



ALL ABOARD
FORT EDMONTON FOUNDATION

All Aboard! Join us in preserving Edmonton's railway heritage.





ALL ABOARD

FORT EDMONTON FOUNDATION

Capital Cabinet

Andrew Otway,
Chair

Jason Clarke

Alle DeMelo

Jim Dhillon

Grace Kallal

Robert Lajoie

Josh Ramsbottom

Jeff Robinson

Lori Farquharson Persaud,
Executive Director

Your journey into Edmonton's history at Fort Edmonton Park starts at the historic Train Station, where guests are invited "All Aboard" and whisked back in time on the iconic Locomotive 107, 1919 Baldwin Steam Engine and Train.

Throughout the past 150 years, trains connected our rural communities, and have been instrumental in the development of Alberta's resource industries, fuelling economic growth and development in the province.

The Fort Edmonton Foundation wants to preserve Edmonton's railway heritage with the renovation of the Train Station, the capital reinvestment of Locomotive 107 and the addition of a dining car at Fort Edmonton Park elevating the historical experience for all guests.

"The Fort Edmonton Foundation is dedicated to preserving Edmonton's history at Fort Edmonton Park. The train station is one of the jewels at Fort Edmonton and it used to be the main entrance into the park. We want to revitalize its role and visible presence as it's an integral part of our history and the renovations will create an immersive guest experience with a historical theme complete with a café, patios and rental venue for everyone to enjoy!"

- Lori Farquharson Persaud, Executive Director, Fort Edmonton Foundation

allaboardeamonton.com

Registration No. 10739 4058 RR001



FORT
EDMONTON
FOUNDATION

ABOUT FORT EDMONTON FOUNDATION



DID YOU KNOW?

- Fort Edmonton Foundation was created by Rotary volunteers in 1969
- Fort Edmonton Foundation CARES is an initiative that focuses on expanding the accessibility of Fort Edmonton Park children, youth, schools, community groups experiencing social, economic, or geographic barriers made possible with our partners at FEMCo.
- The train station was built in 1984 resembling a typical prairie railway station of the characteristic of the 1920's including stucco and bellcast hip roof.
- The steam engine and tender weigh almost 86 tons and are capable of pulling 1,100 tons
- Locomotive 107 arrived at Fort Edmonton Park in 1977. Refurbishments were completed by 1978 and the first passengers boarded the train in May of that year.

The Fort Edmonton Foundation is an Edmonton charity founded in 1969 by Rotarians, business leaders, and passionate community members. The goal was to help preserve the history of Edmonton by rebuilding the original Fort Edmonton and creating a living history museum in the river valley.

For over fifty years, the Foundation has enabled Fort Edmonton Park to be built and expanded to encompass the fur trade era, 1885 Street, 1905 Street, and 1920 Street. Most recently, Fort Edmonton Park underwent a three-year enhancement project with funding from all levels of government and the Fort Edmonton Foundation. The Park reopened to the public in July of 2021 with the new Indigenous Peoples Experience, Front Entry Plaza and Guest Services Area, expanded 1920's-style Midway, and many other enhancements.

In addition to capital projects, the Fort Edmonton Foundation, in partnership with Fort Edmonton Management Company, created the Fort Edmonton Foundation CARES (Creating Accessible Responsive Education for Sharing) initiative expanding accessibility of Fort Edmonton Park to all children, youth, schools, community groups, First Nations, Metis and other culturally diverse communities including those that may be experiencing social, economic, or geographic barriers.

Working in partnership with Fort Edmonton Management Company and the City of Edmonton, the Foundation continues to celebrate our region's vivid, diverse history by fundraising to develop capital projects and other initiatives at Fort Edmonton Park. We work to ensure that the story of Edmonton's past is preserved for future generations.

"There has been a fantastic transformation at Fort Edmonton Park over the last few years, but our collective work is not done. We are excited to launch our capital campaign that will see the revitalization of our beloved Train Station, including the addition of a dining car - a new culinary experience from the golden age of rail, and continued investment in Locomotive 107!"

The All Aboard Capital Campaign seeks to raise \$7.5 million dollars, continuing our dedication and commitment to the strong historical presence within the park and the importance and legacy of the railway in Alberta."

- Andrew Otway, Board President, Fort Edmonton Foundation.



TRAIN STATION

PARTNERSHIP OPPORTUNITIES



Subject to change.



Subject to change.



Subject to change.



Subject to change.



TRAIN STATION

PARTNERSHIP OPPORTUNITIES



Subject to change.

