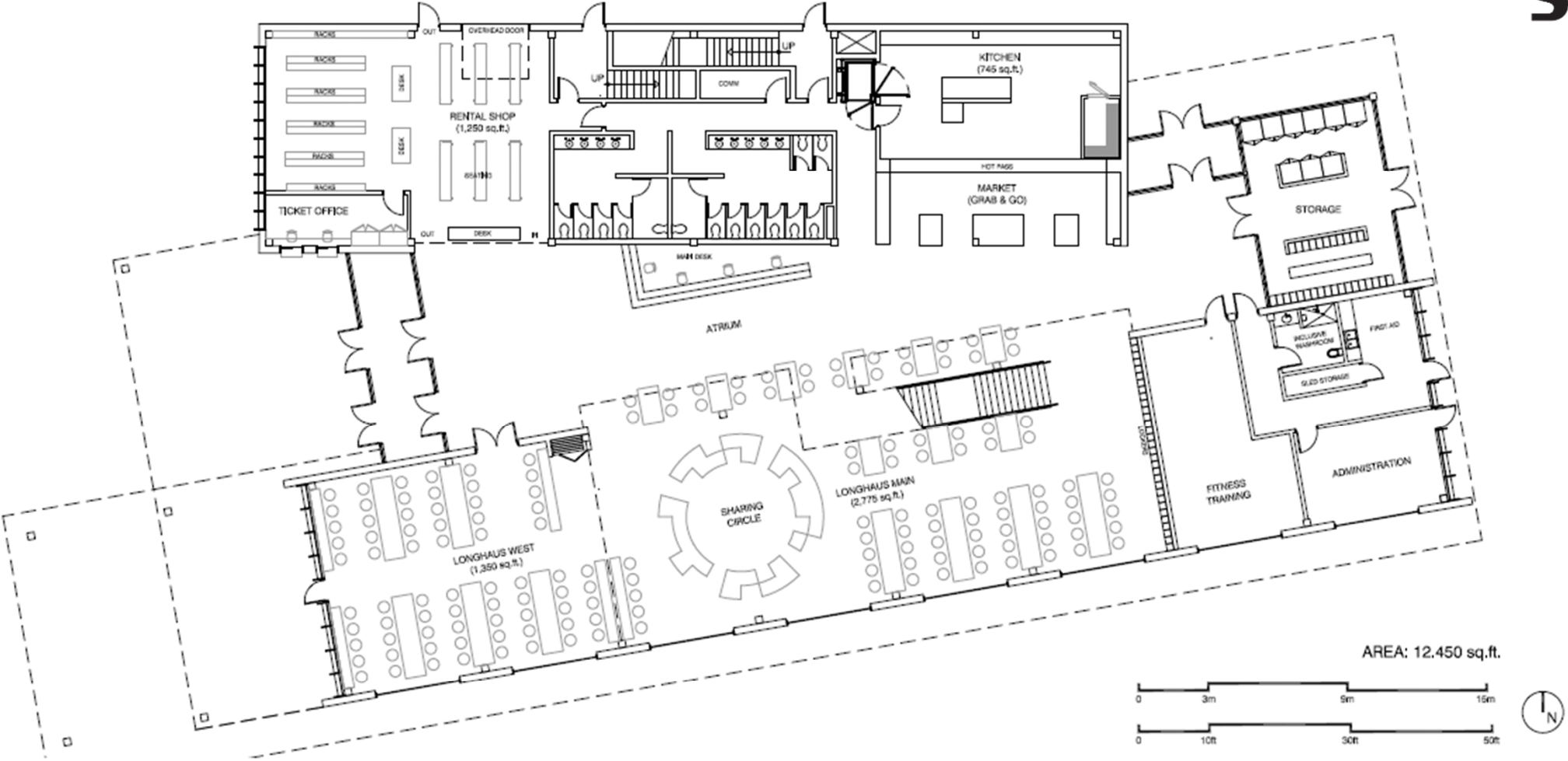
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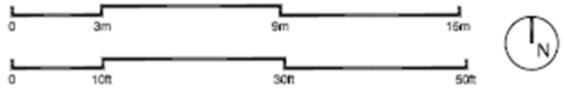


The River Valley Outdoor Activity Centre

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AREA: 12.450 sq.ft.



THE RIVER VALLEY OUTDOOR ACTIVITY CENTRE

MAIN FLOOR

DIALOG

2021-07-06



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