

Scenic Views of Medicine Hat Project - Annual Report for the June 28, 2022 Grasslands Naturalists AGM

In 2021, the Scenic Views of Medicine Hat working group began the process of gathering partners, applying for funding and developing a plan to build an environmental, digital education and awareness story. This story describes our beautiful natural areas in Medicine Hat and the need to protect, enjoy, and steward them for present and future generations. This story and messaging would be told through 17 representative natural areas selected in our City called the “**Scenic Views of Medicine Hat**”. Each scenic view would provide a site introduction, map, points of interest, associated photography, and more detailed hotlink information (history, key features, and GN’s wildflowers, butterflies, and birding trails), and a photo gallery. Additional written information will also be provided throughout the story, including indigenous and city history, biodiversity, stewardship, and recreation use.

The purpose of this product is to increase the public’s awareness that our recreation enjoyment is closely tied to natural and healthy environment (native grasslands and riparian areas). To accomplish both outcomes and continue to receive the many economic, environmental, and social values and benefits, the recreation user must be “stewards of the land”. This means the recreation user must be responsible to carry out stewardship actions such as: disposing of our litter and waste, helping to control the establishment and spread of invasive species, and avoiding the creation of unnecessary soil disturbances. The website product would be further supported by the construction of 17 scenic view signs that each would include environmental messaging. On each sign, a QR code would link back to the GN scenic view scenic views website. An additional paper and digital on-line product produced by Tourism Medicine Hat is planned to support the story and messaging.

In 2021, the following results were accomplished:

1. Core and consultative partnership established. Core members: GN, City of Parks and Recreation, Alberta Ecotrust Foundation, and Tourism Medicine Hat.
2. GN secured funding from the City (\$2500), Ecotrust (\$3800), and GN (\$200 plus volunteer hours). The estimated volunteer hours was about \$11,000 (366 hours X \$30/hour) and included time needed for field, office and communication, and computer work.
3. Completed the initial drafting of the “19” story text documents. At the end of the 2021, the text was in a form ready to receive third party editing in early 2022.
4. Completed the necessary photography to support the scenic views and messaging. Len and Lindy Moser took hundreds of high quality scenic view, recreation use, and stewardship in action photos. Other photographers contributed pics and they included John Slater, Dwayne Myers, Dan and Mark Schiebelbein, Milton Spitzer, Hans Mueller, and Gerry Ehlert.
5. Worked on the drafting of the sign design.
6. Worked with Tourism Medicine Hat to start drafting the messaging that would appear in their 2022 Experience Magazine. We discussed building both a short

paper version (a few selected scenic views represented), and an extended on line digital version that housed all 17 scenic views.

Bouquets and Challenges

For the most part, most plans and milestones have been achieved and we are moving forward towards the intended completion date of product by June 30, 2022 (signs, environmental text, pics, and website). In addition the City was very helpful in working with us to complete this project, including addressing challenges. Our core team is to be acknowledged for their many dedicated hours and effort towards the quality completion of this product.

However, in 2021 we faced a major challenge which has increased our project costs, requires additional funding, and has delayed our anticipated full completion of the Scenic Views of Medicine Hat by June 30, 2022.

In 2021, we ran into a problem with completing the making and installing of the 17 scenic view signs. The actual cost of making and installing the signs was near double our estimated cost (\$6,000) and funds available. This has meant in 2021 we could only afford the making and installing of 8 scenic view signs. This ability includes the City providing us with additional top up funds (\$500). Installation of these 8 signs is carried over into 2022. This situation, coupled with some delays in providing our website builder with the necessary finalized draft products means the intended completion date of the scenic views website product will be extended past June 30, 2022. We will only be able to have a completed product based on 8 scenic views vs the intended 17 scenic views. This has been discussed and understood by our contract agreement funding partner Alberta Ecotrust Foundation. In 2021, we applied but were unsuccessful in securing funding from the City Vibrancy, Canadian Fertilizer, and TD Friends of the Environment funding organizations.

Note: Regarding our 2022 plans, the 8 signs including sign design have been made and installed. Excepting the Indigenous History document we have finalized the other 18 planned documents. In addition, all the pics are now digitally filed for use, our website builder is in the process of constructing the scenic views product for the 8 completed scenic views, and we await doing the final editing and proof review. We are currently planning to apply to the Alberta Ecotrust Foundation to help us fund the remaining 9 signs and complete the intended scenic views website product. Based on 2021/2022 actual costs of making and installing of the 8 signs, we estimated the making and installing of the 9 scenic view signs will cost us about \$10,000. If successful, GN is required to make a 20% cost share towards the completion of project. We plan on providing a bit of cash and the balance made up by our volunteer field and computer hours. GN and Tourism Medicine Hat have completed the Experience Magazine paper and online digital scenic views story.

See also <https://www.tourismmedicinehat.com> (see pages 72 to 75 A, B, C and D of the 2022 Tourism Medicine Hat's Experience Guide)



McCutcheon Scenic View

Please enjoy and respect this special place.

- Stay on the trail
- Leave plants and wildlife undisturbed
- Avoid littering

Your cooperation will help protect this area from erosion, invasive plants, and reduced biodiversity. Undisturbed natural spaces are economic, environmental, and recreational assets for our community. Caring for the land and its inhabitants benefits this and future generations.

EXPLORE!
All Story Maps
www.medicinehat.ca/maps

All Scenic Views
www.grasslands-naturalists.org



Scenic Views of Medicine Hat is a collaboration between

