

COMMUNITY PROFILE

OVERVIEW

The Town of Grande Cache is a vibrant community of more than 4,000 people. Grande Cache is located in the Municipal District of Greenview No. 16, on the eastern edge of Willmore Wilderness Park. The Town is located 140 kilometres northwest of Hinton and 180 kilometres south of Grande Prairie on Highway 40, the scenic route to Alaska. Just over two hours from Jasper National Park, the town site overlooks the front ranges and foothills of the Canadian Rockies. With its panoramic view of 21 mountain peaks and with the pristine Willmore Wilderness Park at its front door, Grande Cache offers an outdoor paradise, a vibrant community and unparalleled potential.

The primary drivers of Grande Cache's economy include gas exploration, forestry and coal production. There is also a federal corrections centre and a coal-fired power plant. The community is focused on developing its tourism industry and is committed to attracting tourists, residents and developers.

Commercial and industrial land has been purchased by private developers east of Highway 40 with developments in the initial stages. Condominiums, hotels, retail space, an arts centre and more are planned for these areas.

HOSPITALITY

A variety of accommodations exist in Grande Cache, including seven hotels, motels and inns. There are also bed and breakfasts, lodges, cabins and area campgrounds as well as 10 restaurants, 4 lounges, a nightclub and a wide range of business, retail and professional services.

EXISTING ATTRACTIONS

- Willmore Wilderness Park
- Annual Northface Canadian Death Race & Deathfest
- Dinosaur Tracks
- Sulphur Gates
- Tourism and Interpretive Centre
- Passport to the Peaks hiking program
- Wild River Rendezvous
- Extensive trail network

TOURISM STATISTICS

The majority of the Town's tourism attractions and services focus on outdoor adventure; therefore, it is difficult to track all visitors. However, the Grande Cache Tourism and Interpretive Centre saw more than 23,000 visitors in 2008 and the municipal campground had over 10,000 campers combined during the summers of 2007 and 2008. In addition, Grande Cache is host to the Northface Canadian Death Race, which attracts more than 2,500 visitors each year.

GRANDE CACHE

COMMUNITY WEBSITE

To learn more about Grande Cache, please visit www.grandecache.ca

TOURISM INVESTMENT OPPORTUNITY – FOUR-SEASON DESTINATION RESORT AND COMPLEMENTARY OPPORTUNITIES

OVERVIEW

Based on a tourism investment attraction strategy developed in 2005, Grande Cache proposes the development of a four-season destination resort. As outlined in the *20/20 Vision of the Future – Town of Grande Cache Strategic Sustainability Plan*, by identifying and utilizing a new location for the proposed resort development, the Town is positioned to attract significant investment while starting from a blank slate for developing a product that will provide a world-class experience. It is envisioned that the resort will feature an 18-hole mountain golf course along with both vacation residences/condominiums and fixed-roof accommodation.

A number of other tourism development opportunities that may form part of and/or complement the proposed four-season resort include:

- Utilization and integration of existing operators (i.e. whitewater rafting) to facilitate non-golf experiences;
- Tie into existing or new trail development for summer hiking, mountain biking and eco-tourism opportunities, and winter activities such as cross-country skiing and snowshoeing;
- Small business development such as pro-shops, gift stores and sporting goods;
- Development of spa facilities which offer several resort services for a wide variety of clientele;
- Convention facilities catering to executive retreats and other uses;
- World-class restaurants catering to high-end clientele;
- Snowmobiling/ATV trails for off-road tour packages;
- Fishing experiences;
- Mountain climbing, interpretive hiking and backpacking;
- Back country downhill skiing (heli-skiing).

INVESTMENT

The investment size will largely be determined by the business plans of the investor(s).

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SITE

The area where this project is to be developed is directly south of Grande Cache towards the Sulphur River. Current access to this area is available off of Highway 40 at Victor Lake, as well as from the townsite. This area is currently undeveloped, forested land, allowing for a clean slate to work from. This site is currently Crown land and the Province has recently accepted the Town's application to purchase this land. The Town is proceeding with the conditions and requirements of the sale, beginning with the surveying of the site. Permitted uses will be for tourism, recreation, and supporting commercial developments. The area includes approximately 2,400 acres (15 quarter sections).

PROPOSED DRAW

Due to the Town's commitment to promoting the destination awareness of Grande Cache, along with the tourism marketing activities of Travel Alberta and the Canadian Rockies Tourism Destination Region, there is a sustained effort to increase visitation to the area. Grande Cache boasts one of the top dinosaur track sites in the world. The Town is working to develop this site into a world-class tourism product, which would become the primary demand generator for tourism in the area. Promoting outdoor adventure tourism will continue to draw visitors to this mountain environment.

CONTACT INFORMATION

For more information regarding this opportunity, please contact Scott Martin.
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TOURISM INVESTMENT OPPORTUNITY – HOTEL & VACATION / RESIDENTIAL PROPERTY DEVELOPMENT

OVERVIEW

“The Market” is the Rocky Mountains new destination for living, shopping and culture. This new master planned urban village features more than 30 acres of development; including condominiums, hotels, restaurants, retail shopping, parks, and a public plaza. Its prime location, scenic vistas and proximity to the Grande Cache Visitor Information Center make it the Town of Grande Cache’s new center for destination tourism.

INVESTMENT

The developer currently has property available for hotel, commercial and residential development within “The Market” urban village. Serviced lots are now available starting at \$450,000 per acre. Investment and partnership opportunities for a new resort hotel development are also being offered.

SITE

Servicing and road construction for “The Market” began last year and is now well underway. The “Main Street Lofts”, which includes 18,000 sq. ft. of retail space and 34 townhouses were completed earlier in 2009, and a new 17,000 sq. ft. grocery store is now under construction.

CONTACT INFORMATION

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