

# CROWSNEST PASS

## COMMUNITY PROFILE

### OVERVIEW

The Municipality of Crowsnest Pass is located in the heart of the Canadian Rocky Mountains in southwestern Alberta, two hours southwest of Calgary. Both Highway 3 and the main line of the Canadian Pacific Railway lead to this region. Crowsnest Pass is one of the few areas in Alberta's Rocky Mountains not within provincial or national park boundaries. There are approximately 6,000 full time residents in the Crowsnest Pass, and a considerable number of temporary non-resident recreational property owners that own approximately 24% of the properties.

Prior to 1984, Crowsnest Pass was primarily a coal mining region. Since the closure of the last mine, Crowsnest Pass has diversified its economy to focus on tourism. Seismic and logging trails have been converted to a four-season trail network of over 1,200 kilometres offering snowmobiling, cross-country skiing, hiking, mountain biking, ATVing and equestrian recreation. The area has been selected as the "Most Popular Family Snowmobile Area in Western Canada" for the past 12 years. World-class downhill skiing is available within 40 minutes at Castle Mountain Resort, and mountain biking is becoming a popular tourism activity in the area. This area is also known as a renowned blue ribbon trout fishing mecca. Crowsnest Pass was the first community in Alberta to complete a tourism action plan in 1987.

### HOSPITALITY

There are a variety of accommodations in the Crowsnest Pass region, ranging from motels, inns, lodges, bed and breakfasts and guest lodges. The area requires hotel properties capable of handling conventions, conferences and bus tours and a full service drive through campground capable of handling large units pulling a vehicle or trailer.

### EXISTING ATTRACTIONS

- Frank Slide Interpretive Centre
- Castle Mountain Resort
- Coleman National Historic Site
- Pass Powderkeg Ski Hill
- Crowsnest Pass Golf and Country Club (ranked #8 in Alberta)
- Bellevue Underground Mine
- Leitch Collieries Historic Site

### TOURISM STATISTICS

Although statistics are not available for the entire region, the world-class Frank Slide Interpretive Centre draws more than 50,000 visitors annually.

### COMMUNITY WEBSITE

To learn more about Crowsnest Pass, please visit [www.crowsnestpass.com](http://www.crowsnestpass.com)

# CROWSNEST PASS

## TOURISM INVESTMENT OPPORTUNITY – COMMERCIAL DEVELOPMENT

### OVERVIEW

The development site is located at a prime location in the Crowsnest Pass and is suitable for a hotel, conference and convention facility, or other tourism venture requiring high traffic visibility and a central location.

### INVESTMENT

The cost of development would depend upon the business selected and the plans of the investor.

### SITE

The 25 acre parcel of land is situated on the north side of Highway 3 between Coleman and Blairmore, the business centre of the Crowsnest Pass. All municipal services run by the property, but services will need to be extended past the property line. Levelling and road construction will also be involved. Rezoning is required but is not anticipated to be a challenge as neighbouring sites are commercially zoned. This parcel is part of a 160 acre property and would be the first commercial development. The property can be accessed from the west and the south off of Highway 3. The Crowsnest Golf and County Club is to the east, and to the west are the Community Savings and Credit Union, as well as the \$35 million Ironstone Lookout residential and condo development.

Geographical Information System (G.I.S.) and digital photos of the property are available upon request.

### PROPOSED DRAW

More than 10,000 vehicles travel this section of Highway 3 per day.

### CONTACT INFORMATION

For more information regarding this opportunity, please contact Scott Martin.  
Phone: (780) 415-8827 or Email: [scott.martin@gov.ab.ca](mailto:scott.martin@gov.ab.ca)

## CROWSNEST PASS

### TOURISM INVESTMENT OPPORTUNITY – RV RESORT DEVELOPMENT

#### OVERVIEW

The development property opportunity is located one kilometre south of Highway 3, just west of Coleman with excellent visibility. This property is suitable for a modern recreational vehicle park allowing for pull-through with large units.

#### INVESTMENT

The cost of development would be approximately \$7 million.

#### SITE

The 39.8 acre parcel of land is situated south of Highway 3 with excellent visibility. The property provides a breathtaking view of the Star Creek Basin to the south, the majestic Crowsnest Mountain to the north, and Tecumseh Mountain to the west. Allison Creek flows through the property and features the world famous blue ribbon trout. The Crowsnest River is approximately 100 metres south of the property line. The property is bordered on the south by Crown land. There are separate titles for the 22 acres on the east side and the 17.8 acres on the west side of Allison Creek. A high-flow well is on the east parcel and the property is located near to a proposed municipal service line. Rezoning the property would not be a problem as the surrounding properties are commercially zoned.

Geographical Information System (G.I.S.) and digital photos of the property are available upon request.