THE TRAIN STATION

\$1,500,000 NUMBER OF PACKAGES AVAILABLE- 1

Train stations were the centre of activity for any town or city across Alberta and Canada at the end of the 19th century to the middle of the 20th century. The train station was a place to begin a journey, return home and, a key gathering place for the community.

The Train Station serves as a focal point within Fort Edmonton Park, offering visitors a glimpse into the experience of what it was like to travel by train, allowing guests to explore the platform, ticket office, waiting area, and other features that recreate the atmosphere of an early 20th-century Train Station.

The revitalization of the Train Station will introduce new opportunities in the form of an event space on the main level with a capacity of 60-80 people and office space on the second floor.

The Train Station at Fort Edmonton Park is the guests' first historical touch point when they enter the park, similar to those in history who waited for their trains across Alberta, as they wait on the platform to be whisked back in time aboard the Locomotive 107.





TRAIN STATION

PARTNERSHIP OPPORTUNITIES



Subject to change.



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Subject to change.

MAIN FLOOR AND SECOND FLOOR

\$1,000,000 NUMBER OF PACKAGES AVAILABLE- 2 0

The renovation of the Train Station will include amenities similar to that of years gone by, that will enhance the experience of visitors visiting the park. Historic features will be tied in with modern conveniences and accessibility.

The main floor will have an event space with a capacity for 60-80 people and will be perfect for special events and corporate gatherings.

The second floor of the Train Station will be the home of the Fort Edmonton Foundation and the Rotary District Office, providing dedicated office space, a board room and flexible work spaces.

PATIO

\$500,000 NUMBER OF PACKAGES AVAILABLE- 1

The patio will be a relaxing space for visitors to sit and enjoy views of the river valley and the midway and will also be a wonderful addition to the Edmonton culinary scene.

Guests can sit back and watch the excitement of the park from the patio at the Train Station while sipping on a cold beverage in the summer or have an evening dining experience while watching the sun set over the midway. The patio will have a capacity of 60 people.

TO GET INVOLVED CONTACT

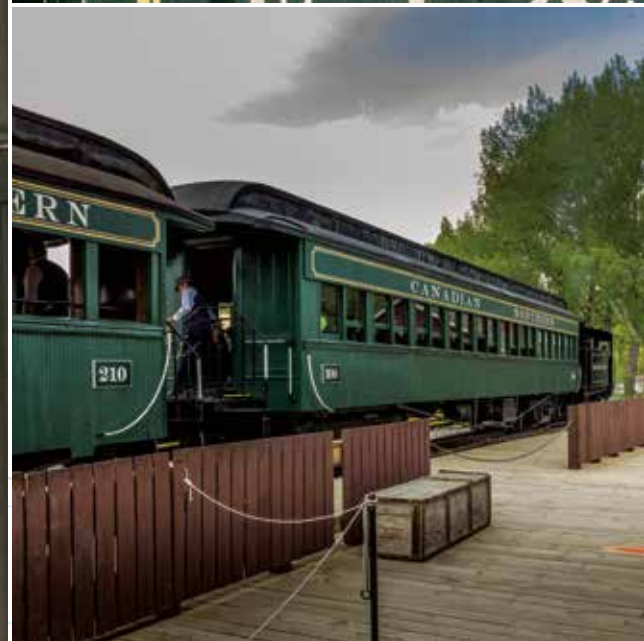
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LOCOMOTIVE 107

PARTNERSHIP OPPORTUNITIES



LOCOMOTIVE 107

PARTNERSHIP OPPORTUNITIES



STEAM ENGINE

\$500,000 NUMBER OF PACKAGES AVAILABLE- 1

Locomotive 107 is a 1919 Baldwin prairie type (2-6-2) steam engine that is the jewel of Fort Edmonton Park. Taking a ride on Locomotive 107 is a highlight for visitors travelling back in time along the four km of rail around Fort Edmonton Park.

The rhythmic chugging of the locomotive, the sight of billowing steam, and the nostalgic ambiance create a unique and memorable experience for visitors of all ages.

The Steam Engine is a fully operational steam train that replicates the type of locomotives used in the early 20th century. The track is representative of the Edmonton, Yukon and Pacific (EY&P), Edmonton's first railway, and an important part of the region's railway history.

The capital reinvestment into Locomotive 107 will make sure that the train keeps rolling at Fort Edmonton Park.

