

ASSESSMENT AND SUGGESTIONS

Suggestion:

Can you tell what shops are in the buildings along this street? As we walked through Cardston, we could not tell either. There was nothing to lure us down the street - nothing to attract us into any shop.

Perpendicular signs are easy to see and read, making it much easier for potential customers to see what businesses are there and what is offered. That translates to increased sales.

Suggestion:

Soften the transition between the buildings and the sidewalk. Add pots of flowers, shrubs, benches. Street trees and curbside improvements are nice and beneficial, but merchants need to add benches, trash containers, planters and extend window displays to outside spaces to pull visitors into shops and restaurants. The overall look of Cardston is stark and bare, even though there is exceptional architectural appeal.



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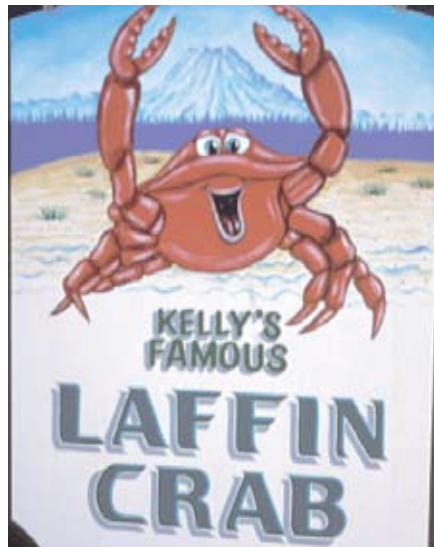
Suggestion:

Always promote what it is you are selling - your lure to bring customers in, before you promote the name of the business.

Signs are a great investment - if done right. Note the charts to the right.

The “Laffin Crab” was a great little shop, but it went out of business. Can you guess what they sold there? Windssocks and kites. People walking by had no idea what kind of store it was, so they were not even tempted to go inside.

In Jackson, Wyoming, the circular “Grizzly Rick’s Market” (bottom, left) was the entire sign. But then he added “Snacks, Sundries, Drinks” and sales shot up by nearly 30 percent. Always promote the lure - not the name of the store. The Wood Merchant (bottom right) is a terrific shop, but the sign should concentrate, using block lettering, on the lure “Handmade Gifts & Furniture.”



Invest in Beautification (Nothing sells like beautiful places)

Suggestion:

Beautification is an investment with an incredible return. LaRua (right) is an excellent example of Whistler, BC's beautification efforts. As the top ski destination in North America, it is actually busier in the summer than the winter. The beautiful ambiance of its pedestrian retail area is part of the reason for the large number of visitors.

Notice the wonderful feeling created by the street trees in the photo below? Four communities in various locations took part in a test, planting street trees every 30 feet (in just one block) with no retail changes in the block. They saw an average retail sales increase of 18 percent over the rest of the town.

Sisters, Oregon (bottom, right) invests heavily in beautification. The town has the highest retail sales per capita in the state of Oregon. People are attracted to beautiful places.



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Suggestion:

Add trees, flowers, planters, and outdoor furnishings to your shopping district. It will make it more inviting, encouraging shoppers to stop and stay longer.

70 percent of visitor sales can come from curb appeal - the ability to pull a customer inside. This is true for restaurants, retail shops, lodging, and golf courses.

What a difference beautification can make. Notice the two right pictures. The top, before; the bottom, after. Sales increased dramatically as a result of this effort.



Critical Mass is Not Just a Religious Experience (The “Mall Mentality” Rule)

Suggestion:

The number one diversion of visitors is shopping and dining in a pedestrian setting. This is also where most visitor spending takes place. To attract visitors and keep them longer, a downtown needs to have the critical mass. In a two-to-three lineal block downtown area, there should be, at minimum:

- Ten destination retail shops (not neighborhood retail)
- Ten dining/treats shops
- Ten places open after 6:00 p.m. (entertainment is preferable)

Sometimes its necessary to “rearrange the furniture,” moving destination retail, dining, and entertainment into downtown, and moving residential services onto side streets. You want there to be a concentration of the destination retail, food, and entertainment.

By creating a critical mass of visitor-oriented establishments, you can reap huge retail sales. People are attracted to the convenience of having all the shops close together. And where there are more shops close together, more people tend to gather, helping to make downtown a hub of activity. People will spend more money in a community, if they do not have to drive from one shop to the next.

Cardston currently does not have the critical mass in downtown to be a destination shopping area, but it does have some great shops, and it has a good foundation to build upon.

Make a list of desired businesses, scope out good locations for those businesses, and go after them - recruit them into Cardston. Work with property owners to offer incentives, and keep your eyes on the long-term goal of a thriving downtown.

First: Decide what you want to be known for. Antiques? Arts and Crafts? Quilts? A dining district? Entertainment? The more you have in your “brand” the further people will come and the longer they will stay.



