MUSEUM AT CAMPBELL RIVER'S NEW APP WILL REVOLUTIONIZE THE EXPERIENCE AT ELK FALLS

COURTENAY – A new virtual exhibit for Elk Falls Provincial Park will provide visitors with a deeper interpretation of the area, and expand the walls of the Museum of Campbell River to new visitor markets.

Led by the Museum at Campbell River, the Elk Falls Alive app will bring the local landscape to life through dozens of mini documentaries and nature videos. As local knowledge holders and historians pass away, narrative content will tell the region's story, and reconnect people to the natural environment and thousands of years of Indigenous history.

"We have a deep history in the area and our Elders have many stories to tell," said Wei Wai Kum Nation's Chief Councillor Chris Roberts. "This unique software promises to engage people in a way that is modern and appealing to all generations. We are confident that it will increase knowledge of our history and rights in the region while enhancing the visitor experience."

The app will also include a tourism map and a wildlife and flora identifier for visitors to experience the park in a new and engaging way. Available for download at the park entrance, the museum or from home, visitors will be able to access content as they walk the park or remotely from any location.

The platform will be compatible across mobile devices, computers and touchscreens, supporting a range of applications from private classroom settings to onsite public touchscreens. Individuals with impairments, limited from experiencing the park previously, will benefit from enhanced accessibility.

"Museums have stayed static while the world is changing," explained Sandra Parrish, Executive Director of the Museum at Campbell River. "We need to reinvent how we do business, and this project will connect visitors to the region's history, stories, and Indigenous culture not included in our permanent displays."

The app is based on the Naturalive digital interpretation platform, being developed by a local tech company. The platform has the potential to connect a network of natural destinations and trails on Vancouver Island and elsewhere, that could be continuously expanded and scaled over time.

Development of the app, in partnership with a nationally recognized museum and local technology company, will also play a role in enhancing the region's emerging technology sector.

"It's a clear demonstration of how tourism can champion innovation and technology," said ICET Board Chair Josie Osborne. "Modern visitor services provide a deeper level of engagement, and virtual exhibits are a way to reach new audiences and younger demographics."

The project is anticipated to be complete by the end of 2020.

About the Island Coastal Economic Trust

Created and capitalized by the Province of BC, the Island Coastal Economic Trust (ICET) has been at the forefront of economic diversification, planning and regional revitalization for the past twelve years.

ICET is independently governed by a Board of Directors and two Regional Advisory Committees which include more than 50 locally elected officials, MLAs and appointees from the Island and Coast. This exceptional team of leaders collaborate to set regional priorities and build vital multi-regional networks.

Through a community centered decision-making process, ICET has approved more than $52 million in funding for over 200 economic infrastructure and economic development readiness projects. These investments have leveraged over $270 million in new investment into the region creating more than 2500 construction phase jobs and 2650 long term permanent jobs.

A full overview of ICET can be found at www.islandcoastaltrust.ca

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