LOCOMOTIVE 107

PARTNERSHIP OPPORTUNITIES



CABOOSE

\$150,000 NUMBER OF PACKAGES AVAILABLE- 1

The caboose is a part of Fort Edmonton Park's collection of historic railway artifacts and is representative of the role it played in the development of the Canadian railway system and provides visitors with a glimpse into the past and the significance of railways in the region's history.

Railroads are instrumental in transportation, trade, and connecting communities across Canada. Preserving and sharing knowledge about the railway industry's evolution and its impact on the development of Edmonton and the surrounding regions.

TO GET INVOLVED CONTACT

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LOCOMOTIVE 107

PARTNERSHIP OPPORTUNITIES



ROLLING STOCK

Passenger Cars (2) and Standing Car (1)

\$100,000 NUMBER OF PACKAGES AVAILABLE- 3

One of the greatest joys of being at Fort Edmonton Park is the thrill of riding in one of the passenger cars pulled by the 107 Steam Engine. Riding in the passenger cars, visitors have a full immersive experience of what it was like to travel by rail in the early 20th century. Getting to experience the movement of the train, the sounds of the whistle and the steam from the steam engine make this immersive experience so special and is why the train is one of the main attractions at Fort Edmonton Park.

PARLOUR

\$5,000 NUMBER OF PACKAGES AVAILABLE- 1 **SUPPORTED BY** The Ramsbottom Family

SINGLE BENCHES

\$2,500 NUMBER OF WOODEN BENCH PACKAGES AVAILABLE- 34 30

SUPPORTED BY The Otway Family, Grace Kallal, The Farquharson Family, The Pryke-Doherty Family

\$2,000 NUMBER OF FAUX LEATHER PACKAGES AVAILABLE- 33 32

SUPPORTED BY The DeMelo Family

Dedicate a bench for your business or family members to have a lasting impact for preservation of railway history at Fort Edmonton Park.



DINING CAR

PARTNERSHIP OPPORTUNITIES



THE DINING CAR

\$300,000 NUMBER OF PACKAGES AVAILABLE- 1

Take in the views of the river valley while enjoying fine dining in a one-of-a-kind experience in Edmonton.

The addition of a dining car to Fort Edmonton Park will provide guests with an immersive dining experience bringing visitors back in time to the golden age of rail travel when the dining car was the height of sophistication and luxury while traveling.

The dining car will support both private and public event opportunities providing the region another immersive historic rail experience.

DINING ROOM

\$100,000 NUMBER OF PACKAGES AVAILABLE- 1

The Dining Car at Fort Edmonton Park will be an intimate dining experience for guests and an important part of the railway experience. Be a part of the culinary history at Fort Edmonton Park.

In the dining room guests enjoyed a personalized service from the staff that catered to passengers' needs, ensuring a pleasant dining experience. From the moment passengers stepped into the dining car until they left, they enjoyed the luxury of fine dining while enjoying the views getting to their destination.

DINING CAR

PARTNERSHIP OPPORTUNITIES



KITCHEN

\$100,000 NUMBER OF PACKAGES AVAILABLE- 1

The kitchen was a special place on a dining car with the chef creating culinary specialties using fresh high quality ingredients in a very small space. The kitchen of a dining car was a busy and hustling atmosphere similar to that of any other luxury restaurant.

SEATS IN THE DINING ROOM

\$500 NUMBER OF PACKAGES AVAILABLE- 25

Dedicate a seat in the dining room for your business or family members to have a lasting impact for preservation of railway history at Fort Edmonton Park.

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**FORT
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GENERAL ADMISSION SEASON

MARKET & AUDIENCE INFORMATION*



- Over 100,000 visitors per year during the general admission season of May-Sept
- Attendance of over 20,000 for field trips and structured programs
- Special event attendance up to 20,000
- Demographics of target market:
 - Median maintainer age: 42
 - 66% are married
 - 52% couples with children at home
 - Children's ages
 - 0 to 4 - 26%
 - 5 to 9 - 22%
 - 10 to 14 - 18%
 - 15 to 19 - 15%
 - 20 to 24 - 10%
 - 25+ - 9%
 - Household size
 - 1 person - 19%
 - 2 persons - 32%
 - 3+ persons - 49%
- Housing structure type - 81% houses / 80% are owned
- Average household income is \$148K
- 34% have a university degree / 24% high school
- 75% of adults are employed
- 80% use social media
- Pre-covid, 56% of visitors were local, 27% regional, 10% national and 7% international

*Accurate as of June 1, 2022



supportfortedmonton.com

Registration No. 10739 4058 RR0001