Other Notes and First Impressions

- The visitor center is terrific (right). It is in a good location, is well laid out, and is well-maintained. It is the best one we saw in Southern Alberta.
- The Carriage Centre is Cardston's anchor tenant. Promote it. Do not rely on the Province to do the marketing. If the Carriage Centre does well, Cardston will benefit.
- There is so much focus on Don Remington that it is unclear if the museum is about carriages, or about him. Very few visitors will have heard of Don Remington, but they do know something about carriages – and carriages would have a greater appeal. Can you spread this “brand” around town? Is it possible to have replica carriages in shops? With any branding effort, you should try to work the brand into retail shops and businesses, which will generate increased spending in the community.



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Notes:

The Carriage Centre is a world-class facility. From the introductory movie, to the restoration workshop, to every display - it is fabulous. The more experiential you can make it, the more likely you will be to bring visitors back. The challenge most museums face is the “been there, done that” syndrome caused by static displays.

Things that might be considered:

- Carriage rides, even third-party contracts for rides, nearly every month of the year. You need “loss leaders” such as this to pull visitors in and to bring them back.
- Working in the shop for a day.
- Interactive displays, changes in the exhibits periodically.
- Weddings and receptions using carriages.
- Reenactments. Pioneers, hand carts, stage coach robberies



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Suggestion:

The more “experiential” a museum is, the greater its appeal. Consider changing the name from a “Museum” to a “Discovery Center.” Museums, throughout North America, tend to be diversionary activities, not primary draws. The more experiential it is, the more likely it is to be a primary lure as opposed to being a secondary activity, once in Cardston.

Becoming a “Discovery Center” elevates the facility past a museum, and into the realm of education and activity. But, you must deliver on the promise: to make sure it is more than a museum. This means including activity-based and participatory activities both in and out of the museum.



ASSESSMENT AND SUGGESTIONS

Suggestion:

The Museum of Miniatures was very enjoyable. Include interpretive signs for each of the displays, telling their stories, and giving their backgrounds, would make the museum even more interesting and engaging. Let the visitor travel through time by telling the stories.

It was great to see the carriage theme throughout town (far right). Now, expand the theme even further.

The museums do a good job of cross-selling each other.



ASSESSMENT AND SUGGESTIONS

Suggestion:

Is the Card home open to walk in, or is it just to look at from the outside? Add signs to let visitors know if it is open, and when. Also, add an additional interpretive display, telling the Card family's story and history of the house, so people are educated to its significance.

Could the museums get together to develop some standard operating hours and months?

For both museums and local businesses, instead of just putting up an "Open" or "Closed" sign, let the visitor know when it will be open. Posting the hours and days you are open will encourage visitors to come back, if they happen to catch you when you are closed.

The museum (below) had an open sign in the door, yet the door was locked over the several days we visited Cardston.



ASSESSMENT AND SUGGESTIONS

Suggestion:

The Temple is beautiful. Include better signs to the Visitor's Center.

At the Visitor's Center, include signs for operating hours, months and other useful information. Could a visitor information kiosk be placed in the outside plaza area to let visitors know what else is available in Cardston and the surrounding area?

People will fly to destinations for a true culinary experience. In fact, culinary tourism is the fastest growing segment in the industry. The Cobblestone Manor was easily worth a "day trip" from Glacier or Waterton. It should be promoted as an "anchor tenant" or primary draw to Cardston. The food was excellent, the story fascinating, and the ambiance makes it a truly unique experience not to be missed when visiting the area.



In a Nutshell

First Impressions:

- Nice, clean small town with three great attractions: The LDS Temple and visitor's center, the Carriage Museum, and Cobblestone Manor.
- Downtown was not overly appealing, and does not have the critical mass to become a destination shopping district. In terms of first impressions, there did not seem to be any quality dining downtown, not many shops, and not a very inviting atmosphere.
- The streets downtown are far too wide, and sidewalks are too narrow. There are few gathering places. Even Salt Lake City is now narrowing some of its downtown streets to make it more pedestrian-friendly.
- Good cross-promotional message: "If the weather does not cooperate in Waterton, head to Cardston for the region's best indoor attractions."
- It is easy to find the attractions, and easy to get around once in Cardston.

Suggestions:

- Narrow the main street and widen the sidewalks. Create gathering places other than just parks.
- Work with regional folks on developing a Southern Alberta kiosk design, and then build four or five in Cardston. Create a partnership program for the art and for brochure distribution.
- Market your public wash rooms.
- Get museums on the same page in terms of operating hours and seasons.
- Work on creating at least one block of "critical mass" downtown.
- Develop a blade-sign program for downtown merchants.
- Invest in beautifying downtown. You will see a return on your investment.

Marketing Assessment

Suggestion:

This is a great piece for marketing the Rockies as the best mountain destination in North America, creating “top of mind awareness.”