In the fall of 2007, a consulting firm from Seattle visited this property and made several recommendations to the owners regarding the development of this site as a recreational vehicle park. In June 2009, the same consulting firm was hired to plan and design a 200-site RV resort for this location.

#### CONTACT INFORMATION

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\*In 2009, the Tourism Division from Alberta Tourism, Parks and Recreation commissioned a study to assess the provincial RV campground sector. The study included a review of print and web literature, expert interviews and a public telephone survey of those who camp with RVs who reside in British Columbia, Alberta and Saskatchewan. Using these primary and secondary sources, the study provides an assessment of both the supply and demand side of the RV campground sector in Alberta. This report is available to interested developers and investors.

# CROWSNEST PASS

## TOURISM INVESTMENT OPPORTUNITY – CASTLE MOUNTAIN RESORT

### OVERVIEW

Castle Mountain Resort is 30 minutes south of the Crowsnest Pass. This ski and snowboard resort has some of the most exciting terrain in Canada and its powder snow often rivals heli-skiing conditions. It is the only ski and snowboard resort in Alberta with ski-in/ski-out privately owned accommodations. The resort opened a new mountain in the 2006-2007 season. The new Mount Haig provides a variety of novice and intermediate terrain making Castle Mountain a true family-friendly resort.

### INVESTMENT

Currently there are 93 privately-owned single-family chalets, 30 multi-family townhouse-style units and a 110 person hostel/hotel. Construction of 10 additional townhouse units will commence at a later date. The final phase of subdivision has just finished the design stage and there will be the opportunity to get involved with a condo/hotel with 41 units, 16 townhouse units, 16 single family units, or a bed & breakfast with 12 rooms and a restaurant. There are a variety of investments available ranging from the purchase of a single lot to partnering in the construction and sales of units within the condo/hotel.

### SITE

Located at the end of secondary Highway 774, Castle Mountain Resort is in the Westcastle Valley. The ski hill is operated on a License of Occupation with the Alberta government. The 117 acre base area is privately owned by Castle Mountain Resort Inc.

Commercial facilities in the base area include three restaurants, a rental/retail shop and a hostel/hotel. Hospital services and all urban amenities are a 20 to 35 minute drive to the communities of Crowsnest Pass, Pincher Creek and Beaver Mines. The current Area Structure Plan, approved by the Municipal District of Pincher Creek, has a full build-out of 225 household units of which there are currently 146 units accounted for by existing buildings. Geographical Information System (G.I.S.) and digital photos of the property are available upon request.

### PROPOSED DRAW

The projected draw is 125,000 ski and snowboard visits during the winter months and an additional 60,000 tourist visits during the other three seasons. Currently there are 80,000 skier and snowboarder visits per winter and approximately 30,000 tourism visits in the other three seasons.

### CONTACT INFORMATION

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# CROWSNEST PASS

## TOURISM INVESTMENT OPPORTUNITY – CHALET-STYLE RESORT VILLAGE

### OVERVIEW

The development opportunity property is located 5 kilometres west of Coleman and 2 kilometres north on the Tecumseh Road. Eckardt's Tecumseh Mountain Ski Resort has been in business since 1994 and due to increased business will be expanding. The expansion will be known as "The Cabins at Crowsnest Pass" and will involve four phases producing a 100 room, chalet-style resort village. The first phase is where a joint venture partner is required to provide the necessary marketing and sales support in conjunction with/or the required seed financing. It has been confirmed that partners through I.T.B. Berlin and Rendez-vous Canada would be willing and able to expand product and package lines in order for continued growth and to maintain a certain occupancy rate, as they have done in previous years.

### INVESTMENT

The first phase will not exceed \$2 million.

### SITE

The property consists of the existing resort, featuring the main lodge with lounge, restaurant, nine log cabins, plus a full service campground situated on 40 acres of prime land near the Alberta/British Columbia border. A resort village is envisioned, presently rated at 3.5-stars by the Alberta Hotel and Lodging Association, but to be rated at 5-stars upon completion. The resort village is geared towards the larger urban centres like Calgary (2 hours away) and Edmonton. The focus will be on offering specialized outdoor adventure experiences like fly-fishing (1,000 km of fishable streams within 80 km radius, including 2 Blue Ribbon streams) and hiking (85 km trail system adjacent to the property in the Chinook/Allison Provincial Park). The trail system can be further utilized for cross-country trails in the winter. The snowmobile/ATV trail network in the region extends over 1,200 km and has been voted the "Best Family Snowmobile Area in Western Canada" for the past 12 years. The trail network is accessible from the property.

The land zoning has been approved by the municipality and all necessary permits for the development are in place and active. Geographical Information System (G.I.S.) and digital photos of the property are available upon request.

Additional information can be viewed at [www.thecabinsatcrowsnest.net](http://www.thecabinsatcrowsnest.net)

### CONTACT INFORMATION

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