

# GGN - Geopark Annual Report 2019

## 1. GEOPARK IDENTITY

### Geopark name, country, regional Network:

- Tumbler Ridge UNESCO Global Geopark, British Columbia, Canada, (Canadian Geoparks Network)

**Year of inscription / Year of the last revalidation:** 2014/2018



The Canadian National Geopark's 1<sup>st</sup> meeting as an official entity, hosted in Tumbler Ridge, which occurred simultaneously with Indigenous Roundtable meeting – January 2019

## 2. GEOPARK FIGURES

**Number of Geopark staff:** In 2019 we had a total of 8 staff members, including one full-time geoscientist. Later in 2019, a second geoscientist was hired on a casual/as-needed basis.

**Number of visitors:** Getting an accurate estimate of the total number of visitors to the geopark is extremely difficult as our sites are publicly accessible. The visitor's centre saw 11,860 local and tourist visitors through our doors. Our close partner, the Tumbler Ridge Dinosaur Discovery Gallery, received 5,790 visitors.

**Number of Geopark events:** In 2019, we hosted 21 events:

1. Winter Carnival (40 participants)
2. Host – first Canadian Geoparks Network meeting (62 participants)
3. Roundtable for Indigenous Advisory Committee (12 participants)
4. Children’s Geopark Days – 2-day event (28 participants)
5. Launch of Geopark Beer (a partnership supporting trail maintenance) – (80 participants)
6. Family Festival (120 participants)
7. Grand opening of Mcleod Lake Interpretive Trail (28 participants)
8. Birding Experience Day (22 participants)
9. Global Wind Day (25 participants)
10. Fishing Derby (101 participants)
11. Fish to Dish workshop (16 participants)
12. Wild Women hike to Windfall Lake (12 participants)
13. Wild Women hike to Bootski Lake (18 participants)
14. Junior Ranger Camp (22 participants)
15. Gran Fondo Cycling race Tumbler Ridge (22 participants)
16. Guided hike series (110 participants)
17. Geo-passport contest (79 participants)
18. Home Roots Music concert series (42 participants)
19. Bat week (32 participants)
20. Upcycle workshops (25 participants)
21. International Mountain Day art night – (14 participants)
22. Emperor’s challenge half-marathon trail run (695 participants)

**Number of school classes realize Geopark educational programmes:**

- 3 in-person class visits, and we added an extensive range of free online class resources.

**Number of Geopark press release:** 9 press releases were issued in 2019.

1. Partnership with Destination BC
2. Anglo American funding partnership
3. Expanded Wolverine River trackway Tours
4. Fossil recovery – partnership with Tumbler Ridge Museum Foundation
5. UNESCO Revalidation Status renewed
6. HBO’s Game of Thrones’ promotional throne found at geosite Babcock Falls
7. Funding Support from District of Tumbler Ridge
8. Emperor’s Challenge half marathon event summary
9. Canadian Geoparks Network and Indigenous Roundtable held in Tumbler Ridge

**3. GEOPARK ACTIVITIES**

## **Major achievements in 2019**

- Staff created an informative and instructional guide for the CGN “Best Practices for Geoparks partnering with Indigenous Cultures”
- Worked with the Canadian Geoparks network to design and implement a communications strategy
- Hosted regional Indigenous roundtable discussion
- Initiated Tumbler Ridge Global UNESCO Geopark Indigenous Advisory Council
- Hosted the 1st Canadian National Geoparks Conference
- Staff attended the CCUNESCO annual general meeting in Ottawa (May)

## **Contribution towards GGN - Networking and participation**

- Staff Sarah Gamble participated in revalidation evaluation for Taining
- Assisted Shetland Global Geopark with branding process
- Assisted Lushan Global Geopark with display on Geoparks
- Worked with Hateg Global Geopark on the GGN Youth project and promotion on Twitter and Instagram

## **Management and Financial Status**

- Signed a three-year agreement to operate the local visitor centre, providing stability for TRUGG operations
- Created new 5-year strategic plan for TRUGG for 2019-2024

## **Geoconservation**

- Secured funding and began work on a local geology field guide

## **Sustainable tourism (Geotourism)**

- Worked with local WildSafe BC staff who provided visitors on our guided hikes with information about preventing wildlife encounters and bear safety.
- Trained Visitor Centre staff on messaging from BC Parks, “Pack it in, Pack it out” to reduce littering and promote proper disposal of waste in the Geopark

## **New education programmes on geoconservation, sustainable development and disaster risk reduction**

- Created new position for educational development “Geopark Health advisor” in order to initiate a Health and Wellness within Geoparks program that aligns with youth curriculum.

## **Strategic partnerships**

- Assisted the Aspiring Canadian Global Geoparks Network with the creation of policies and submission of new society bylaws.
- Assisted with establishing Canadian Global Geoparks Network as a legal entity in Canada
- Worked with local brewery on partnership to create a Geopark Beer, proceeds from which would assist with funding trail maintenance.

- Negotiated \$150,000 funding agreement with corporate partner Anglo American to fund some special projects
- Reworked our website and social media strategy to promote our Geopark's direct operators and provide them with greater exposure to tourists.

#### **Promotional activities**

- Successfully initiated a GeoPassport program encouraging visitors to visit TRUGG geosites and post to social media
- Instagram and Twitter collaboration with Hateg Geopark (Youth Ambassadors)

#### **4. CONTACTS**

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