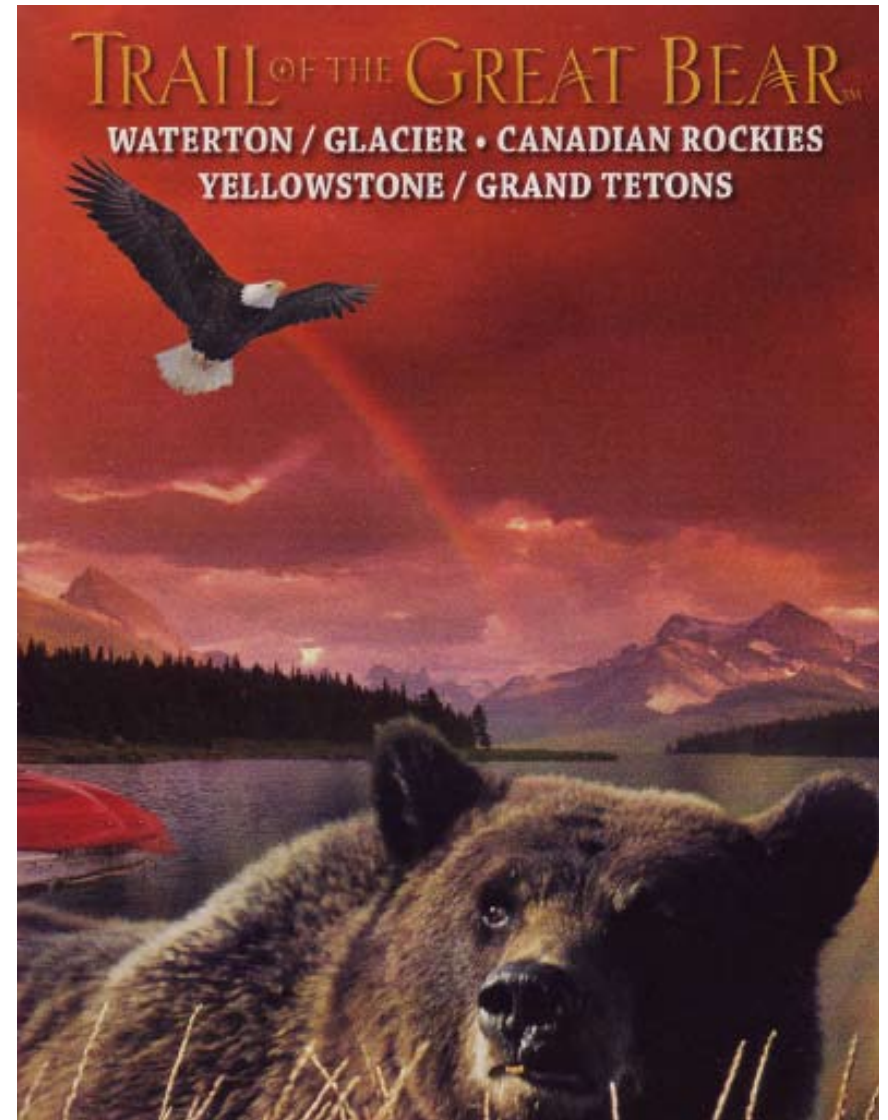
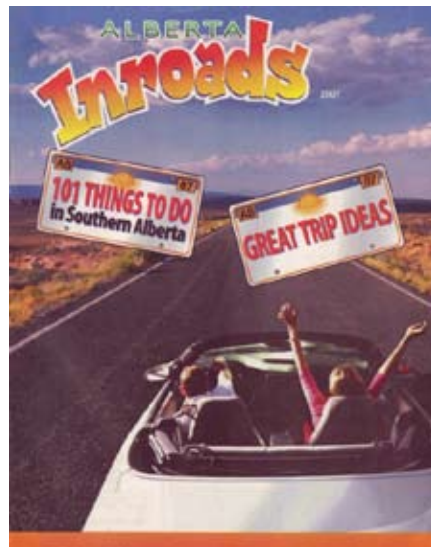
A huge area is covered, and the primary focus is on outdoor recreation, wild-life and scenic vistas, which sets the ambiance for the entire Rocky Mountain experience.

Suggestion:

Alberta Inroads is a great idea. It revolves around activities - things to do, not just places to see.

Some suggestions include organizing it like you would a tour - by experience, then in geographic order.

Develop itineraries by the type of activity instead of lists of things to do.



MARKETING ASSESSMENT

Suggestion:

The Cowboy Trail is a great piece to use to promote Ranch Vacations and wilderness adventure. Some suggestions:

- Promote the ambiance of the area, then promote the activities that visitors can't get closer to home.
- What and where are the 16 western-theme attractions? Make it clear.
- Jettison the generic - promote specifics, not generalities.
- Start with "pick your season" then "pick your passion." Promote experiences, then move on to location and geography. Location is always second to the experience.

