

PROJECT NEWS

Almaguin
Community
Umbrella

Together, We're Better



PARC is back | Project Outline | Phase 1

PARC Association

Association for the Promotion of Arts, Recreation and Culture is a Not-for-Profit Corporation established in February, 2000. The organizations mandate is to promote and encourage growth and quality of life in our community through arts, recreation and culture. PARC mission: "To foster vitality by contributing to the social, economic and environmental success of the region, showcasing regional events, attractions and experiences"; makes PARC a perfect project home for sharing an inclusive, region-wide vision of the benefits of visiting and living in the Almaguin Highlands.

Vital community partners: all regional municipalities, chamber of commerce, arts, recreation, culture organizations.

A four phase project to connect and celebrate Almaguin

1. **Project Launch and Survey** to develop a comprehensive inventory of community assets (talented people, maps, farmer's markets, farms, trails, accommodations, activities/attractions, restaurants, parks, arenas, picnic areas, campgrounds, boat launches, community organizations, recreation service providers, calendar of events, etc.). Leverage community financial support.
2. **Put the community resources and events online** in one easily accessible place so community members or visitors to our region can access a shared community events calendar and information about the entire region quickly and easily using handheld devices like tablets and smart-phones and internet-connected computers.
3. **Create a unifying brand identity** that captures the essence of the best of Almaguin Highlands that will grow in reputation to have as strong a resonance as Algonquin Park or Muskoka.
4. **Create an event planning resource** for event planners, conference organizers and community organizations to encourage the growth of community events and nurture the establishment of new events.

Why this project? May 2014 survey responses from across Almaguin identified four needs:

- Bring our marketing resources (events, maps, trails, parks, etc.) together across the entire region.
- We need to be more informed about the resources and events in our community.
- We need to do more to help people plan successful events.
- A region-wide brand is important.



Phase I

Community Engagement

- Share what you care about.
- Citizen, association, business, municipality investment.

Kick-starting the Project

To move this project forward, the community needs to invest time and resources. The benefits are for everyone.

Explorer's Edge, (RTO 12) has committed to helping PARC work with FedNOR and/or MNDM to bring together the necessary funds to complete stages 2, 3, 4 of this project. Every community dollar invested in the project will leverage up to \$10 in partnership funding from various sources.

Local Fundraising Target

- \$5000 from individuals, community groups and businesses.
- \$2500 from municipalities

Your expertise has value too!

In-kind (non-monetary) contributions from municipalities, businesses and community groups can help PARC raise additional project funding from outside sources.

Keeping the ball rolling

Once the project is underway, it is hoped that municipalities across Almaguin can contribute economic development staff time to keep online information up-to-date and accurate.

Fundraising

Connecting and celebrating the known and yet-to-be-discovered treasures within our community will benefit every elected politician, business owner and citizen, but also, this project has very special rewards for everyone who contributes financially to the project.

Investor Rewards - Sample the Best of Almaguin

Invest today. These are just some of the rewards available as a 'Thank You' to investors in the Almaguin Umbrella Project.

Contributors will connect with some of the outstanding people and experiences that make Almaguin Highlands special in an up-close and personal way that isn't available to everyone. Imagine having a local chef cook and entertain friends and family with tastes of the region; or gathering with your friends around your fireplace with a local singer-songwriter for a private concert; or stepping out on snowshoes to discover the Forgotten Trails with a guide who does the same with guests to our region from around the world.



Do you have expertise you can contribute as a reward? Let's chat.

Learn more about Almaguin Umbrella Investor Rewards at AlmaguinUmbrella.com/investor-rewards

Project Contributions

Make cheques payable to PARC Association, c/o Northern Edge Algonquin, Box 329, South River, PoA IXO. E-transfers can be made by email to info@almaguinumbrella.com.

Receipts will be given for all donations of \$50 or more.