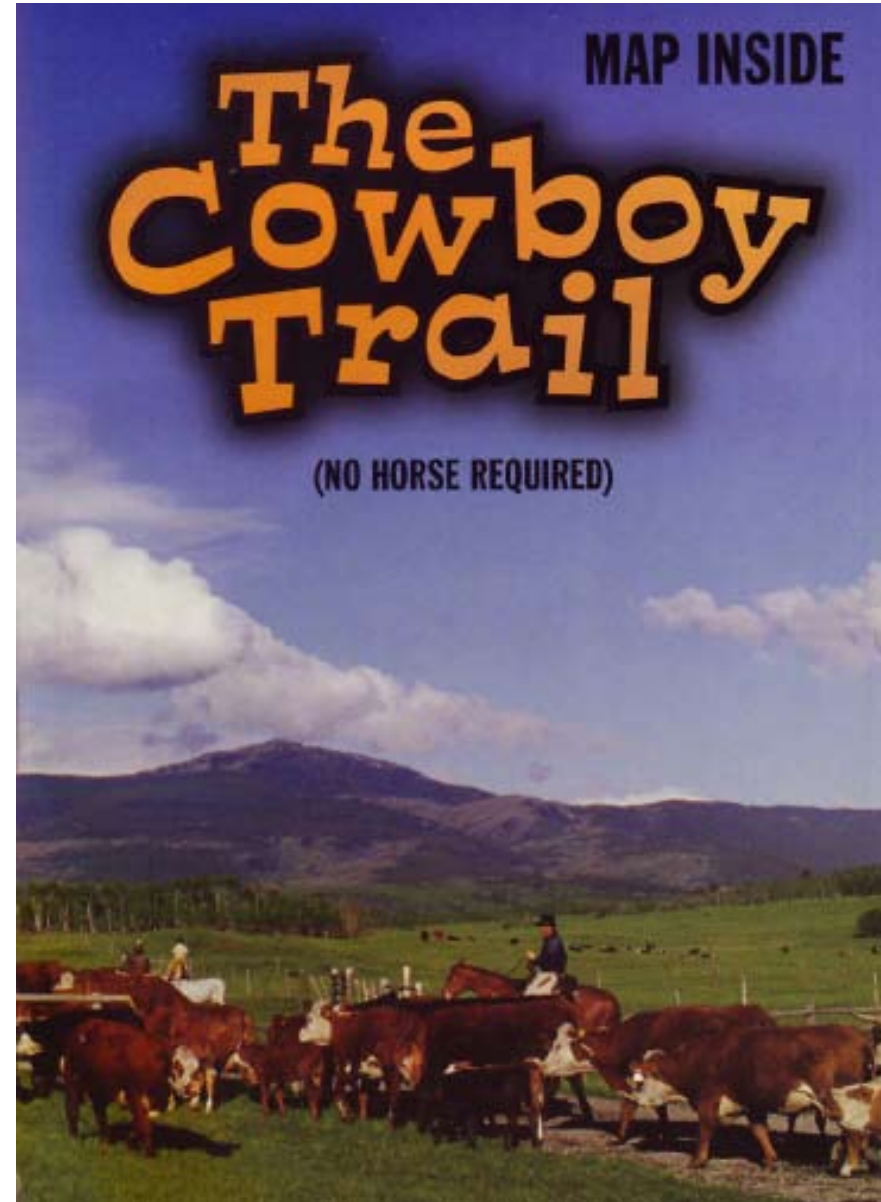
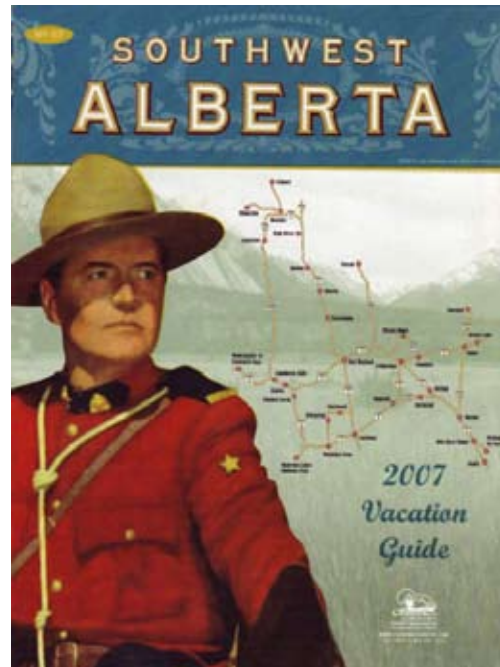
Suggestion:

Alberta Southwest or Southwest Alberta? Can the two brochures be combined?

- What is Chinook Country? There are so many layers and geography designations that it's confusing, making it harder to plan a trip to the region.

- This guide is about cities. For a trip planned to a specific city, this guide is a great resource. But if you are looking for activities, then it falls short.

All marketing materials should focus on activities, and then the location. All should include itineraries by type of activity and specifics - just as travel publications do. Visitors want specifics.

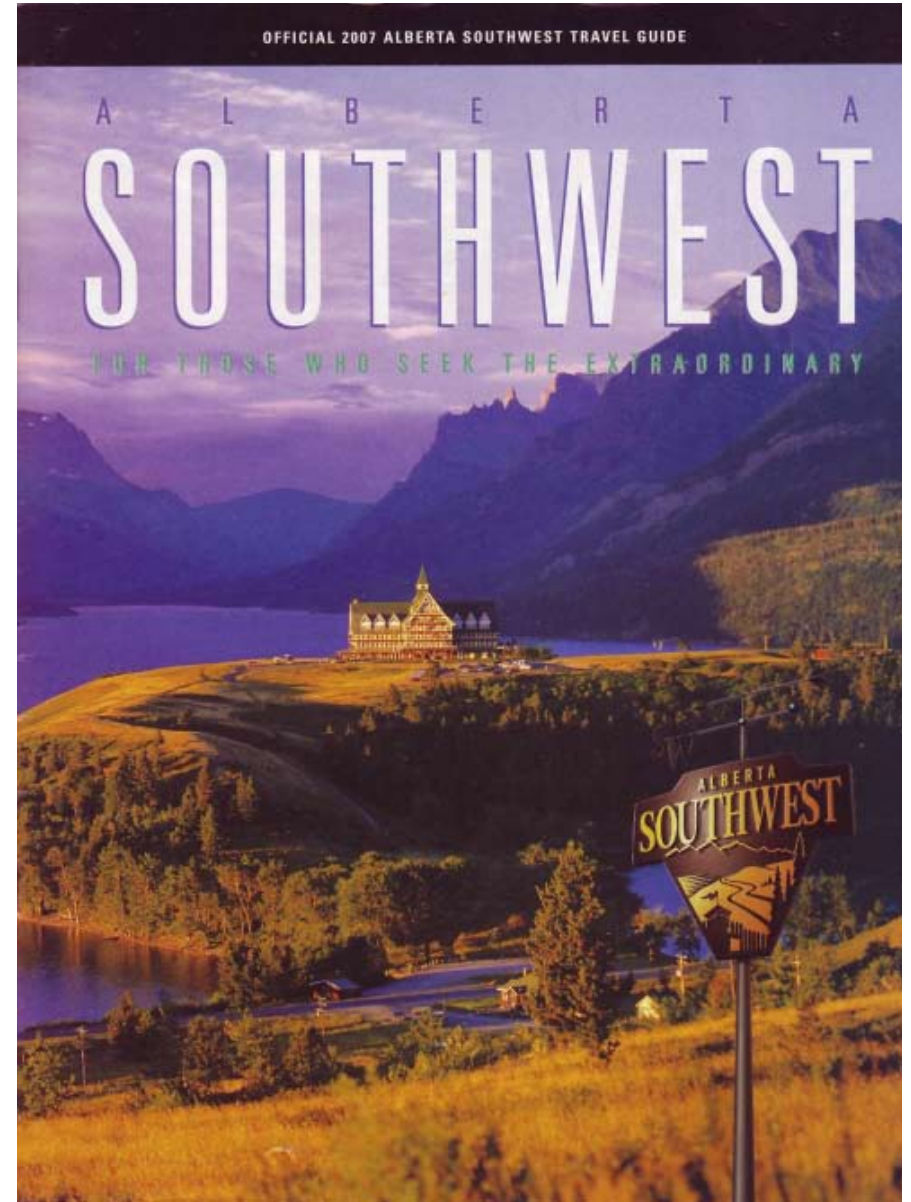


MARKETING ASSESSMENT

Suggestion:

Alberta Southwest is, by far, the class act of all the guides to SW Alberta. It has stunning photography, great maps, excellent teasers, “partners” as opposed to “advertisers.”

Suggest you change the focus to “pick your season, then pick your passion.” Create routes by type of experience and type of travel.



MARKETING ASSESSMENT

Suggestion:

This piece (far right) promotes the three very best attractions in SW Alberta and then some diversions. Great job - it is about experiences; each tells a great story; and they are open year round. Everything else is a diversion. That is OK - always promote your "Anchor tenant."

Suggestion:

Create an actual Activities Guide for visitors - not a community relocation guide. Nothing sells like photography.

Make the focus of the cover be carriages, not the temple, if carriages are the brand to attract non-LDS visitors. You already have that market. Use "The Cardston area" rather than "district." All the logos should go on the back. The cover is reserved for pulling the reader inside. This brochure is more about "lists" than activities.

Welcome to Cardston

Located in the rolling foothills of southwest Alberta, just 30 minutes from the history of Banff/Jasper International Peace Park, Cardston was established in 1887 by Mormon pioneers that later were joined by Alberta in one of the century's last covered wagon migrations.

The Remington Carriage Museum
The largest display of horse-drawn vehicles in North America awaits you. In this world-class museum, with a collection of over 200 vehicles, the Remington Museum has everything from pioneer coaches through elegant upper-class vehicles. The 60,000 square foot facility features video displays, a full, a carriage factory, a restoration shop, a working stable, carriage rides, carriage symposiums, a restaurant and a gift shop. Guided facility tours are offered at no additional charge. Open daily year round. Summer hours May 16 to September 16: 9 a.m. to 5 p.m. - Reservations of the year 10 a.m. to 5 p.m. Admission charges apply.
823 Main Street
Phone (403) 653-6139
Fax (403) 653-6140
www.remingtoncarriagemuseum.com

The Cardston Alberta Temple ... is one of southern Alberta's most magnificent landmarks. It was constructed by Mormon pioneers who settled in Cardston in 1887. With an seating in the multi-chambered log fesson, and today able to seat an audience, these letters were built in Temple, which was opened in 1925 after 38 years of construction. The Cardston Alberta Temple features the construction of the Temple. It was the first Temple constructed by the Church in the continental U.S. Its architects Hyrum Payne and Harold Butler were strongly influenced by the work of Frank Lloyd Wright, which shows in the unique appearance of the massive granite structure.
Your Center open daily. Visitors: See West through Labour Day. (Statement) 348 St. Street West
www.MormonTemples.com

The Clock Tower House ... a genuine "1.5th House on the Prairie" is set out by Cardston's founder Charles Ole Carr in 1887 and named as a community center and stopping place for travelers on the first rail line ever built in 1886. The log structure still stands in the original location and is open for public visitation as a Registered Provincial Historic Site.
307 Main Street
Hours are 12:00 p.m. to 5:00 p.m. Monday through Saturday. July and August. 02 hours. Tours can be scheduled by phoning (403) 653-2396. Donations are accepted.
www.cardston.ca

Within Cardston, watch for symbols to locate each Attraction

For more information on Cardston and District, contact:
Town of Cardston
2000 8th Avenue, Street West, 403-653-2396 (403) 653-2396
Phone: (403) 653-2396 • Fax: (403) 653-2496
TOLL FREE # CANADA & U.S.A. 1-888-424-3388
E-mail: info@cardston.ca
www.cardston.ca

The Courthouse Museum ... showcases an amazing record of how a rough county changed dramatically. The unique neoclassical structure was built in 1907 from stone quarried just west of the site from Cardston. The building's elegant profile and beautifully finished interior stands as a monument to Cardston's early pioneer efforts. It was used longer than any other courthouse in Alberta. The building still houses the judges' bench, witness stand and other court facilities. Original jail cells, including profiles can be found. The Courthouse Museum is a Registered Provincial Historic Site.
89 2nd Avenue West
Hours are 10:00 a.m. to 12:30 p.m. Monday through Saturday. July and August. 02 hours. Tours can be scheduled by phoning (403) 653-2396. Donations are accepted.
www.cardston.ca

The Carriage House Theatre ... for best summer theatre in Southern Alberta. During the summer, the Theatre presents high quality musicals, on-finding comedy and unique events on local themes geared to all ages. Productions run nightly at 7:30 p.m. July through August. Schedule cards and information are available by phoning (403) 653-1555.
332 Main Street
www.theatrefirstclass.com

Museum of Miniatures ... go back in history and visit the "Big Wheel" - the original machine on the wheel. Today's vintage, collectible, and antique cars and trucks. Features also are Indian carriages and carriages, along with over 100 authentic 1/24 scale model cars and trucks, model trains, airplanes, a model house, a logging camp and much, much more. Open May 15th to October 15th.
27 - 4th Avenue West
Phone (403) 653-1142
www.pastimes.com/minimuseum

The Cobblestone Manor ... is a designated Alberta Historical Resource, built in the late 1880s by the first pioneers who settled in Cardston. In 1912 a unique building, completed by the name of Henry Ford purchased the building by State and converted the exterior of the original building using squared oak rock. The manor is framed with Old World charm and intricate woodwork using rare hardwoods, including Tigray Stone, granite & light stone radiating surrounding, built of the original limestone. The Cobblestone Manor is now used as a Bed & Breakfast and restaurant and offers an intimate atmosphere.
Open year round. Guided tours are available.
173 7th Avenue West
Phone (403) 653-2701. Toll Free 1-888-453-2701
www.thecobblestonemanor.com

ENTRE
12:00
6:15
6:30
6:45
7:00
7:15
7:30
7:45
8:00

Recreation

BALL PARKS	
REDFORD SOFTBALL PARK	1st Avenue East (403) 653-2360
TOWN SQUARE SOFTBALL	89 St. & 2nd Avenue West (403) 653-2360
LEIGH PAUL	64 - 66 Avenue West (403) 653-2360
ROASTERS FOOTBALL TRACK & PAUL	344 ST. & 95 Avenue West 1-800-658-6474
ROTARY RECREATION CENTRE	

GOLF COURSE	
DAVIDSON LEE CREEK VALLEY GOLF CLUB	
Public Course	
39 Avenue and 7th St. West	(403) 653-4198 1-888-653-4198

ICE SKATING	
CHRYSLER CHEESEMAN ICE CENTRE	
338 Main Street	(403) 653-1128

SWIMMING POOL	
34 - 4th Ave. West	(403) 653-2967

TENNIS TRAILS	
40 St. & 30th Ave. W.	
LEE CREEK VALLEY PARK	
Redstone, Striped Carriage Trails	

CAMPING	
LEE CREEK CAMPGROUND	1-888-658-6474

RECREATION PARKS, PICNIC AREAS AND PLAYGROUNDS	
LOOK FOR:	
TOWN SQUARE	84 - 4th Avenue West 34 Ave. & 8th St. W.
ROTARY PARK	34 Avenue East of Main Street
ST. MARY RESERVOR	East of Cardston on Hwy. 3
WATERFALL GARDEN	West of Cardston on Hwy. 3
POLICE LAKE	South of Cardston on Hwy. 200
TRINITY LAKE	West of Cardston on Hwy. 2
ST. MARY RIVER	South of Cardston on Hwy. 201

CHURCH SERVICES

BAPTIST	200 1st Street West	(403) 653-2367
CHURCH OF JESUS CHRIST OF LATTER-DAY SAINTS		
348 1st Avenue West	(403) 653-4251	
304 3rd Street West	(403) 653-4914	
308 5th Avenue East	(403) 653-2725	
650 Main Street	(403) 653-3219	
EVANGELICAL LUTHERAN	300 1st Avenue West	(403) 653-3284
ST. TERESA'S ROMAN CATHOLIC	84 1st Avenue West	(403) 653-3271
UNITED CHURCH	289 2nd Avenue West	(403) 653-3103

CARDSTON
and District
Alberta, Canada

Visitor's Guide and Map 2006

SouthGrow
Regional Association
of Municipalities

The Cowboy Trail
Premier

From
Mounties to
Mountains
Partner

MAP INSIDE

Live the Rich History of Southern Alberta

Head-Smashed-In Buffalo Jump

Remington Carriage Museum

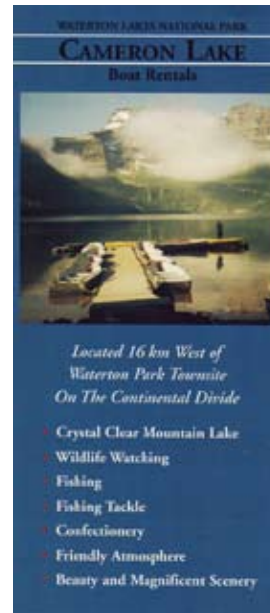
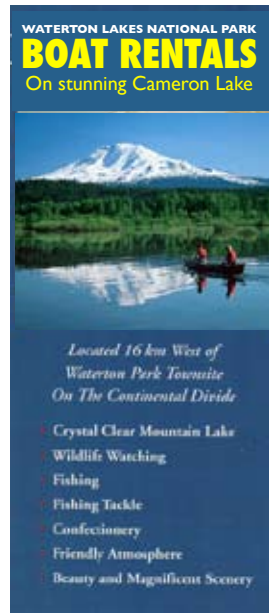
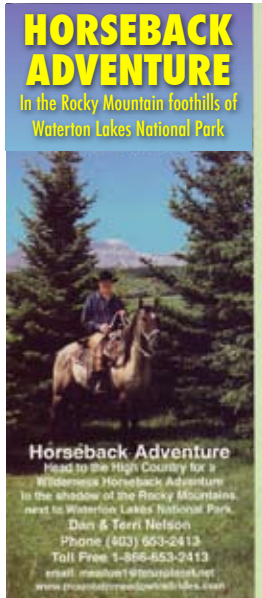
Frank Slide Interpretive Centre

Plan your heritage vacation, look inside for details

Don't Let Your Last Opportunity Become a Lost Opportunity (The Rule of Closing the Sale)

Suggestion:

- The top three inches of your brochure are critical for catching the viewer's eye. Promote the experience, not the business or city - make a connection with the reader's emotions.
- Use yellows on a dark background - it stands out.
- Do not use script or outlined text.
- The cover of the brochure needs to be so attractive that people want to grab it.



MARKETING ASSESSMENT

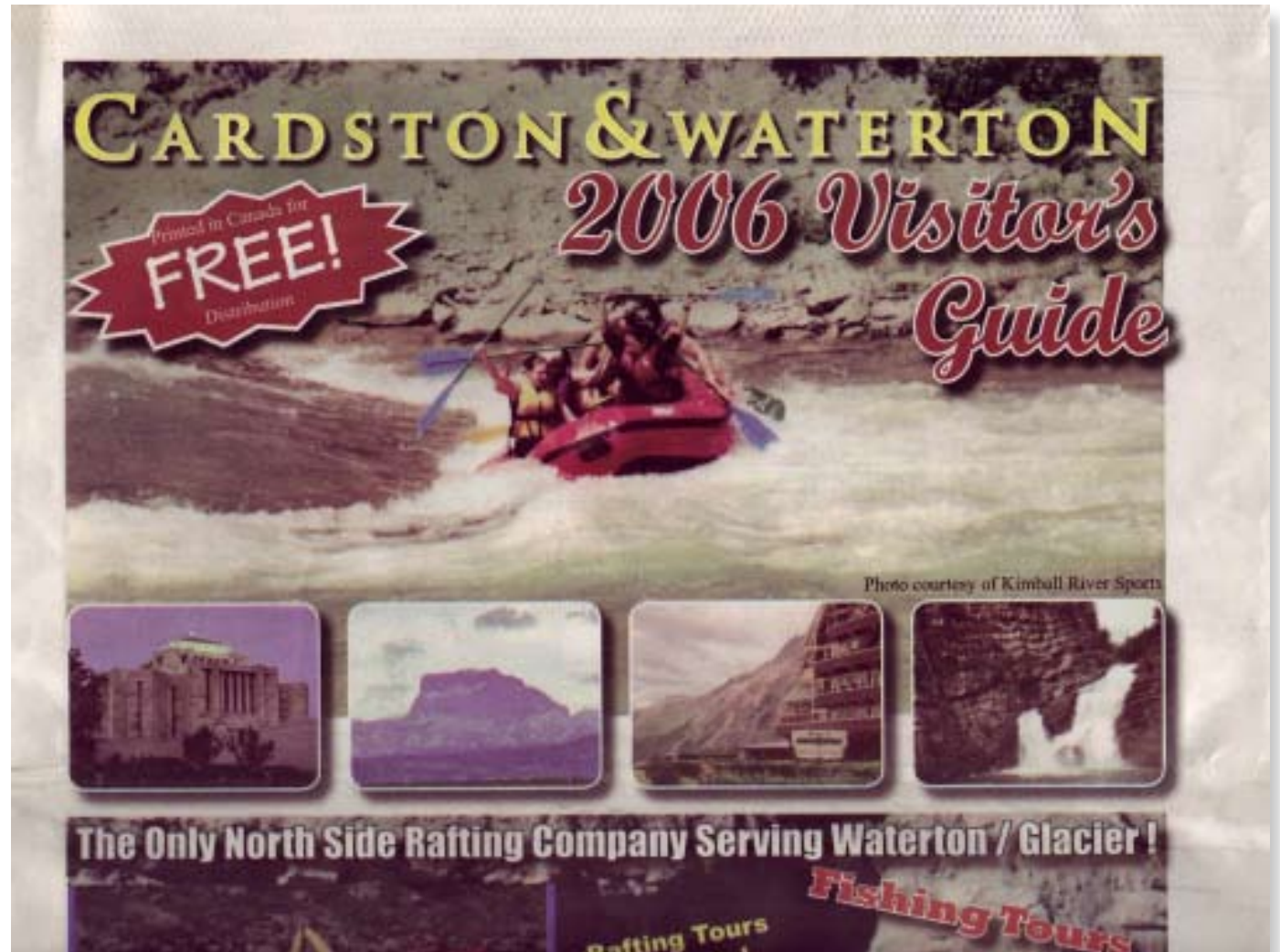
Suggestion:

Concentrate on the top three inches of your brochures to make them really stand out in a brochure rack.

Always sell experiences, not places. Tell me what you have or who you are - tell me why I should visit you.

The Cardston & Waterton 2006 Visitors Guide is fine for providing visitor information once they have arrived, but is not a good “lure” piece.

Create a “details” guide - that is really needed.



MARKETING ASSESSMENT

Suggestion:

Create a public/private Activities Guide. Select the best attractions and diversions to be included, and invite them to be part of the guide. They can pay for one page of the guide, and their page can include photos and text to really be a showcase. It would not look like advertising - it will be specific visitor information.

Open early May through mid October

Cardston Lee Creek Valley Golf Club



- Public Course featuring a new 18 hole design by one of Canada's top golf course architects, Lee Furber
- The beautiful natural layout along Lee Creek includes white sand, paved golf cart paths and numerous water hazards.
- This Par 71 Golf Course offers a challenge for all levels of golfers!

COURSE RATING	SLOPE	YARDAGE
Black	72.1	131 6762 yards
Blue	69.3	126 6364 yards
White	66.4	119 5964 yards
Red	"	" 4947 yards

*Slopes & Yardage measurements are available at this time.

Located in town at the corner of 30th Avenue & 7th St. West

Ph: (403) 653-4198 P.O. Box 280, Cardston, AB T0R 0P0
Toll Free: 1-866-653-4198 COURSE LAYOUT ON REVERSE

The Cobblestone Manor



1000 10th Avenue
Cardston, Alberta T0R 0P0
(403) 653-2373

Dining Reservations are welcome but not required. We cater for special events on and off site.

SUMMER DINNER
MONDAY THRU SATURDAY
BREAKFAST & LUNCHEON 7AM - 2PM
DINNER: 5PM - 9PM

WINTER HOURS
TUESDAY THRU SATURDAY
LUNCHEON: 11:30AM - 2PM
DINNER: 5PM - 9PM

All our items are made from fresh ingredients. Try our homemade breads, soups, salads, much watering services & fresh dresses!



CHECK OUR WEBSITE FOR A FULL "COBBLESTONE EVENTS" LIST

www.thecobblestonemonor.com

CARDSTON

and District
Alberta, Canada



Visitor's Guide and Map 2006

SouthGrow



Carriage House THEATRE

107-111 10th Avenue - Cardston, AB
(403) 653-1000

presents their 12th Season of
LIVE SUMMER THEATRE

the nerd

Written by Larry Shaw
Artistic Direction by Debb Soule



Words and Music by Lane Abner and Stephen Fishery
Artistic Direction by Bill Simon

JOSEPH THE AMAZING TECHNICOLOR DREAMCOAT

Lyrics By Tim Rice
Music By Andrew Lloyd Webber
Artistic Direction by Debb Soule

www.thecarriagehousetheatre.com

MUSEUM OF MINIATURES

57 4th Ave. West - Cardston, Alberta
Ph: 403-653-1142



OPEN from May Long Weekend to September 30th
Monday - Saturday: 9:00 a.m. - 9:00 p.m.
Sunday: 12:00 p.m. - 9:00 p.m.



Something For Everyone!

Old West Town • Indian Village • Covered Wagons
Wild Animals • Model Cars • Shadow Boxes
Marble Scenes • Logging Scenes • Antique Tools
Historic Artifacts • And MUCH MORE!